Tobacco is a Racial Justice Issue Press Release Template

Revised August 27, 2020

FOR IMMEDIATE RELEASE

DATE

CONTACT NAME AND INFO

**Organization Name: Tobacco is a Racial Justice Issue**

(**CITY, WI**) – As our communities continue to grapple with the COVID-19 pandemic, America also faces a reckoning of a different nature as it confronts its long history of racial injustices -- injustices that unfortunately continue to this day.

Across Wisconsin and the country, important conversations are happening about how we can make our society more fair and just for all. One component of those discussions that‘s often overlooked are the health inequities faced by racial groups in America -- health inequities driven in part by the targeted marketing of tobacco products. Members of the (**ORGANIZATION NAME**) say it’s time to call these tobacco-related health inequities what they are: a racial justice issue that must be addressed.

“It’s not a coincidence that certain populations (**BE SPECIFIC ABOUT RACIAL GROUPS THAT HAVE FACED INDUSTRY TARGETING AND HEALTH DISPARITIES**) are more greatly impacted by tobacco than others,” said (**CONTACT NAME**). “In fact, these populations (**OR AGAIN, A SPECIFIC RACIAL GROUP THAT YOU WANT TO FOCUS ON IN YOUR PRESS RELEASE**) have been targeted in very specific ways, ultimately leading to crippling health inequities.”

**CONTACT NAME** described three different factors that make tobacco a racial justice issue – Menthol, tobacco industry targeting, and fewer smoke-free air protections in low-income communities.

**ELABORATE ON THE THREE FACTORS IN GREATER DETAIL USING THE INFORMATION PROVIDED IN THE TRUTH INITIATIVE ARTICLE --** <https://truthinitiative.org/research-resources/targeted-communities/why-tobacco-racial-justice-issue?utm_source=Truth+Initiative+Mailing+List&utm_campaign=4d3a6e41cd-Newsletter_208_2020_08_06&utm_medium=email&utm_term=0_c91fd8a5c5-4d3a6e41cd-81393049>. **GIVE EXAMPLES OF HOW THESE FACTORS AFFECT YOUR POPULATION.**

“It’s frustrating knowing that the tobacco-related inequities experienced in (**COMMUNITY/COUNTY NAME**) are the result of a concerted effort,” said (**CONTACT NAME**). “This is not something we can ignore, and we invite others in the community to join us in confronting this problem.”

The (**ORGANIZATION NAME**) is doing their part to combat tobacco-related inequities in (**COMMUNITY/COUNTY NAME**) by (**GIVE EXAMPLES OF THE WORK YOU’RE DOING TO ADVANCE HEALTH EQUITY – FORMING KEY PARTNERSHIPS, INVOLVING COMMUNITY MEMBERS, PRESENTATIONS, MEETINGS, ETC.**).

Visit (**URL, SOCIAL MEDIA, ETC.**) to learn more about the efforts of (**ORGANIZATION NAME**), or to get involved. Individuals that use tobacco products and are ready to quit can call the Wisconsin Tobacco Quit Line at 1-800-QUIT NOW (784-8669) or text “READY” to 200-400.

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