Mental Illness Awareness Week Template Press Release

Drafted September 8, 2017

For Immediate Release: **(INSERT DATE)**

Contact: **(INSERT NAME, PHONE NUMBER)**

**(ORG NAME): Now is the time to address mental health, tobacco addiction**

Mental Illness Awareness Week kicks off October 1

**(CITY, WI**) – START YOUR PRESS RELEASE BY SHARING THAT MENTAL ILLNESS AWARENESS WEEK IS OCTOBER 1-7, 2017. FOLLOW BY STATING **(ORGANIZATION NAME)** IS COMMEMORATING THE EVENT BY RAISING AWARENESS OF THE TERRIBLE TOLL TOBACCO TAKES ON THE MENTALLY ILL IN WISCONSIN.

BEGIN YOUR NEXT PARAGRAPH WITH THE STAT FROM THE 2015 BRFSS THAT 27% OF INDIVIDUALS IN WISCONSIN DIAGNOSED WITH DEPRESSION CURRENTLY SMOKE, COMPARED TO THE STATE’S OVERALL RATE OF 17%.

“NOW INCLUDE A QUOTE ABOUT HOW TOBACCO USE IN THIS POPULATION NEEDS TO BE ADDRESSED IF WE WANT TO CONTINUE TO REDUCE THE NEGATIVE IMPACT TOBACCO HAS IN **(COMMUNITY NAME)**,” SAID **(CONTACT NAME)**. “CONTINUE THE QUOTE WITH A STAT FROM THE [DISPARITIES STAT SHOT](http://tobwis.org/files/download_file/9a686892dcae4b3) AND DISCUSS HOW MORE NEEDS TO BE DONE TO HELP INDIVIDUALS WHO EXPERIENCE MENTAL ILLNESS QUIT TOBACCO.”

USE THIS PARAGRAPH FOR A SHORT STATEMENT ON THE SUCCESS THE WISCONSIN NICOTINE TREATMENT INTEGRATION PROJECT (WiNTiP) HAS HAD IN ADDRESSING THIS HEALTH DISPARITY.

SHARE WHAT WiNTiP DOES – WiNTiP HELPS BEHAVIORAL HEALTH PROVIDERS INTEGRATE TOBACCO CESSATION INTO THE CARE THAT THEY PROVIDE. SHARE THAT OVER THE LAST DECADE, THE PROGRAM HAS MET WITH TREATMENT CENTERS THROUGHOUT WISCONSIN AND IS CURRENTLY CONSIDERED A NATIONAL LEADER IN THE EFFORT TO TREAT TOBACCO ADDICTION ALONGSIDE MENTAL HEALTH OR SUBSTANCE USE DISORDER ISSUES.

**(COALITION NAME)** ENCOURAGES ALL INDIVIDUALS WHO USE TOBACCO, REGARDLESS OF MENTAL HEALTH STATUS, TO CALL THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW FOR FREE HELP WITH QUITTING TOBACCO.

BEHAVIORAL HEALTH PROVIDERS LOOKING FOR MORE INFORMATION ON INTEGRATING CESSATION INTO THEIR HEALTH SYSTEM SHOULD VISIT WIQUITLINE.ORG AND CLICK ON ‘BEHAVIORAL HEALTH’ UNDER “PROVIDERS”.

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