May 2017 Press Release Template – Women’s Health Week

Drafted April 13, 2018

For Immediate Release: **(INSERT DATE)**

Contact: **(INSERT NAME, PHONE NUMBER)**

**Quitting or avoiding tobacco use is one of the best things women can do for their health**

**(CITY, WI)** – NATIONAL WOMEN’S HEALTH WEEK KICKS OFF SUNDAY, MAY 13 (WHICH IS ALSO MOTHER’S DAY). ITS GOAL IS TO EMPOWER WOMEN TO TAKE STEPS TO IMPROVE THEIR HEALTH. STATE THAT QUITTING TOBACCO OR NEVER STARTING IN THE FIRST PLACE IS ONE WAY THAT WOMEN CAN POSITIVELY IMPACT THEIR HEALTH.

“INCLUDE A QUOTE RELATED TO TOBACCO USE AND WOMEN’S HEALTH. YOU CAN FIND GOOD STATS TO INCLUDE AT <https://www.cdc.gov/tobacco/data_statistics/sgr/50th-anniversary/pdfs/fs_women_smoking_508.pdf>,” SAID **(CONTACT NAME)**. “WE WANT WOMEN IN **(COMMUNITY/COUNTY NAME)** TO LIVE LONG AND HEALTHY LIVES, AND ONE OF THE BEST WAYS TO ENSURE THAT IS NOT TO USE TOBACCO PRODUCTS.”

INCLUDE THAT MORE THAN 200,000 WOMEN DIE FROM SMOKING RELATED DISEASES EVERY YEAR. YOU CAN ALSO SHARE THAT IN THE LAST 50 YEARS, A WOMAN’S RISK OF DYING FROM SMOKING HAS MORE THAN TRIPLED AND IS NOW EQUAL TO A MAN’S RISK.

“NOW INSERT A QUOTE ABOUT WHAT IS BEING DONE LOCALLY TO COMBAT TOBACCO USE AMONG WOMEN. THIS COULD INCLUDE DISCUSSING ANY KEY LOCAL PARTNERSHIPS,” SAID **(CONTACT NAME)**.

DISCUSS THE FACT THAT THE WOMEN MOST LIKELY TO SMOKE OR USE TOBACCO ARE OFTEN PART OF A VULNERABLE POPULATION. YOU CAN FIND GOOD INFORMATION ON THE TOP RIGHT HAND PARAGRAPH OF THE FIRST PAGE OF THIS FACT SHEET -- <https://www.cdc.gov/tobacco/data_statistics/sgr/50th-anniversary/pdfs/fs_women_smoking_508.pdf>.

NOW DISCUSS SOME BENEFITS TO QUITTING SMOKING. YOU CAN LIST SOME OBVIOUS BENEFITS LIKE BETTER HEART AND LUNG HEALTH, BUT THINK ABOUT INCLUDING EVERYDAY REASONS TO QUIT FROM THE LIST FOUND AT <https://women.smokefree.gov/benefits-of-quitting/4-benefits-of-quitting-smoking.aspx>.

GIVE SOME PRACTICAL TIPS FOR DEALING WITH CRAVINGS. YOU CAN FIND EXAMPLES AT <https://women.smokefree.gov/ways-to-quit/quitting-6-new-habits-to-create-to-replace-smoking.aspx>.

“TOBACCO USERS CAN CALL THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW (784-8669) FOR FREE HELP” SAID **(CONTACT NAME)**. “THE FIRST BREATH PROGRAM IS ALSO AVAILABLE TO HELP PREGNANT WOMEN, NEW MOMS, AND THEIR FAMILIES QUIT TOBACCO. THEY CAN LEARN MORE ABOUT FIRST BREATH AT WWHF.ORG/FIRST-BREATH.”

VISIT **(WEB URL/SOCIAL MEDIA)** FOR MORE ON LOCAL TOBACCO PREVENTION AND CONTROL EFFORTS.

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