Martin Luther King Jr. Day (1/16/22) LTE Template

Drafted December 10, 2022

Let’s Honor Dr. King by Working to End Tobacco-Related Disparities

Dear Editor,

OPEN YOUR LTE BY SHARING THAT MONDAY, JANUARY 17 IS MARTIN LUTHER KING JR. DAY. TALK ABOUT WHY YOU THINK HONORING DR. KING’S ACCOMPLISHMENTS IS IMPORTANT AND HOW THE DAY INSPIRES YOU. NOW SHARE THAT ONE WAY WE CAN HONOR HIS LEGACY IS BY WORKING TO END TOBACCO-RELATED DISPARITIES IN WISCONSIN, ESPECIALLY AMONGST AFRICAN AMERICANS.

TALK ABOUT THE SOCIETAL FACTORS THAT LEAD TO THESE DISPARITIES, INCLUDING STRESS, RACISM, AND TARGETED MARKETING FROM THE TOBACCO INDUSTRY. YOU CAN FIND EXAMPLES AND IDEAS FOR FRAMING AT <https://www.dhs.wisconsin.gov/publications/p02956.pdf>.

DISCUSS HOW THESE DISPARITIES MAKE YOU FEEL. DO YOU THINK IT’S FAIR THAT SOME COMMUNITIES SUFFER FROM COMMERCIAL TOBACCO MORE THAN OTHERS?

NOW TALK ABOUT THE BEST PRACTICE POLICIES THAT CAN REDUCE THESE DISPARITIES, ESPECIALLY RESTRICTING MENTHOL. YOU CAN FIND EXAMPLES OF KEY TOBACCO PREVENTION POLICIES AT <https://www.dhs.wisconsin.gov/tobaccoischanging/take-action.htm>. TALK ABOUT WHAT YOUR ALLIANCE IS DOING TO EDUCATE YOUR COMMUNITY ON THE POLICIES.

INVITE READERS TO GET INVOLVED IN LOCAL EFFORTS BY VISITING YOUR ALLIANCE’S URL/SOCIAL MEDIA. CLOSE WITH A REMINDER THAT FREE HELP IS AVAILABLE FOR ANY TOBACCO USER READY TO QUIT BY CALLING 1-800-QUIT NOW (784-8669). INDIVIDUALS ON MEDICAID WHO SMOKE SHOULD ALSO TALK TO THEIR DOCTOR ABOUT THE FREE HELP AVAILABLE THROUGH THE MEDICAID CESSATION BENEFIT.