Tips From Former Smokers Relaunch

Template LTE

Drafted March 23, 2020

**New Tips From Smokers® Ads Provide Timely Reminder of Tobacco’s Toll**

Dear Editor,

START YOUR LETTER BY SHARING THE U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC) RELAUNCHED THEIR NATIONAL TIPS FROM FORMER SMOKERS CAMPAIGN ON MONDAY, MARCH 23 WITH SIX NEW ADS FEATURING INDIVIDUALS SUFFERING FROM TOBACCO-RELATED ILLNESS.

DISCUSS WHY YOU THINK THE TIMING OF THE ADS RETURNING IS A GOOD THING. SHARE THAT WHILE THE NATION GRAPPLES WITH THE COVID-19 PANDEMIC, IT’S IMPORTANT TO REMEMBER THAT TOBACCO REMAINS THE LEADING CAUSE OF PREVENTABLE DEATH IN THE WORLD, AND THAT TOBACCO USE MAKES USERS MORE VULNERABLE TO RESPIRATORY ILLNESS.

NOW TAKE A PARAGRAPH TO DISCUSS ONE OF THE ADS THAT YOU THINK IS PARTICULARY POWERFUL. WHO IS FEATURED IN THE AD AND WHAT TOBACCO-RELATED ILLNESS ARE THEY OR THEIR LOVED ONE SUFFERING FROM? HOW DOES THE AD MAKE YOU FEEL? WHAT ARE YOU HOPING PEOPLE WHO SEE THE AD TAKE AWAY FROM IT?

THANK CDC FOR RUNNING THE ADS AND HELPING TO SAVE LIVES. REMIND READERS THAT FREE HELP IS AVAILABLE TO ALL WISCONSINITES BY CALLING 1-800-QUIT NOW (784-8669), OR IF THEY’RE ENROLLED IN MEDICAID, TALKING TO THEIR DOCTOR ABOUT THE FREE HELP AVAILABLE THROUGH THE MEDICAID TOBACCO CESSATION BENEFIT.

FINALLY, LET READERS KNOW HOW THEY CAN CONTACT YOUR COALITION/NETWORK **(INCLUDE URL/SOCIAL MEDIA, ETC.)**.