Corrective Statements on Packs, Website LTE Template

Drafted May 30, 2018

NOTE: Final LTEs should be no more than 250 words

**Thankful for new warnings on cigarette packs, tobacco websites**

Dear Editor,

SHARE THAT A NEW U.S. DISTRICT COURT RULING AGAIN FORCES TOBACCO COMPANIES TO TELL THE TRUTH ABOUT THEIR DEADLY PRODUCTS, THIS TIME IN NEW VENUES LIKE THEIR WEBSITES AND EVEN ON CIGARETTE PACKS.

TALK ABOUT HOW THE NEW RULING FOLLOWS A FEDERAL JUDGE FINDING THE TOBACCO COMPANIES GUILTY OF RACKETEERING IN 2006. THAT 2006 RULING STATED THAT THE BIG TOBACCO COMPANIES WERE GUILTY OF CONSPIRACY TO DECEIVE THE AMERICAN PUBLIC ABOUT THE HEALTH EFFECTS OF SMOKING AND THEIR MARKETING TO CHILDREN. IT TOOK MORE THAN A DECADE, BUT THE STATEMENTS FINALLY STARTED RUNNING IN 2017 ON PRIMETIME TV AND IN MAJOR NEWSPAPERS. NOW THOUGH, THE INDUSTRY WILL ALSO NEED TO INCLUDE STATEMENTS LIKE “(**INSERT LANGUAGE FROM ONE OF THE STATEMENTS. YOU CAN FIND THEM AT** [**https://www.tobaccofreekids.org/assets/content/what\_we\_do/industry\_watch/doj/corrective\_statements/2017\_10\_corrective\_statements.pdf**](https://www.tobaccofreekids.org/assets/content/what_we_do/industry_watch/doj/corrective_statements/2017_10_corrective_statements.pdf))” ON THEIR WEBSITES AND ON CIGARETTE PACKS.

THE STATEMENTS MUST BE ADDED TO THEIR WEBSITES BY JUNE 18, 2016, AND ADDED TO PACKS BY NOVEMBER 21 (THE STATEMENTS MUST RUN ON PACKS TWO WEEKS AT A TIME, THREE TIMES A YEAR, FOR THE NEXT TWO YEARS).

SHARE WHY YOU THINK THIS IS GOOD NEWS (IMPORTANT TO FIGHT THE TOLL TOBACCO TAKES ON YOUR COMMUNITY, PROTECTING KIDS, ENCOURAGING TOBACCO USERS TO QUIT, ETC.).

LET TOBACCO USERS KNOW THAT FREE QUITTING HELP IS AVAILABLE BY CALLING 1-800-QUIT NOW (784-8669). ALSO ENCOURAGE READERS TO LEARN MORE ABOUT LOCAL EFFORTS AT (**COALITION URL, SOCIAL MEDIA, ETC.**).