Black History Month LTE Template

Drafted January 30, 2020

Tobacco industry continues to target African Americans

Dear Editor,

START YOUR LETTER BY SHARING THAT FEBRUARY IS BLACK HISTORY MONTH, WHICH CELEBRATES THE MANY ACHIEVEMENTS OF BLACK AMERICANS. IT’S ALSO A TIME TO REMEMBER THE INJUSTICES FACED BY AFRICAN AMERICANS THROUGHOUT HISTORY, AND ONE THAT DESERVES MORE ATTENTION IS THE TARGETED EFFORTS OF TOBACCO COMPANIES TO ADDICT THE AFRICAN AMERICAN COMMUNITY TO TOBACCO PRODUCTS.

TALK ABOUT HOW THE INDUSTRY HAS TARGETED AFRICAN AMERICANS IN THE PAST, AND HOW THEY CONTINUE TO DO SO TODAY. **YOU CAN FIND EXAMPLES AT** [**https://truthinitiative.org/research-resources/targeted-communities/tobacco-social-justice-issue-racial-and-ethnic-minorities**](https://truthinitiative.org/research-resources/targeted-communities/tobacco-social-justice-issue-racial-and-ethnic-minorities) **OR SHARE YOUR OWN COLLECTED THROUGH WRAP INSPECTIONS/DATA.**

LET READERS KNOW THAT ACTION IS BEING TAKEN AT THE LOCAL LEVEL TO ADDRESS THIS ISSUE. DISCUSS WHAT YOUR NETWORK/COALITION IS DOING ABOUT THE PROBLEM. GIVE EXAMPLES OF YOUR LOCAL WORK TO ADDRESS TOBACCO USE DISPARITIES. INVITE READERS TO LEARN MORE ABOUT YOUR GROUP’S EFFORTS AND HOW THEY CAN HELP BY VISITING **(WEBSITE, SOCIAL MEDIA, ETC.)**.

FINALLY, LET ALL TOBACCO USERS KNOW THAT FREE HELP IS AVAILABLE BY CALLING THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW (784-8669). MEDICAID RECIPIENTS CAN ALSO TALK TO THEIR DOCTOR ABOUT THE FREE QUITTING RESOURCES AVAILABLE THROUGH THE MEDICAID CESSATION BENEFIT. FEEL FREE TO MENTION ANY LOCAL, POPULATION-SPECIFIC RESOURCES AS WELL.