Tobacco Consumption Report LTE Template

Drafted July 21, 2017

**New Report Provide Further Proof – Tobacco Taxes Work**

Dear Editor,

START YOUR LTE BY SHARING THAT A NEWLY RELEASED REPORT FROM THE UW-MILWAUKEE CENTER FOR URBAN POPULATION HEALTH FURTHER CONFIRMS THAT TOBACCO TAXES ARE AN EFFECTIVE STRATEGY TO PREVENT YOUTH FROM STARTING TOBACCO USE AND GIVING USERS THAT EXTRA PUSH TO QUIT.

USE THIS PARAGRAPH TO GIVE SOME DETAIL ON THE REPORT. SHARE THAT IT LOOKED AT CIGARETTE PRICES AND SALES IN WISCONSIN FROM 1970 THROUGH 2014 AS WELL AS ADULT SMOKING PREVALENCE IN THE STATE. THE REPORT FOUND A CORRELATION BETWEEN INCREASING THE PRICE OF TOBACCO PRODUCTS AND REDUCED CONSUMPTION OF THOSE PRODUCTS.

THE REPORT GOES ON TO STATE THAT INCREASING THE PRICE OF OTHER TOBACCO PRODUCTS LIKE CIGARS, E-CIGARETTES, AND SMOKELESS TOBACCO MAY DECREASE THEIR CONSUMPTION. THIS IS WORTH NOTING SINCE THESE PRODUCTS’ USE OF CANDY FLAVORS AND BRIGHT PACKAGING MAKES THEM MORE APPEALING TO YOUNG PEOPLE.

USE THIS PARAGRAPH TO PERSONALIZE YOUR LTE. TOPICS YOU COULD FOCUS ON INCLUDE:

* TALK ABOUT THE APPEAL OF THE NEW PRODUCTS BY GIVING EXAMPLES OF THE YOUTH-ATTRACTING FLAVORS/PACKAGING YOU’VE SEEN
* IF YOU’RE A FORMER OR CURRENT TOBACCO USERS, DISCUSS WHY IT’S IMPORTANT TO KEEP YOUNG PEOPLE FROM STARTING. ILLUSTRATE THIS BY TALKING ABOUT HOW YOU GOT STARTED, THE POWER OF THE ADDICTION, ETC.

CLOSE YOUR LTE BY SHARING THAT THE REPORT CAN BE READ AT **(LINK)** AND THAT TOBACCO USERS CAN GET FREE HELP TO QUIT BY CALLING 1-800-QUIT NOW.