**National Minority Health and Health Disparities Month**

**LTE Template**

**Drafted March 8, 2018**

**Tobacco hurts some groups more than others**

Dear Editor,

START YOUR LETTER BY SHARING THAT APRIL IS NATIONAL MINORITY HEALTH AND HEALTH DISPARITIES MONTH. DISCUSS HOW THE TIMING FOR THE OBSERVANCE COULDN’T COME AT A BETTER TIME GIVEN THE CONVERSATIONS AROUND HEALTH CARE IN AMERICA. STATE THAT ONE OF THE KEY DRIVERS OF DISPARITIES IS TOBACCO USE.

NOW DISCUSS TOBACCO-RELATED HEALTH DISPARITIES USING RESOURCES LIKE THE BRFSS FACT SHEET (<https://www.dhs.wisconsin.gov/publications/p43073.pdf>) OR THE STAT SHOT (<http://tobwis.org/files/download/9a686892dcae4b3>). YOU CAN EITHER FOCUS ON TOBACCO DISPARITIES BROADLY OR ON A SPECIFIC POPULATION OF INTEREST. USE THIS PARAGRAPH TO SHOW THAT TOBACCO IS NOT AN EQUAL OPPORTUNITY KILLER. REMEMBER – YOUR LETTER WILL BE MUCH MORE EFFECTIVE COMING FROM A MEMBER OF THE POPULATION YOU’RE DISCUSSING. AS A MEMBER OF THAT POPULATION, THEY CAN TALK ABOUT WHAT THEY’VE EXPERIENCED OR SEEN OTHERS EXPERIENCE IN RELATION TO TARGETED TOBACCO ADVERTISING AND PROMOTIONS, TOBACCO USE, TOBACCO TRADITIONS, ETC.

FOLLOW BY SHARING WHAT YOUR NETWORK OR COALITION IS DOING TO ADDRESS THESE DISPARITIES. EXAMPLES COULD INCLUDE PROMOTING THE SMOKE-FREE HUD RULE, FORMING NEW PARTNERSHIPS, OR RAISING AWARENESS THROUGH COMMUNITY EVENTS. THIS IS DEFINITELY A GOOD PLACE TO PROMOTE ANY UPCOMING INITIATIVES YOU HAVE COMING UP.

CLOSE BY SHARING THAT FREE HELP IS AVAILABLE FOR TOBACCO USERS LOOKING TO QUIT BY CALLING 1-800-QUIT NOW. MAKE SURE TO LET READERS KNOW HOW THEY CAN CONTACT YOUR ORGANIZATION FOR MORE INFO **(WEBSITE, SOCIAL MEDIA, ETC.)**.