No Menthol Sunday May LTE Template

Drafted April 18, 2017

NOTE: THIS LETTER IS INTENDED TO COME FROM A FAITH LEADER OR CHURCH MEMBER AS NO MENTHOL SUNDAY IS A FAITH-BASED INITIATIVE

**No Menthol Sunday Provides Opportunity to Address Tobacco Disparities**

Dear Editor,

START YOUR LETTER BY SHARING THAT SUNDAY, MAY 28 IS NO MENTHOL SUNDAY, A DAY TO SHINE A LIGHT ON THE IMPACT MENTHOL CIGARETTES HAVE ON THE AFRICAN AMERICAN COMMUNITY.

FIRST EXPLAIN HOW MENTHOL MAKES SMOKING EASIER TO START AND HARDER TO QUIT. YOU CAN FIND A GOOD EXPLANATION IN THE FIRST PARAGRAPH OF THIS FACT SHEET -- <https://truthinitiative.org/news/truth-about-menthol>.

NOW, PROVIDE INFORMATION ON THE BURDEN MENTHOL PRODUCTS TAKE ON AFRICAN AMERICANS. YOU CAN FIND EXAMPLES OF MENTHOL’S IMPACT AT <http://tobwis.org/health-equity/african-american> (Look under the “Menthol Cigarettes” tab). YOU CAN ALSO SHARE THAT AFRICAN AMERICANS IN WISCONSIN SMOKE AT DOUBLE THE RATE OF THE GENERAL POPULATION (<https://www.dhs.wisconsin.gov/publications/p43073.pdf>). REMEMBER TO POINT OUT THAT THESE RATES ARE THE RESULT OF TARGETED MARKETING ON THE PART OF TOBACCO COMPANIES (<http://www.lung.org/stop-smoking/smoking-facts/tobacco-industry-marketing.html>).

NOW SHARE EXAMPLES OF HOW FAITH LEADERS AND OTHERS CAN TAKE PART IN NO MENTHOL SUNDAY (<http://www.naatpn.org/nmspledge>).

FINISH BY INCLUDING A PARAGRAPH TO INVITE OTHERS TO ASSIST YOUR NETWORK/COALITION IN ADDRESSING TOBACCO USE IN THE COMMUNITY (PROVIDE A URL, SOCIAL MEDIA WHERE THEY CAN REACH YOU). REMIND TOBACCO USERS THAT FREE QUIT HELP IS AVAILABLE THROUGH 1-800-QUIT NOW.