August Dream Day LTE Template

Drafted July 14, 2015

Must be timed to go in paper on Friday, August 28

Tobacco disparities are reminder of ‘Dream’ speech’s continued relevance

Dear Editor,

53 years ago today, Dr. Martin Luther King Jr. delivered his historic ‘I have a dream’ speech. The speech spoke of the injustices faced by African Americans and painted a picture of an America where all individuals were truly treated equally.

Sadly, stories of racial prejudice remain all too common today. And while recent tragedies have prompted worthwhile discussions both nationally and statewide, another significant challenge suffered by African Americans often goes unreported—specifically, the greater burden they experience from tobacco.

The Wisconsin Department of Health Services reports that 27% of African Americans in Wisconsin smoke compared to 17% of the general population. In addition to higher smoking rates, African Americans are also **(GIVE AN EXAMPLE OF ANOTHER DISPARITY SUFFERED. POSSIBLE IDEAS COULD INCLUDE BEING TARGETED THROUGH ADVERTSING/PROMOTION, MENTHOL, OR AFRICAN AMERICAN KIDS’ INCREASED EXPOSURE TO SECONDHAND SMOKE--** [**http://www.cdc.gov/features/second-hand-smoke/**](http://www.cdc.gov/features/second-hand-smoke/)**. BE SURE TO GIVE A SPECIFIC EXAMPLE IF YOU CHOOSE TO TALK ABOUT ADVERTISING/PROMOTION—EVEN MORE EFFECTIVE IF YOU HAVE AN EXAMPLE FROM YOUR COMMUNITY).**

When I see these **(NUMBERS, ADS, ETC.)**, I feel **(TALK ABOUT HOW THIS MAKES YOU FEEL AND WHAT YOU WANT TO DO ABOUT IT. BASICALLY, ANSWER THE QUESTION OF WHY YOU’RE PASSIONATE ABOUT THIS).**

Here in **(COUNTY/COMMUNITY)**, the **(COALITION/NETWORK NAME)** is **(WORKING WITH YOUTH, FORGING COMMUNITY PARTNERSHIPS, ETC. – BETTER WITH SPECIFIC EXAMPLES)** in an effort to reduce this disparity and get help to the individuals that need it the most. Visit **(URL/SOCIAL MEDIA, ETC.)** to join us, or call the Wisconsin Tobacco Quit Line at 1-800-QUIT NOW if you’re ready to quit tobacco.