Black History Month LTE Template

Drafted January 31, 2017

Celebrate Black History Month by Reducing Tobacco Disparities

Dear Editor,

START YOUR LETTER BY SHARING THAT FEBRUARY IS BLACK HISTORY MONTH, AN ANNUAL CELEBRATION OF ACHIEVEMENTS BY BLACK AMERICANS.

TALK ABOUT HOW YOU CAN’T RECOGNIZE BLACK HISTORY WITHOUT LOOKING AT THE MANY WRONGS AFRICAN AMERICANS HAVE FACED AND GIVE EXAMPLES **(SLAVERY, JIM CROW, NEGATIVE PORTRAYALS IN THE MEDIA, DISCRIMINATORY POLICIES)**.HOWEVER, ONE INEQUITY THAT’S OFTEN OVERLOOKED AND CONTINUES TODAY IS THE BURDEN TOBACCO TAKES ON AFRICAN AMERICANS.

SHARE THAT AFRICAN AMERICANS IN WISCONSIN SMOKE AT A RATE OF 36%, DOUBLE THE STATE AVERAGE. TALK ABOUT HEAVY ADVERTISING IN AFRICAN AMERICAN COMMUNITIES AS A REASON **(PULL STATS, EXAMPLES FROM** [**http://tobwis.org/health-equity/african-american**](http://tobwis.org/health-equity/african-american)**).**

NOW TALK ABOUT THE HISTORY OF MENTHOL CIGARETTES, WHICH ARE MORE ADDICTIVE, BEING TARGETED TO AFRICAN AMERICANS **(AGAIN, PULL INFORMATION FROM** [**http://tobwis.org/health-equity/african-american**](http://tobwis.org/health-equity/african-american)**).**

CLOSE STRONG BY TALKING ABOUT HOW BLACK HISTORY MONTH ISN’T JUST ABOUT STUDYING HISTORY, BUT ALSO MAKING IT. THEN INVITE READERS TO JOIN YOUR NETWORK/COALITION TO HELP REDUCE TOBACCO’S IMPACT ON AFRICAN AMERICANS AND ON THE COMMUNITY AS WHOLE **(INCLUDE CONTACT INFO, URL, ETC.).**

INCLUDE THAT ALL TOBACCO USERS CAN GET FREE HELP TO QUIT BY CALLING 1-800-QUIT NOW.