December LTE Template

Drafted November 16, 2018

**National jump in youth e-cigarette use worrying, but unsurprising**

Dear Editor,

SHARE THAT THE U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC) RECENTLY ANNOUNCED HUGE INCREASES IN E-CIGARETTE USE AMONG U.S. HIGH SCHOOL AND MIDDLE SCHOOL STUDENTS. THE CDC REPORTS THAT IN JUST ONE YEAR, E-CIGARETTE USE SKYROCKETED 48% AMONG MIDDLE SCHOOL STUDENTS AND 78% AMONG HIGH SCHOOL STUDENTS.

NOW DISCUSS HOW THIS NEWS IS WORRYING TO YOU AS A (**PARENT, TEACHER, GRANDPARENT, PHYSICIAN, CONCERN CITIZEN, ETC.**). TALK ABOUT YOUR CONCERNS REGARDING E-CIGARETTE USE, LIKE HOW NICOTINE AFFECTS DEVELOPING BRAINS, OR THE CHEMICALS FOUND IN E-CIGARETTES AND THEIR AEROSOLS (**YOU CAN FIND EXAMPLES AT** [**https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm**](https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm) **UNDER THE HEADING “ELECTRONIC CIGARETTES”**).

NOW SHARE THAT TO ANYONE THAT HAS A CHILD OR KNOWS A CHILD IN MIDDLE OR HIGH SCHOOL, THIS NEWS MAY NOT BE SURPRISING. DISCUSS JUUL’S POPULARITY WITH THE AGE GROUP. SHARE THAT JUUL AND SIMILAR PRODUCTS LOOK LIKE FLASH DRIVES, MAKING THEM EASY TO CONCEAL, AND THAT THEY COME IN KID-APPEALING FLAVORS. TALK ABOUT HOW THE PROBLEM OF E-CIGARETTE USE IN SCHOOL HAS GOTTEN SERIOUS ENOUGH THAT THE FDA’S REAL COST CAMPAIGN HAS EVEN STARTED PLACING VAPING PREVENTION POSTERS IN SCHOOL BATHROOMS.

SHARE THAT THE WISCONSIN DEPARTMENT OF HEALTH SERVICES HAS LAUNCHED THE TOBACCO IS CHANGING CAMPAIGN TO INFORM PARENTS OF JUUL AND OTHER TOBACCO PRODUCTS TEMPTING TODAY’S KIDS. PARENTS CAN LEARN MORE ABOUT THE CAMPAIGN AT TOBACCOISCHANGING.COM, OR FIND OUT ABOUT LOCAL TOBACCO PREVENTION EFFORTS AT (**COALITION/NETWORK URL, SOCIAL MEDIA, ETC.**).