Back to School Template LTE

Drafted July 26, 2021

Back to school season gives parents plenty to think about, but Tobacco is Changing can lighten the load

Dear Editor,

START YOUR LETTER BY SHARING THAT BACK TO SCHOOL IS RIGHT AROUND THE CORNER, AND AFTER THE LAST YEAR, MANY FAMILIES ARE LOOKING FORWARD TO THEIR KIDS RETURNING TO THE CLASSROOM. SHARE THAT SOME OF THE PREPARATION FOR THIS YEAR WILL LOOK SIMILAR TO YEARS PAST **(EXAMPLES:** **GETTING SCHOOL SUPPLIES, NEW CLOTHES, ETC.),** WHILE OTHERS WILL LOOK DIFFERENT **(EXAMPLES: MASKS, VACCINATION, ETC.)**, HOWEVER THERE’S ONE PART OF THE BACK TO SCHOOL CONVERSATION THAT SHOULDN’T BE OVERLOOKED – GETTING FAMILIAR WITH THE CANDY AND FRUIT-FLAVORED COMMERCIAL TOBACCO PRODUCTS TEMPTING TODAY’S KIDS.

SHARE SOME INFORMATION ON THE TYPES OF PRODUCTS THAT ARE CURRENTLY POPULAR WITH TEENS **(PULL EXAMPLES FROM YOUR LOCAL WORK, OR FIND INSPIRATION AT** [**https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm**](https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm)**).** LIST SOME OF THE FLAVORS PRODUCTS COME IN AND TALK ABOUT E-CIGARETTES’ DECEPTIVE FORMS **(GIVE EXAMPLES OF LOOK-ALIKE PRODUCTS)**.

ENCOURAGE PARENTS TO VISIT [www.tobaccoischanging.com](http://www.tobaccoischanging.com), WHERE THEY CAN LEARN MORE ABOUT THE COMMERCIAL TOBACCO PRODUCTS HOOKING TEENS, HOW THINGS LIKE FLAVORING AND MENTHOL, PACKAGING, AND STORE PLACEMENT MAKE PRODUCTS MORE APPEALING TO KIDS, AND FIND WAYS TO GET INVOLVED IN LOCAL PREVENTION EFFORTS. SHARE THAT THE SITE CAN HELP PARENTS FEEL MORE PREPARED FOR THE CHALLENGES THEIR TEENS MIGHT FACE AND MORE COMFORTABLE ABOUT STARTING A CONVERSATION ABOUT THE DANGERS OF THESE PRODUCTS.

INVITE PARENTS TO LEARN MORE ABOUT **(ALLIANCE NAME)** BY VISITING **URL, SOCIAL MEDIA, ETC.**