New Year’s Resolution LTE Template

Drafted November 10, 2017

**Parents – Make a New Year’s resolution to talk to your kids about candy-flavored tobacco**

Dear Editor,

START YOUR LETTER BY TALKING ABOUT HOW NEW YEAR’S IS COMING UP AND MANY ARE THINKING OF THEIR RESOLUTIONS FOR 2018 **(GIVE A FEW EXAMPLES OF COMMON ONES)**. FOLLOW THAT BY OFFERING A SUGGESTION TO PARENTS IN YOUR COMMUNITY: TALKING TO THEIR KIDS ABOUT NEW CANDY AND FRUIT-FLAVORED TOBACCO PRODUCTS.

LET THEM KNOW THAT THEY’RE NOT ALONE IF THEY HAVEN’T HEARD ABOUT THESE FLAVORED TOBACCO PRODUCTS, BUT ALSO SHARE THAT A NEW CAMPAIGN IS MAKING IT EASIER TO LEARN ABOUT THEM. TALK ABOUT THE TOBACCO IS CHANGING CAMPAIGN AND HOW IT’S LETTING PARENTS KNOW HOW POPULAR CANDY-FLAVORED TOBACCO PRODUCTS LIKE **(EXAMPLES)** ARE WITH KIDS.

NOW TALK ABOUT HOW YOU’VE SEEN THESE PRODUCTS IN **(COMMUNITY NAME)** BY HIGHLIGHTING YOUR WORK ON WRAP. THINGS YOU COULD DISCUSS INCLUDE WHAT YOU SAW IN YOUR ASSESSMENTS AND WHAT STOOD OUT TO YOU. MENTION THINGS LIKE SHOCKING FLAVORS YOU SAW, ADS DISPLAYED AT KIDS’ EYE LEVEL, AND PRICE DISCOUNTS.

INCLUDE SOMETHING ON HOW SUCCESSFUL THESE FLAVORS HAVE BEEN IN GETTING YOUTH TO TRY TOBACCO PRODUCTS BY PULLING A STAT FROM <https://www.dhs.wisconsin.gov/tobaccoischanging/know-issues.htm>.

SHARE THAT PARENTS CAN LEARN MORE AND GET TIPS FOR TALKING TO THEIR KID ABOUT THE PRODUCTS AT TOBACCOISCHANGING.COM. ALSO LET THEM KNOW HOW THEY CAN REACH YOUR COALITION/NETWORK IF THEY ARE INTERESTED IN HELPING PREVENT YOUTH TOBACCO USE IN (**COMMUNITY NAME)**.