Health Disparities Month

Template Letter to the Editor

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**It’s no accident that some populations are more affected by tobacco than others**

LET READERS KNOW THAT APRIL IS HEALTH DISPARITIES MONTH AND THAT TOBACCO USE IS ONE OF THE LARGEST DISPARITIES IN WISCONSIN. SHARE HOW THE STATE’S OVERALL SMOKING RATE OF 16% DOESN’T TELL THE WHOLE STORY. INFORM READERS THAT SOME POPULATIONS USE TOBACCO AT MUCH HIGHER RATES (**INFO AVAILABLE AT** [**https://www.dhs.wisconsin.gov/publications/p43073.pdf**](https://www.dhs.wisconsin.gov/publications/p43073.pdf)) BECAUSE OF TARGETED TOBACCO INDUSTRY MARKETING STRATEGIES.

EXPAND BY PROVIDING EXAMPLES OF THESE STRATEGIES. **THERE IS GOOD INFORMATION ON THIS FACT SHEET --** [**https://tobaccopolicycenter.org/documents/TobaccoDisparities.pdf**](https://tobaccopolicycenter.org/documents/TobaccoDisparities.pdf).

NOW CONNECT THAT TARGETED MARKETING WITH GREATER BURDEN OF DISEASE. **YOU CAN FIND** **GOOD INFORMATION ON THE SAME FACT SHEET THAT’S LINKED IN THE SECOND PARAGRAPH.**

NOW SHARE WHAT YOU’VE SEEN OR EXPERIENCED LOCALLY. THIS COULD INCLUDE WHAT YOU SAW DOING WRAP INSPECTIONS, OR IN MILWAUKEE, TALKING ABOUT THINGS LIKE THE SALE OF SINGLE CIGARETTES.

FINALLY, DISCUSS WHAT YOUR NETWORK/COALITION IS DOING TO ADDRESS TOBACCO-RELATED DISPARITIES. TALK ABOUT ANY PARTNERSHIPS YOU’RE EXPLORING, MEETINGS YOU’VE HELD, OR PRESENTATIONS YOU’VE DONE.

CLOSE BY LETTING READERS KNOW HOW THEY CAN GET INVOLVED (**LINK TO YOUR WEBSITE/SOCIAL MEDIA**). ALSO LET TOBACCO USERS KNOW THAT FREE HELP IS AVAILABLE BY CALLING THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW (784-8669). ALSO ENCOURAGE MEDICAID RECIPIENTS TO TALK TO THEIR DOCTOR ABOUT THE MEDICAID BENEFIT’S FREE QUITTING SUPPORT.