Every Kid Healthy Week Template LTE

Drafted March 20, 2019

**Help your child stay healthy – talk to them about avoiding all tobacco products**

Dear Editor,

START YOUR LETTER BY SHARING THAT APRIL 22-26 IS [EVERY KID HEALTHY WEEK](http://www.everykidhealthyweek.org/), WHICH CELEBRATES SCHOOL HEALTH AND WELLNESS ACHIEVEMENTS. THE EVENT RECOGNIZES THAT HEALTHY CHILDREN ARE BETTER PREPARED TO LEARN. SHARE THAT ONE OF THE BEST WAYS KIDS CAN BE HEALTHY IS TO NOT USE TOBACCO PRODUCTS.

WHILE MOST PARENTS THINK OF CIGARETTES WHEN THEY HEAR TOBACCO PRODUCTS MENTIONED, THE WORLD OF TOBACCO PRODUCTS HAS GROWN TO INCLUDE PRODUCTS THAT COME IN MANY SHAPES, SIZES, AND FLAVORS. GIVE EXAMPLES OF PRODUCTS THAT PARENTS SHOULD BE AWARE OF (**FIND THOSE EXAMPLES AT** [**https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm**](https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm)). MAKE IT CLEAR THAT PARENTS MUST EXPAND THE “TOBACCO TALK” TO MORE PRODUCTS THAN OLD STANDBYS LIKE CIGARETTES AND CHEW.

DISCUSS HOW PRODUCTS LIKE E-CIGARETTES CAN HARM KIDS HEALTH. ONE EXAMPLE—HOW THE NICOTINE IN E-CIGARETTES [NEGATIVELY AFFECTS THE ADOLESCENT BRAIN](https://e-cigarettes.surgeongeneral.gov/knowtherisks.html) – INCLUDING THE PARTS THAT CONTROL ATTENTION AND MEMORY. SHARE THAT THESE PRODUCTS CERTAINLY PUT YOUTH HEALTH AND LEARNING AT RISK.

INVITE PARENTS TO LEARN MORE ABOUT THESE PRODUCTS, GET TIPS FOR TALKING TO THEIR KIDS, AND CONNECT WITH LOCAL TOBACCO PREVENTION AND CONTROL EFFORTS AT [WWW.TOBACCOISCHANGING.COM](http://WWW.TOBACCOISCHANGING.COM). ALSO LET PARENTS KNOW THEY CAN HELP SET A GOOD EXAMPLE BY BEING TOBACCO-FREE. ENCOURAGE THOSE WHO USE TOBACCO TO CALL 1-800-QUIT NOW FOR FREE HELP, OR IF THEY’RE ON MEDICAID, TALK TO THEIR DOCTOR ABOUT MEDICATIONS AND COUNSELING OFFERED THROUGH THE MEDICAID CESSATION BENEFIT.