Parent Letter of Concern Template

Drafted May 8, 2019

**(Community Name) Parents – Our schools need to be vape-free**

Dear Editor,

SHARE SOME OF THE REGULAR THINGS PARENTS WORRY ABOUT – THEIR KIDS MAKING THE RIGHT DECISIONS, DOING WELL IN SCHOOL, ETC. NOW TALK ABOUT THE NEWEST CONCERN FOR PARENTS – E-CIGARETTES THAT LOOK LIKE USB FLASH DRIVES AND OTHER ITEMS FOUND IN A CLASSROOM. SHARE THAT PARENTS HAVE REASON TO BE CONCERNED GIVEN THAT WISCONSIN YOUTH E-CIGARETTE RATES SKYROCKETED 272% AMONG MIDDLE SCHOOL STUDENTS AND 154% AMONG HIGH SCHOOL STUDENTS IN THE LAST FOUR YEARS.

NOW DESCRIBE PRODUCTS POPULAR WITH YOUTH (**YOU CAN FIND EXAMPLES AT** [**https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm**](https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm)). DISCUSS HOW EASILY THEY CAN BE DISGUISED AND USED IN A SCHOOL SETTING. IF YOU HAVE ANECDOTAL STORIES FROM TEACHERS/SCHOOL STAFF, THEN INCLUDE THEM HERE.

SHARE THAT MANY OF THESE PRODUCTS ARE FLAVORED, AND THAT THOSE FLAVORS ARE A HUGE DRAW FOR YOUTH. YOU COULD MENTION THAT 89% OF WISCONSIN HIGH SCHOOL STUDENTS SAY THEY WOULDN’T TRY UNFLAVORED TOBACCO PRODUCTS. FOLLOW BY EXPLAINING THE POTENTIAL CONSEQUENCES OF YOUTH USE – LIKE HOW NICOTINE AFFECTS ADOLESCENTS’ DEVELOPING BRAINS (**MORE AT** [**https://www.dhs.wisconsin.gov/tobacco/advisory.htm**](https://www.dhs.wisconsin.gov/tobacco/advisory.htm)).

GIVEN THE NATURE OF THESE PRODUCTS, STATE THAT IT’S IMPORTANT THAT (**COMMUNITY NAME’S**) SCHOOL DISTRICT’S TOBACCO-FREE POLICY INCLUDE E-CIGARETTES AS WELL AS MORE CONVENTIONAL TOBACCO PRODUCTS TO PROVIDE A HEALTHY LEARNING ENVIRONMENT FOR OUR KIDS.

INVITE PARENTS TO LEARN MORE AT [www.tobaccoischanging](http://www.tobaccoischanging). ALSO LET THEM KNOW HOW THEY CAN CONTACT YOUR GROUP TO LEARN MORE ABOUT LOCAL TOBACCO PREVENTION AND CONTROL EFFORTS.