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| **Why I don’t “QUIT”: Qualitative inquiry among diverse racial and sexual minorities smokers in Texas** |
| **Background/Objectives**  Smoking is strongly associated with minority and underserved communities and is an important contributor to inequalities in health. Smoking is heavily influenced by social and environmental influences, including cultural, gender, and sexual identity norms. ‘quit line’ programs are important resources to smoking cessation because it potentially reduces barriers to care such as cost, lack of transportation or childcare, and serve traditionally underserved populations, including ethnic/racial minorities, sexual minorities, and those living in rural areas. However, studies reported lower usage of the ‘quit line’ among racial and sexual minority smokers compared to white smokers. The current study examines perspectives on smoking behaviors and cessation behaviors among diverse Texans.  **Methods**  This descriptive study included interviews among LGBTQ (n = 4) and focus groups among Hispanics (n = 6), Asian Americans (n = 16), and African Americans (n = 21) to understand the context that influenced the decision to quit smoking and to initiate tobacco cessation services. Focus groups were conducted separately for Hispanics, Asian Americans, and African Americans. The thematic analysis yielded four themes, which were consistent across diverse smokers.  **Results**  Four primary themes were identified across the diverse populations: 1) perceptions of smoking, 2) reasons for smoking, 3) most utilized methods to quit smoking, 4) and information and resources needed to quit smoking. Across all groups, the QUIT line was never utilized because participants had little to no knowledge of the program.  **Discussion**  A more holistic approach to promoting services that are non-judgmental, and culturally relevant and supportive may encourage under-represented smokers to quit smoking. More resources are needed to support community outreach within these diverse communities in Texas.  **Keywords** |