Equality Day LTE Template

Drafted July 23, 2018

Note: Final submitted letters should be no longer than 250 words

**This Women’s Equality Day, let’s shine a light on the impact of tobacco on women**

Dear Editor,

SHARE THAT SUNDAY, AUGUST 26 IS WOMEN’S EQUALITY DAY, WHICH CELEBRATES THE ANNIVERSARY OF WOMEN WINNING THE RIGHT TO VOTE. TALK ABOUT HOW EFFORTS TO INCREASE EQUALITY CONTINUE TO THIS DAY, AND THE IMPACT OF TOBACCO ON WOMEN IS ONE AREA THAT NEEDS ATTENTION.

START YOUR SECOND PARAGRAPH WITH A STRONG STAT -- THE U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION REPORTS THAT A WOMAN’S RISK OF DYING FROM SMOKING HAS MORE THAN TRIPLED IN THE LAST 50 YEARS AND IS NOW EQUAL TO THAT OF A MAN. **GIVE OTHER EXAMPLES OF HOW WOMEN’S RISK NOW EQUALS OR SURPASSES MEN’S RISK:** [**https://www.cdc.gov/tobacco/infographics/health-effects/pdfs/womensinfographic\_with\_call\_to\_action\_508v2.pdf?s\_cid=bb-osh-effects-graphic-002**](https://www.cdc.gov/tobacco/infographics/health-effects/pdfs/womensinfographic_with_call_to_action_508v2.pdf?s_cid=bb-osh-effects-graphic-002)**.**

DISCUSS HOW TOBACCO HURTS SOME GROUPS OF WOMEN MORE THAN OTHERS. **FIND EXAMPLES, INCLUDING AMERICAN INDIAN/ALASKA NATIVE AND LESBIAN AND BISEXUAL WOMEN, AT** [**http://www.lung.org/stop-smoking/smoking-facts/women-and-tobacco-use.html**](http://www.lung.org/stop-smoking/smoking-facts/women-and-tobacco-use.html)**.**

DEMONSTRATE HOW TOBACCO COMPANIES HAVE TARGETED WOMEN WITH THEIR ADVERTISING **(SOME EXAMPLES AT** [**https://truthinitiative.org/news/slim-and-stylish-how-tobacco-companies-hooked-women**](https://truthinitiative.org/news/slim-and-stylish-how-tobacco-companies-hooked-women)**)**. DISCUSS HOW THIS TARGETING MAKES YOU FEEL **(ANGRY, SAD, ETC.)**, AND WHY.

SHARE THAT YOU’RE A MEMBER OF THE **(NETWORK/COALITION NAME)** AND WHAT THE GROUP IS DOING TO ADDRESS TOBACCO USE IN **(COMMUNITY/COUNTY)**, SUCH AS NEW ACTIVITIES OR PARTNERSHIPS.

CLOSE BY ENCOURAGING ALL TOBACCO USERS, WOMEN AND MEN, TO CALL 1-800-QUIT NOW FOR FREE HELP AND LETTING READERS KNOW THEY CAN LEARN MORE ABOUT LOCAL TOBACCO PREVENTION EFFORTS AT **(WEBSITE, SOCIAL MEDIA, ETC.)**.