New Year’s Resolution LTE Template

Drafted November 25, 2020

**My New Year’s Resolution – What I’m doing to address tobacco-related health inequities**

Dear Editor,

SHARE THAT WHETHER THROUGH THE ONGOING PANDEMIC OR AMERICA’S RECKONING WITH SYSTEMIC RACISM, 2020 HAS OFFERED NUMEROUS OPPORTUNITIES FOR US ALL TO REFLECT –NOT ONLY ON THE CHANGES WE WANT TO MAKE IN OUR PERSONAL LIVES, BUT ALSO THE CHANGES WE WANT TO SEE IN OUR SOCIETY AS A WHOLE. WITH THAT IN MIND, STATE THAT YOU’RE MAKING ADDRESSING HEALTH INEQUITIES, SPECIFICALLY TOBACCO-RELATED INEQUITIES, A PRIORITY IN THE NEW YEAR.

SHARE INFORMATION ON TOBACCO-RELATED HEALTH INEQUITIES. **YOU’LL FIND GOOD EXAMPLES ON THE HEALTH EQUITY HUB OF TOBWIS UNDER “TOBACCO” (**[**https://tobwis.org/health-equity/health-equity-resources/**](https://tobwis.org/health-equity/health-equity-resources/)). KEEP YOUR POPULATION OF FOCUS IN MIND. PROVIDE CONTEXT ON THE SYSTEMIC AND ENVIRONMENTAL FACTORS THAT LEAD TO THE HEALTH INEQUITIES EXPERIENCED BY THE POPULATION YOU’RE DISCUSSING (**RACISM, INDUSTRY TARGETING, INCREASED STRESS** – **YOU’LL FIND GOOD BACKGROUND HERE --** [**https://tobwis.org/documents/472/4edpacket\_industry\_targeting.pdf**](https://tobwis.org/documents/472/4edpacket_industry_targeting.pdf)**)**.

**NOW DISCUSS WHAT YOU PLAN TO DO OR ALREAY DOING TO ADDRESS THESE INEQUITIES. THIS CAN INCLUDE PERSONAL ACTIVITIES OR ACTIONS YOUR ALLIANCE IS TAKING (PARTNERSHIPS, TRAININGS, ETC.**).

INVITE OTHERS TO JOIN YOU IN THE WORK. SHARE THAT COLLECTIVE ACTION IS KEY TO CREATING REAL, SUSTAINABLE CHANGE. ENCOURAGE READERS TO LEARN MORE ABOUT YOUR EFFORTS BY VISITING **YOUR ORGANIZATION’S URL, SOCIAL MEDIA, ETC**.

ENCOURAGE TOBACCO USERS TO GET FREE HELP BY CALLING THE QUIT LINE AT 1-800-QUIT NOW (784-8669), OR IF THEY’RE ON MEDICAID, TALKING TO THEIR DOCTOR ABOUT THE FREE RESOURCES PROVIDED THROUGH THE MEDICAID CESSATION BENEFIT.