**2016 Thanksgiving LTE Template**

**Drafted October 26, 2016**

Final, customized LTEs should be no more than 250 words (All text in CAPS should be customized)

Dear Editor,

THERE IS NO SPECIFIC ASPECT OF TOBACCO PREVENTION AND CONTROL THAT MUST BE COVERED IN THIS LTE. THE BASIC IDEA IS TO USE THE FRAMEWORK OF THANKSGIVING TO TALK ABOUT A TOBACCO ISSUE THAT IS RELEVANT TO THE WRITER.

THIS IS A GOOD OPPORTUNITY FOR US TO BE POSITIVE, WHICH MIGHT STAND OUT FROM OTHER LTES THAT ARE MORE NEGATIVE OR CARRY HEALTH WARNINGS.

HERE ARE A FEW POTENTIAL ANGLES YOU COULD TAKE:

* **OPTION 1: “I QUIT AND I’M THANKFUL” --** HAVE A FORMER TOBACCO USER WRITE IN TO EXPRESS HOW THEY’RE THANKFUL THEY WERE ABLE TO QUIT TOBACCO USE. HAVE THEM DESCRIBE WHEN THEY STARTED, HOW LONG THEY USED FOR, WHEN THEY QUIT, HOW THEY QUIT, AND HOW THEY FEEL NOW THAT THEY’RE SMOKE/TOBACCO-FREE
* **OPTION 2: “I’M THANKFUL SOMEONE IMPORTANT TO ME WAS ABLE TO QUIT” --** HAVE SOMEONE THAT HAD A FRIEND/LOVED ONE QUIT TOBACCO/SMOKING WRITE IN TO EXPRESS HOW THEY’RE THANKFUL THIS IMPORTANT PERSON IN THEIR LIFE IS SMOKE/TOBACCO-FREE. ENCOURAGE THEM TO PROVIDE CONTEXT BY DESCRIBING THE RELATIONSHIP AND HOW TOBACCO USE AFFECTED THAT RELATIONSHIP. ALSO HAVE THEM TALK ABOUT HOW THE RELATIONSHIP HAS CHANGED OR IMPROVED SINCE THE PERSON QUIT USING TOBACCO PRODUCTS
* **OPTION 3: “I’M THANKFUL WE’RE MAKING PROGRESS” --** HAVE A COALITION MEMBER WRITE IN TO TALK ABOUT TOBACCO PREVENTION AND CONTROL TRENDS TO BE THANKFUL FOR. THIS COULD INCLUDE DATA FROM THE YTS AND BRFSS OR COULD INCLUDE TALKING ABOUT OUR STATE’S SMOKE-FREE AIR LAW, TAXES, FUNDED PROGRAM, ETC.
* **OPTION 4: “WE’RE THANKFUL FOR LOCAL SUPPORT” --** TAKE THE APPROACH ABOVE, BUT LOCALIZE IT. THIS COULD COME FROM THE COALITION AND COULD FOCUS ON THANKING THOSE IN THE COMMUNITY THAT HAVE HELPED THE COALITION, LIKE DEDICATED COALITION MEMBERS, FACT MEMBERS, YOUTH COMPLIANCE TEAM MEMBERS (DON’T LIST THEM THOUGH), LOCAL PARTNERS LIKE LAW ENFORCEMENT, RETAILERS (FOR NOT SELLING TOBACCO TO MINORS), OR LOCAL OFFICIALS/SCHOOL OFFICIALS (IF YOU’VE HAD A COMMUNITY/SCHOOL POLICY PASSED RECENTLY)

REMEMBER TO CLOSE YOUR LTE WITH A REMINDER ABOUT THE FREE QUITTING ASSISTANCE PROVIDED BY THE QUIT LINE (1-800-QUIT NOW) AND INCLUDE CONTACT FOR THE COALITION.

 Sincerely,

 NAME