March LTE Template

Colorectal Cancer

Drafted by February 16, 2015

Dear Editor,

Smoking cigarettes causes many other cancers in addition to lung cancer. In fact, the 2014 U.S. Surgeon General’s Report shows that smoking causes colorectal cancer—the second deadliest cancer after lung cancer.

Tragically, more than 140,000 Americans are diagnosed with colorectal cancer each year, and more than 50,000 of those diagnosed ultimately die from it. In Wisconsin, over 2,500 residents are diagnosed annually with colorectal cancer, and nearly 1,000 of them die. Other cancers caused by smoking include liver, bladder, kidney, and pancreatic cancer.

Perhaps the most tragic thing about these deaths is that many of them are preventable. In fact, when I think of all the lives lost to tobacco addiction, I feel **(DISCUSS HOW HEARING/REPORTING THIS NEWS MAKES YOU FEEL. ANGRY FOR THE UNNECESSARY LOSS OF LIFE, SAD FOR THE FAMILIES MOURNING LOST LOVES ONE, SYMPATHETIC BECAUSE OF THE ADDICTIVE NATURE OF CIGARETTES, MOTIVATED TO HELP OTHERS/PREVENT FUTURE DEATHS, ETC.).**

It’s never too late to quit smoking, and the benefits of quitting are numerous. Some of those benefits include: **(CHOOSE A FEW FROM THIS LINK:** [**http://www.cancer.org/healthy/stayawayfromtobacco/guidetoquittingsmoking/guide-to-quitting-smoking-benefits**](http://www.cancer.org/healthy/stayawayfromtobacco/guidetoquittingsmoking/guide-to-quitting-smoking-benefits)**).**

For more on local tobacco prevention and control efforts, contact the **(COALITION NAME) by CALLING/VISITING (PHONE NUMBER, URL, ETC.).**

Tobacco users that are ready to quit can call the Wisconsin Tobacco Quit Line at 1-800-QUIT NOW for free help and medications.