Smoke-Free Law 7th Anniversary LTE Template

Drafted June 7, 2017

Despite seven smoke-free years, tobacco is still a problem in Wisconsin

Dear Editor,

START BY SHARING THAT WEDNESDAY, JULY 5TH MARKS THE SEVENTH ANNIVERSARY OF WISCONSIN’S SMOKE-FREE AIR LAW, ONE OF THE GREATEST PUBLIC HEALTH VICTORIES IN WISCONSIN HISTORY. HOWEVER, WE CAN’T LET THAT ACCOMPLISHMENT BLIND US TO THE WAYS THAT TOBACCO STILL TAKES A TREMENDOUS TOLL ON OUR STATE.

SHARE THAT WHILE THE LAW’S BENEFITS ARE WORTH RECOGNIZING, WE CAN’T LET THEM OVERSHADOW THE FACT THAT TOBACCO REMAINS THE STATE’S NUMBER ONE CAUSE OF PREVENTABLE DEATH AND HURTS SOME POPULATIONS DISPROPORTIONATELY.

FOLLOW THAT PARAGRAH BY GIVING SOME EXAMPLES OF THE VULNERABLE POPULATIONS TOBACCO AFFECTS. STATE-SPECIFIC INFORMATION CAN BE FOUND AT <https://www.dhs.wisconsin.gov/publications/p43073.pdf>. YOU CAN ALSO SHARE OTHER INFORMATION FROM THE HEALTH EQUITY TOOLKIT -- <http://tobwis.org/health-equity>.

NOW TAKE THE OPPORTUNITY TO SHARE WHAT YOUR COALITION/NETWORK IS DOING TO REVERSE THESE TRENDS (COMMUNITY PARTNERSHIPS, TARGETED OUTREACH, ETC.).

TIE THE TWO TOPICS TOGETHER BY SHARING THAT WHILE THE CHALLENGE OF REDUCING TOBACCO’S IMPACT ON THESE POPULATIONS MAY SEEM IMPOSSIBLE, IT’S IMPORTANT TO REMEMBER THAT PEOPLE ONCE FELT THE SAME ABOUT GETTING A SMOKE-FREE AIR LAW PASSED -- AND HERE WE ARE SEVEN YEARS LATER.

CLOSE YOUR LETTER BY ENCOURAGING COMMUNITY MEMBERS TO TAKE A STAND FOR THE HEALTH OF ALL WISCONSINITES BY CONTACTING THE NETWORK/COALITION AT (URL, SOCIAL MEDIA, ETC.).