Tobacco is Changing LTE Template

Kudos to state for new campaign that calls out candy-flavored tobacco products

Dear Editor,

START YOUR LETTER BY SHARING THAT EARLIER IN THE WEEK, THE WISCONSIN DEPARTMENT OF HEALTH SERVICES LAUNCHED A NEW CAMPAIGN FOCUSING ON THE CANDY AND FRUIT FLAVORS AND BRIGHT PACKAGING OF NEW TOBACCO PRODUCTS. SHARE THAT THE CAMPAIGN IS CALLED TOBACCO IS CHANGING AND ITS AIM IS TO SHOW WISCONSIN PARENTS THAT TALKING TO THEIR KIDS ABOUT TOBACCO IS ABOUT MUCH MORE THAN TELLING THEM NOT TO SMOKE.

SHARE WHY YOU’RE CONCERNED ABOUT THESE PRODUCTS. YOU COULD DISCUSS THE FLAVORS OR THE PACKAGING AND WHY THEY HAVE YOU WORRIED. HOW DOES KNOWING THAT TOBACCO PRODUCTS COME IN FLAVORS LIKE BERRY BLAST, WINTERGREEN, AND BANANA SMASH MAKE YOU FEEL (FEEL FREE TO SUB IN NAMES OF OTHER OUTRAGEOUS TOBACCO PRODUCTS)? HAVE YOU EVER BEEN FOOLED OR CONFUSED BY MISLEADING PACKAGING?

IF YOU WERE A PART OF THE WISCONSIN RETAILS ASSESSMENT PROJECT (WRAP), TALK A BIT ABOUT THE WORK THAT YOU ASSISTED WITH IN PERFORMING RETAIL ASSESSMENTS OVER THE SUMMER. SHARE WHAT YOU SAW IN STORES, LIKE WHERE THESE PRODUCTS ARE PLACED AND HOW THEY’RE ADVERTISED. ARE THERE ANY PRODUCTS THAT YOU SAW THAT REALLY SHOCKED YOU?

LET CONCERNED RESIDENTS KNOW THAT THEY CAN LEARN MORE ABOUT TOBACCO PREVENTION AND CONTROL ACTIVITIES IN **(COUNTY/COMMUNITY)** AT **(COALITION CONTACT – WEBSITE, SOCIAL MEDIA, ETC.)**.

CONCLUDE BY ENCOURAGING READERS TO LEARN MORE ABOUT THE CAMPAIGN AT TOBACCOISCHANGING.COM.