National Women’s Health Week – Template Letter to the Editor

Drafted April 23, 2021

**Women’s Health Week Tip – Quit Tobacco Products**

Dear Editor,

SHARE THAT NATIONAL WOMEN’S HEALTH WEEK, WHICH EMPOWERS WOMEN TO IMPROVE THEIR HEALTH, KICKS OFF ON SUNDAY, MAY 9 (Mother’s Day). SHARE THAT THERE ARE MANY WAYS WOMEN CAN MAKE A POSITIVE IMPACT ON THEIR HEALTH, AND ONE GOOD PLACE TO START IS BY QUITTING TOBACCO PRODUCTS.

USE THIS PARAGRAPH TO TALK ABOUT THE TOLL TOBACCO PRODUCTS HAVE TAKEN ON WOMEN OVER THE LAST 50+ YEARS. **YOU CAN USE EXAMPLES FROM THIS LINK:** [**https://www.cdc.gov/tobacco/basic\_information/health\_effects/women-smoking/index.htm**](https://www.cdc.gov/tobacco/basic_information/health_effects/women-smoking/index.htm)

NOW DISCUSS HOW WOMEN’S INCREASED RATES OF TOBACCO USE AND TOBACCO-RELATED DISEASE ARE NO ACCIDENT. GIVE EXAMPLES OF WAYS THE TOBACCO INDUSTRY HAS TARGETED WOMEN THROUGH THEIR ADVERTISING. **YOU CAN PULL LANGUAGE AND EXAMPLES FROM THIS LINK:** [**https://truthinitiative.org/research-resources/tobacco-industry-marketing/slim-and-stylish-how-tobacco-companies-hooked-women**](https://truthinitiative.org/research-resources/tobacco-industry-marketing/slim-and-stylish-how-tobacco-companies-hooked-women)

FOLLOW THAT UP WITH A SUMMARY OF THE BENEFITS FOR QUITTING TOBACCO PRODUCTS. **THERE ARE MANY AT THIS LINK THAT YOU CAN HIGHLIGHT:** [**https://women.smokefree.gov/quit-smoking-women/what-women-should-know/how-quitting-helps-women#:~:text=Quitting%20smoking%20will%20increase%20your,like%20preeclampsia%20and%20placenta%20previa**](https://women.smokefree.gov/quit-smoking-women/what-women-should-know/how-quitting-helps-women#:~:text=Quitting%20smoking%20will%20increase%20your,like%20preeclampsia%20and%20placenta%20previa)

ASSURE READERS THAT QUITTING IS POSSIBLE. ALSO LET THEM KNOW THAT FREE HELP IS AVAILABLE FOR WOMEN THAT WANT TO QUIT BY CALLING THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW (784-8669), OR IF THEY’RE ON MEDICAID, TALKING TO THEIR PHYSICIAN ABOUT THE STATE’S MEDICAID CESSATION BENEFIT. FINALLY, PREGNANT WOMEN WHO SMOKE CAN LEARN MORE ABOUT THE FREE QUITTING HELP PROVIDED BY THE FIRST BREATH PROGRAM AT <https://wwhf.org/first-breath/>.

FINISH BY PROVIDING A FEW OTHER WAYS THAT WOMEN CAN IMPROVE THEIR HEALTH. **YOU CAN FIND EXAMPLES TO SHARE AT** [**https://www.cdc.gov/healthequity/features/nwhw/index.html**](https://www.cdc.gov/healthequity/features/nwhw/index.html)