May 2017 LTE Template – World No Tobacco Day

Drafted April 6, 2017

Tobacco products just as deadly as ever this World No Tobacco Day

Dear Editor,

START YOUR LETTER BY GRABBING ATTENTION WITH THE NEW FACT THAT TOBACCO ACCOUNTS FOR 1 IN 10 DEATHS GLOBALLY, ACCORDING TO A NEW STUDY PUBLISHED IN THE LANCET. FOLLOW THAT BY PROVIDING MORE CONTEXT THAT THE U.S. IS ONE OF FOUR COUNTRIES THAT MAKE UP MORE THAN HALF OF THOSE DEATHS (<http://www.cnbc.com/2017/04/06/bill-gates-study-finds-smoking-responsible-for-one-in-10-deaths-globally.html>).

STATE THAT THE TIMING OF THIS NEW REPORT IS PERFECT SINCE WEDNESDAY, MAY 31 IS WORLD NO TOBACCO DAY – WHICH FOCUSES ON RAISING AWARENESS OF THE DAMAGE TOBACCO INFLICTS GLOBALLY.

FOLLOW THOSE PARAGRAPHS UP BY TAKING A CLOSER LOOK AT TOBACCO USE CLOSER TO HOME. THINGS YOU COULD TALK ABOUT:

* THE LIVES TOBACCO TAKES AND ITS COSTS (BOTH CAN BE FOUND AT DHS.WISCONSIN.GOV/TOBACCO)
* HOW TOBACCO IMPACTS SOME POPULATIONS MUCH MORE THAN OTHERS (<https://www.dhs.wisconsin.gov/publications/p43073.pdf>)
* WHAT YOU’VE SEEN DOING LOCAL ENVIRONMENTAL SCANS

TALK ABOUT HOW IT’S CLEAR THAT WHETHER ONE LOOKS AT ITS LOCAL OR GLOBAL IMPACT, TOBACCO USE REMAINS A PROBLEM THAT MUST BE ADDRESSED. ENCOURAGE COMMUNITY MEMBERS TO HELP BY LEARNING MORE OR GETTING INVOLVED BY CONTACTING THE COALITION (INCLUDE URL, SOCIAL MEDIA, ETC.).

FREE QUIT TOBACCO HELP IS AVAILABLE BY CALLING THE WISCONSIN TOBACCO QUIT LINE FOR FREE AT 1-800-QUIT NOW.

Sincerely,

NAME