Women’s History Month (Industry Targeting of Low SES Women of Color)

2020 LTE Template for Local Customization

Drafted February 20, 2020

**Pull examples of industry targeting from:** [**http://www.smokingwhileblack.org/2014/01/poor-women-of-color-tobacco-industry.html**](http://www.smokingwhileblack.org/2014/01/poor-women-of-color-tobacco-industry.html)**,** [**https://tobaccocontrol.bmj.com/content/23/e2/e139.full**](https://tobaccocontrol.bmj.com/content/23/e2/e139.full)

**Tobacco industry has long targeted low income women of color**

Dear Editor,

SET THE CONTEXT FOR YOUR LETTER BY SHARING THAT MARCH IS WOMEN’S HISTORY MONTH. TALK ABOUT HOW THERE ARE MANY PARTS OF WOMEN’S HISTORY TO BE CELEBRATED, BUT THAT IT’S ALSO IMPORTANT TO SHINE A LIGHT ON INJUSTICES WOMEN HAVE FACED THROUGHOUT HISTORY, ESPECIALLY WOMEN OF COLOR.

SHARE THAT ONE OF THOSE INJUSTICES IS THE TOBACCO INDUSTRY’S TARGETING OF LOW INCOME WOMEN OF COLOR.

GIVE EXAMPLES OF THIS TARGETING FROM THE LINKS INCLUDED AT THE TOP OF THE TEMPLATE.

HOW DO THESE TOBACCO INDUSTRY PRACTICES MAKE YOU FEEL? HAVE YOU SEEN OTHER EXAMPLES OF THIS KIND OF TARGETING IN YOUR COMMUNITY?

DEMONSTRATE (**COALITION/NETWORK NAME’S**) COMMITMENT TO ADDRESSING TOBACCO-RELATED DISPARITITES BY TALKING ABOUT WHAT YOU’RE DOING LOCALLY TO ADDRESS THE ISSUE. THIS COULD INCLUDE NEW PARTNERSHIPS AND ACTIVITIES.

EXPRESS YOUR CONFIDENCE THAT WOMEN, INCLUDING WOMEN OF COLOR AND THOSE OF LOW INCOME, CAN ADD REJECTING THE TOBACCO INDUSTRY TO THEIR LONG LIST OF ACHEIVEMENTS THROUGHOUT HISTORY.

MENTION THAT FREE HELP TO QUIT IS AVAILABLE BY CALLING 1-800-QUIT-NOW (784-8669) OR IF YOU’RE ON MEDICAID, TALKING TO YOUR DOCTOR ABOUT THE FREE RESOURCES AVAILABLE THROUGH MEDICAID’S CESSATION BENEFIT. SHARE THAT MORE INFORMATION IS AVAILABLE ABOUT THE (**COALITION/NETWORK NAME**) AT (**URL, SOCIAL MEDIA, ETC.**).