Women’s History Month 2017 LTE Template

Drafted March 22, 2017

RECOMMENDED RESOURCE FOR CUSTOMIZATION: <https://www.cdc.gov/tobacco/data_statistics/sgr/50th-anniversary/pdfs/fs_women_smoking_508.pdf>

**Tobacco Marketing a Sad Part of Women’s History**

Dear Editor,

SHARE THAT MARCH IS WOMEN’S HISTORY MONTH, WHICH RECOGNIZES THE ACCOMPLISHMENTS OF WOMEN THROUGHOUT HISTORY. TALK ABOUT THE EVENT’S MEANING TO YOU BY DISCUSSING WOMEN THAT YOU ADMIRE. NOW SHARE A WOMEN’S HISTORY FACT YOU’RE A LOT LESS EXCITED ABOUT—OVER THE LAST 50 YEARS, A WOMAN’S RISK OF DYING FROM SMOKING HAS MORE THAN TRIPLED AND IS NOW EQUAL TO A MAN’S.

TALK ABOUT HOW THIS IS NOT A COINCIDENCE. GIVE EXAMPLES OF MARKETING TACTICS THAT WERE USED TO MAKE SMOKING MORE APPEALING TO WOMEN. SHARE HOW HEARING THIS MAKES YOU FEEL.

NOW DISCUSS WHAT BEING A TARGET MARKET OF TOBACCO COMPANIES MEANS FOR WOMEN TODAY. YOU CAN SHARE THAT 20 MILLION WOMEN AND GIRLS IN THE U.S. CURRENTLY SMOKE OR THAT MORE THAN 170,000 WOMEN DIE OF TOBACCO-RELATED DISEASES ANNUALLY.

ANOTHER ANGLE TO EXPLORE IS THAT THE WOMEN MOST LIKELY TO SMOKE ARE THOSE WITH LOW INCOME, LOW EDUCATION, AND BEHAVIORAL HEALTH ISSUES. YOU CAN ALSO DISCUSS HOW THIS AFFECTS HEALTHY BIRTH OUTCOMES (**SEE TOP RIGHT ON PAGE ONE OF FACT SHEET**).

CLOSE BY STATING THAT THIS PART OF WOMEN’S HISTORY DOESN’T NEED TO BE REPEATED. DISCUSS THE RESOURCES THAT ARE AVAILABLE FOR WOMEN TO QUIT, INCLUDING THE QUIT LINE (1-800-QUIT NOW) AND WOMEN.SMOKEFREE.GOV. INCLUDE A MENTION OF COALITION/NETWORK CONTACT INFO FOR THOSE INTERESTED IN GETTING INVOLVED LOCALLY.