Hispanic Heritage Month (September 15 – October 15)

Draft LTE for September 2018

Drafted August 10, 2018

NOTE: Based off report available here: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5035114/>

NOTE: Final, customized LTEs should be no longer than 250 words

**Physicians less likely to ask Hispanics/Latinos about tobacco use,**

**and Hispanic/Latinos are less likely to use quitting aids**

Dear Editor,

SHARE THAT [HISPANIC HERITAGE MONTH](https://www.hispanicheritagemonth.gov/) KICKS OFF SATURDAY, SEPTEMBER 15 AND RUNS UNTIL MONDAY, OCTOBER 15. HISPANIC HERITAGE MONTH IS AN ANNUAL CELEBRATION OF HISPANIC/LATINO HISTORY AND CULTURE, AS WELL AS THE CONTRIBUTIONS OF GENERATIONS OF HISPANIC AMERICANS WHO HAVE POSITIVELY IMPACTED THE U.S.

GIVE EXAMPLES OF THESE CONTRIBUTIONS (**GET IDEAS AT** [**https://www.huffingtonpost.com/2013/07/04/latinos-contributions-to-us-history-independence\_n\_3545899.html?slideshow=true#gallery/306427/10**](https://www.huffingtonpost.com/2013/07/04/latinos-contributions-to-us-history-independence_n_3545899.html?slideshow=true#gallery/306427/10)). FOLLOW BY STATING THAT ONE THING THAT PUTS THIS CONTINUING TRADITION AT RISK IS TOBACCO.

SHARE THAT HISPANIC/LATINOS ARE LESS LIKELY TO BE SCREENED FOR TOBACCO USE AND ADVISED TO QUIT DURING A HEALTH CARE VISIT, AND THAT THEY ARE ALSO LESS LIKELY TO USE CESSATION QUITTING AIDS WHEN TRYING TO QUIT.

TALK ABOUT WHY IT’S IMPORTANT FOR DOCTORS TO ASK ALL PATIENTS ABOUT TOBACCO USE (EVERY TOBACCO USER SHOULD HAVE AN EQUAL OPPORTUNITY TO GET HELP), AND FOR TOBACCO USERS TO TAKE ADVANTAGE OF QUITTING AIDS AND SUPPORT (SINCE COMBINING FDA-APPROVED MEDICATIONS AND COUNSELING INCREASES THE ODDS OF QUITTING SUCCESSFULLY).

SHARE THAT DIABETES IS THE FIFTH LEADING CAUSE OF DEATH AMONG HISPANIC/LATINOS, AND THAT SMOKING INCREASES THE RISK OF DIABETES BY 30-40% (**MORE INFO IS AVAILABLE AT** [**https://www.cdc.gov/tobacco/disparities/hispanics-latinos/index.htm**](https://www.cdc.gov/tobacco/disparities/hispanics-latinos/index.htm)). IT’S CRITICAL THAT THEY BE OFFERED HELP TO QUIT, AND THAT THEY ACCEPT THAT HELP WHEN IT’S OFFERED.

TOBACCO ADDICTION SHOULDN’T GET IN THE WAY OF MAKING HISTORY. FREE HELP IS AVAILABLE IN SPANISH OR ENGLISH BY CALLING 877-2NO-FUME (266-3863) OR 1-800-QUIT NOW (784-8669). URGE MEDICAID RECIPIENTS TO ASK THEIR DOCTOR ABOUT MEDICAID’S QUIT TOBACCO BENEFIT. ENCOURAGE READERS TO LEARN MORE ABOUT LOCAL EFFORTS AT (**NETWORK/COALITION WEBSITE OR SOCIAL MEDIA**).