LTE Template

National Trivia Day (Monday, January 4, 2015)

Drafted 12.4.15

**On National Trivia Day, Tobacco Facts Paint a Depressing Portrait**

Dear Editor,

It’s National Trivia Day, a day to test our knowledge about everything from music and pop culture to Packers lore and world history. I love going to **(NAME A PLACE IN YOUR COMMUNITY THAT HOLDS TRIVIA EVENTS)** for their **(REGULAR, WEEKLY, ETC.)** trivia events. My personal favorite topic is **(LIST A TOPIC YOU KNOW A LOT ABOUT)**.

In the spirit of National Trivia Day, here are some quiz questions for the **(NEWSPAPER NAME’S)** readers:

* What’s the number one cause of preventable death in Wisconsin?
* What kills over 7,000 Wisconsin residents each year?
* What costs Wisconsin over $4.5 billion each year in health care and lost productivity?

The answer to all three of these questions is sadly the same: Tobacco. Yes, tobacco continues to take its toll despite recent strides by the state’s Tobacco Prevention and Control Program. For instance, some groups like Medicaid Recipients and low income individuals are still smoking at rates nearly double the state average of 17%.

The **(NETWORK/COALITION NAME)** needs your help to get these numbers moving in a more positive direction. You can learn more about our efforts to decrease tobacco in **(COMMUNITY/COUNTY)** by visiting us at **(URL/SOCIAL MEDIA)**, etc. Working together, we can reduce tobacco’s burden.

Free help is also available for tobacco users at 1-800-QUIT NOW or wiquitline.org.