American Pharmacist Month Letter to the Editor Template – October 2017

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Dear Editor,

**START YOUR LETTER BY SHARING THAT OCTOBER IS AMERICAN PHARMACIST MONTH, AN OPPORTUNITY TO CELEBRATE OUR LOCAL PHARMACISTS AND THANK THEM FOR THE ROLE THEY PLAY IN IMPROVING OUR HEALTH. NOW INTRODUCE THE IDEA THAT PHARMACIST MONTH IS THE PERFECT TIME FOR PHARMACIES TO GO TOBACCO FREE.**

**IN ADDITION TO BEING THE RIGHT CHOICE FOR THEIR CUSTOMERS’ HEALTH, GOING TOBACCO FREE IS ALSO POPULAR WITH CUSTOMERS. HERE’S WHERE YOU CAN SHARE THE RECENT DATA FROM CDC SHOWING THAT MORE THAN TWO THIRDS OF AMERICANS BELIEVE PHARMACIES SHOULDN’T SELL TOBACCO, INCLUDING NEARLY HALF OF CURRENT SMOKERS.** (<http://www.cdc.gov/media/releases/2016/p0901-pharmacies-tobacco.html>)

**USE THIS SPACE TO ACKNOWLEDGE AND THANK ANY TOBACCO FREE PHARMACIES IN YOUR COMMUNITY. TALK ABOUT WHY YOU’RE THANKFUL THEY’RE TOBACCO FREE AND HOW THEY’RE HELPING THEIR COMMUNITY. IF YOU DON’T HAVE A TOBACCO FREE PHARMACY IN YOUR AREA, THEN MENTION HOW CVS HAS THRIVED AS THE ONLY NATIONAL TOBACCO FREE PHARMACY, INCLUDING RECENTLY CELEBRATING THEIR SECOND ANNIVERSARY OF GOING TOBACCO FREE.**

**WRAP UP THE LETTER UP BY TALKING ABOUT HOW IT DOESN’T MAKE SENSE FOR BUSINESSES WHOSE PRIMARY PURPOSE IS TO IMPROVE THEIR CUSTOMERS’ HEALTH TO ALSO SELL TOBACCO, ESPECIALLY SINCE IT’S THE NUMBER ONE CAUSE OF PREVENTABLE DEATH IN WISCONSIN. LET THEM KNOW THEIR CUSTOMERS WILL THANK THEM FOR DOING THE RIGHT THING.**

**FINISH WITH A REMINDER THAT TOBACCO USERS CAN CALL 1-800-QUIT NOW FOR FREE HELP TO QUIT.**

Sincerely,

**NAME**