National Minority Health and Health Disparities Month

Press Release Template

Drafted March 9, 2017

**Minority Health Month Provides Opportunity for Reflection, Action to Reduce Tobacco’s Impact**

**CITY, WI** – START YOUR PRESS RELEASE BY SHARING THAT APRIL IS NATIONAL MINORITY HEALTH AND HEALTH DISPARITIES MONTH. NOW SHARE THAT YOUR ORGANIZATION IS LOOKING TO RAISE AWARENESS OF HEALTH DISPARITIES IN **(COMMUNITY NAME)** AND REDUCE THOSE DISPARITIES BY ADDRESSING TOBACCO USE AMONGST **(POPULATION NAMES)**.

PROVIDE CONTEXT BY GIVING SOME DATA ABOUT TOBACCO DISPARITIES IN WISCONSIN. YOU CAN EITHER DISCUSS DISPARITIES IN GENERAL OR FOCUS IN A SPECIFIC POPULATION DEPENDING ON THE WORK YOU’RE DOING. YOU CAN FIND USAGE DATA FOR THE STATE OF WISCONSIN AT <https://www.dhs.wisconsin.gov/publications/p43073.pdf> OR INFORMATION ABOUT TOBACCO AND SPECIFIC POPULATIONS AT <http://tobwis.org/health-equity>.

“INSERT A QUOTE HERE ABOUT WHY ADDRESSING THIS ISSUE IS SO IMPORTANT. WHY ARE YOU/YOUR ORGANIZATION COMMITTED TO REDUCING THIS/THESE DISPARITY(IES),” SAID **(CONTACT NAME)**.

NOW DISCUSS WHAT YOUR ORGANIZATION IS DOING ABOUT THE DISPARITY. HAVE YOU PARTNERED WITH A NEW ORGANIZATION, HELD A COMMUNITY EVENT, ETC.? DESCRIBE WHAT ACTIVITIES YOU HAVE PLANNED FOR 2017 TO FURTHER THIS WORK.

“NOW INCLUDE A SEPARATE QUOTE ABOUT HOW THE WORK HAS GONE. WHAT ACHIEVEMENTS ARE YOU PROUD OF OR WHAT AREAS ARE YOU LOOKING TO STILL ADDRESS,” SAID **(CONTACT NAME)**.

FINISH BY SHARING THAT FREE HELP IS AVAILABLE FOR INDIVIDUALS THAT WANT TO QUIT SMOKING BY CALLING THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW. ALSO PROVIDE CONTACT INFORMATION FOR THE ORGANIZATION (URL, SOCIAL MEDIA, ETC.) SO THAT INDIVIDUALS OR ORGANIZATIONS INTERESTED IN REDUCING TOBACCO DISPARITIES CAN GET IN CONTACT WITH YOU.

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