Real Cost Success LTE Template

Drafted August 22, 2019

**Congrats to FDA on success of “Real Cost of Tobacco” campaign**

Dear Editor,

SHARE THAT THE U.S. FEDERAL DRUG ADMINISTRATION (FDA) RECENTLY ANNOUNCED THAT THEIR “THE REAL COST” CAMPAIGN HAS PREVENTED UP TO 587,000 YOUTH FROM TRYING CIGARETTES. INCLUDE THAT THE FDA ESTIMATES THAT HALF OF THOSE YOUTH WOULD HAVE BECOME ADULT SMOKERS, AND THAT PREVENTING THEM FROM USING CIGARETTES COULD RESULT IN SAVINGS OF $53 BILLION IN SMOKING-RELATED COSTS LIKE MEDICAL CARE, LOST WAGES, AND INCREASED DISABILITY.

TALK ABOUT WHY YOU THINK THE ADS CONNECTED WITH YOUTH. [DESCRIBE AN AD](https://www.youtube.com/user/KnowTheRealCost) FROM THE CAMPAIGN THAT YOU THOUGHT WAS PARTICULARLY EFFECTIVE. TALK ABOUT HOW YOU REACTED (OR IF YOU HAVE TEENAGE KIDS, DISCUSS THEIR REACTION) TO THE AD WHEN YOU FIRST SAW IT.

NOW SHARE WHY THE CAMPAIGN IS NECESSARY. WHAT ARE YOU SEEING/HEARING ABOUT TOBACCO USE IN SCHOOLS OR IN YOUR COMMUNITY? MAKE SURE TO SHARE THE RESULTS FROM THE [YOUTH TOBACCO SURVEY](https://www.dhs.wisconsin.gov/tobacco/index.htm) (**UNDER THE “FAST FACTS” TAB**).

LET READERS KNOW HOW YOUR ORGANIZATION IS ADDRESSING TOBACCO USE IN (**COMMUNITY NAME**). THIS COULD INCLUDE PRESENTATIONS, WORKING WITH SCHOOLS, ETC. ALSO LET PARENTS KNOW THAT THEY CAN LEARN MORE ABOUT THE CANDY AND FRUIT-FLAVORED TOBACCO PRODUCTS TEMPTING KIDS AT [www.tobaccoischanging.com](http://www.tobaccoischanging.com). SHARE HOW TO CONTACT YOUR GROUP IF READERS ARE INTERESTED IN TAKING LOCAL ACTION (**WEBSITE, SOCIAL MEDIA, ETC.**).