LTE Template

New Year’s Resolution -- Disparities

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**Let’s Make a New Year’s Resolution to Reduce Tobacco Disparities**

Dear Editor,

OPEN YOUR LETTER BY SHARING THAT THE DEPARTMENT OF HEALTH SERVICES RECENTLY RELEASED NEW TOBACCO USE DATA FOR ADULTS IN WISCONSIN. NEXT GIVE AN OVERVIEW OF THE FINDINGS, STRESSING THE FACT THAT SOME POPULATIONS ARE SMOKING AT DOUBLE THE STATE AVERAGE OF 17%.

NOW BRING IN THE IDEA OF NEW YEAR’S RESOLUTIONS. TALK ABOUT HOW THEY REPRESENT THE HOPE THAT COMES WITH A NEW YEAR AND PROVIDE THE OPPORTUNITY FOR POSITIVE CHANGE. FOLLOW THAT BY INTRODUCING YOUR RESOLUTION: THAT WISCONSIN COMMITS ITSELF TO ADDRESSING THESE DISPARITIES IN 2017.

ANSWER THE QUESTION OF WHY THIS RESOLUTION IS NECESSARY. WHAT POPULATIONS ARE ESPECIALLY AFFECTED IN YOUR COMMUNITY? HIGHLIGHT THEIR RATES (FIND THEM AT <https://www.dhs.wisconsin.gov/publications/p43073.pdf>). NOTE: THIS WOULD BE EVEN MORE POWERFUL IF WRITTEN BY A MEMBER OF THE POPULATION TALKING ABOUT HOW THE HIGH USE RATES MAKE THEM FEEL.

USE THIS SPACE TO TALK ABOUT HOW THE COALITION IS ADDRESSING THESE DISPARITIES. WHAT POPULATIONS HAVE YOU FOCUSED ON IN 2016? WHAT NEW PARTNERSHIPS HAVE YOU FORMED? FINALLY, WHAT DO YOU HAVE PLANNED FOR 2017?

FINALLY, INVITE OTHERS TO JOIN IN LOCAL EFFORTS TO REDUCE THE BURDEN OF TOBACCO FOR ALL WISCONSIN CITIZENS. ENCOURAGE THEM TO LEARN MORE BY CALLING/VISITING PHONE NUMBER/URL/SOCIAL MEDIA. ALSO REMIND ALL TOBACCO USERS THAT FREE QUITTING HELP IS AVAILABLE FROM THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW.