October LTE Template – Halloween

Drafted September 17, 2018

NOTE: This template is very general, feel free to revise it to hone in on JUUL, Menthol, or another flavored tobacco product you want to emphasize

**Flavored tobacco products provide the biggest scare for parents this Halloween**

Dear Editor,

START YOUR LETTER BY MENTIONING THAT HALLOWEEN IS COMING UP ON WEDNESDAY, OCTOBER 31. TALK ABOUT HOW YOU’RE SURE THE STREETS WILL BE FILLED WITH SCARY COSTUMES LIKE (**GIVE EXAMPLES**). FOLLOW THOUGH, BY POINTING OUT THAT SCARIER THAN ANY COSTUME, MONSTER, GOBLIN, OR GHOUL IS THE THREAT THAT FLAVORED TOBACCO PRODUCTS POSE TO KIDS HEALTH.

BEGIN YOUR SECOND PARAGRAPH BY SHARING THAT TOBACCO PRODUCTS USING FLAVORS LIKE (**GIVE EXAMPLES OF WILDER FLAVORS YOU’VE SEEN**) MAY SEEM LIKE A TREAT TO YOUTH, BUT THEY’RE ACTUALLY A TRICK.

DEMONSTRATE HOW POPULAR FLAVORED TOBACCO PRODUCTS ARE WITH KIDS (**PULL FROM** [**https://www.dhs.wisconsin.gov/tobaccoischanging/know-issues.htm**](https://www.dhs.wisconsin.gov/tobaccoischanging/know-issues.htm)). FOLLOW BY GIVING EXAMPLES OF THE HEALTH RISKS OF FLAVORED TOBACCO (**YOU CAN FIND DIFFERENT HEALTH RISKS FOR CIGAR PRODUCTS, E-CIGARETTES, AND SMOKELESS PRODUCTS AT** [**https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm**](https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm)).

PERSONALIZE YOUR LETTER BY TALKING ABOUT WHY, AS A (**PARENT, TEACHER, GRANDPARENT, CONCERNED CITIZEN, ETC**), THESE PRODUCTS SCARE YOU. GIVE EXAMPLES OF THE PRODUCTS YOU’VE SEEN AND WHERE YOU’VE SEEN THEM DISPLAYED IN STORES (WITHOUT SINGLING OUT ANY SPECIFIC RETAILERS). DO YOU FEEL THESE PRODUCTS AND FLAVORS TARGET KIDS?

TELL PARENTS THEY CAN TAKE THE FRIGHT OUT OF FLAVORED TOBACCO BY VISITING TOBACCOISCHANGING.COM, WHERE THEY CAN LEARN ABOUT THE DEADLY PRODUCTS, GET TIPS FOR TALKING TO THEIR KIDS, AND CONNECT WITH THEIR LOCAL TOBACCO COALITION. USE AN INSPIRATIONAL CLOSE THAT TIES BACK TO THE HALLOWEEN THEME (**EXAMPLE: WORKING TOGETHER, LET’S KEEP OUR KIDS HEALTHY AND SCARE AWAY THE FLAVORED TOBACCO BOGEYMAN THIS HALLOWEEN**).