Pride Month Press Release Template

Drafted May 17, 2021

**FOR IMMEDIATE RELEASE**

**DATE**

**CONTACT NAME AND INFO**

**This Pride month, (ORGANIZATION NAME) shines light on the factors that drive LGBTQ+ tobacco use**

**(CITY, WI)** – June is Pride Month, which celebrates equality for the Lesbian, Gay, Bisexual, Transgender, Questioning or Queer (**LGBTQ+**) community. This Pride, the (**ORGANIZATION NAME**) is marking the occasion by bringing attention to the ways we can decrease the burden of commercial tobacco on the LGBTQ+ community.

LGBTQ+ Healthlink reports that smoking is the LGBTQ+ community’s greatest health burden, and there are specific factors that contribute to commercial tobacco products taking such a great toll.

**TALK ABOUT INDUSTRY TARGETING OF THE POPULATION (YOU CAN PULL FROM THESE LINKs:** [**https://truthinitiative.org/research-resources/targeted-communities/tobacco-use-LGBTQ+-communities**](https://truthinitiative.org/research-resources/targeted-communities/tobacco-use-lgbt-communities)**;** [**https://tobwis.org/toolkits/menthol-toolkit/#heading-targeting-and-disparities**](https://tobwis.org/toolkits/menthol-toolkit/#heading-targeting-and-disparities)). **DISCUSS HOW THIS HAS AFFECTED TOBACCO USE RATES IN THE POPULATION.**

“Just dealing with the industry targeting the population is enough,” said (**CONTACT NAME**), “but social stigma and exclusion are also driving high commercial tobacco use rates in the LGBTQ+ community.”

**SHARE THAT THE ABOVE FACTORS CAN LEAD TO RISKIER HEALTH BEHAVIORS. YOU CAN PULL FROM THE TOBWIS LGBTQ+ PAGE:** [**https://tobwis.org/toolkits/disparities/LGBTQ+q/**](https://tobwis.org/toolkits/disparities/lgbtq/).

**NOW TALK ABOUT WHAT YOUR ALLIANCE/ORGANIZATION IS DOING TO POSITIVELY IMPACT LGBTQ+ COMMERCIAL TOBACCO USE. THIS COULD INCLUDE ANY PARTNERSHIPS YOU’RE FORMING, EDUCATION YOU’RE DOING, ETC**. **IF APPLICABLE, GIVE EXAMPLES OF HOW YOU’RE CENTERING/PRIORITIZING LGBTQ+ VOICES IN THIS WORK, AND DISCUSS HOW CENTERING THOSE VOICES DEVELOPS SOLUTIONS THAT HELP MAKE EVERYONE HEALTHIER.**

“It’s unacceptable that commercial tobacco products continue to harm the LGBTQ+ community and other vulnerable populations at higher levels. We’re committed to addressing this disparity, because we know our state is stronger when all populations in the state have the opportunity to be healthy.”

Anyone who uses commercial tobacco products can get free help to quit by calling the Wisconsin Tobacco Quit Line at 1-800-QUIT NOW (784-8669). Or if they’re on Medicaid, they can talk to their healthcare provider about the free quit support provided through the Medicaid Cessation Benefit.

To learn more about (**ORGANIZATION NAME’S**) efforts in (**COMMUNITY/COUNTY NAME**), visit (**URL/SOCIAL MEDIA**).

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