BRFSS Reaction LTE Template

Drafted December 3, 2019

**Looking at the smaller picture: Tobacco disparities in Wisconsin**

Dear Editor,

START THE LETTER BY SHARING THAT WISCONSIN RECENTLY RELEASED DATA FROM THE [2018 BEHAVIORAL RISK FACTOR SURVEILLANCE SURVEY](https://www.dhs.wisconsin.gov/publications/p43073.pdf), WHICH COLLECTS DATA ON ADULT TOBACCO USE IN WISCONSIN. THEN EXPLAIN THAT THE REPORT SHOWS THAT CERTAIN POPULATION GROUPS ARE MORE AFFECTED BY TOBACCO THAN OTHERS AS A RESULT OF TARGETED MARKETING BY TOBACCO COMPANIES.

GO OVER THE KEY FACTORS THAT DRIVE THESE DISPARITIES, INCLUDING TARGETED MARKETING, RACISM, DISCRIMINATION, AND EXPERIENCING POVERTY. STATE THAT EVERYONE SHOULD HAVE AN EQUAL CHANCE TO BE HEALTHY, WHICH INCLUDES BEING TOBACCO FREE.

SHARE THAT TOBACCO EFFORTS NEED TO FOCUS ON THE POPULATION GROUPS MOST AFFECTED BY TOBACCO. THE RELATIVELY LOW OVERALL SMOKING RATE FOR WISCONSIN IS MISLEADING BECAUSE IT DOESN’T TELL THE WHOLE STORY. EFFORTS SHOULD FOCUS ON WORKING WITH THIS POPULATION TO DECREASE TOBACCO RATES.

LET READERS KNOW THAT STARTS WITH GIVING THESE POPULATIONS A GREATER VOICE IN ADDRESSING THE ISSUE, AND TRULY LISTENING TO WHAT THEY HAVE TO SAY. DESCRIBE HOW YOUR COALITION/NETWORK IS DOING THAT **(THIS COULD INCLUDE RECRUITMENT OPPORTUNITIES, PRESENTATIONS, MEETINGS, ETC.)**.

PROMOTE THE QUIT LINE BY TELLING READERS TO CALL 1-800-QUIT NOW (784-8669) FOR FREE HELP. ALSO SHARE THAT THOSE ON MEDICAID SHOULD TALK TO THEIR DOCTOR ABOUT THE FREE RESOURCES PROVIDED BY THE MEDICAID CESSATION BENEFIT.

FINALLY, ENCOURAGE ALL INDIVIDUALS, AND ESPECIALLY THOSE IN OPULATIONS MOST AFFECTED BY TOBACCO, TO CONTACT YOUR NETWORK/COALITION AT **(URL, SOCIAL MEDIA, ETC.)**.