Mother’s Day LTE Template

Drafted May 2, 2017

Give mom a gift she’ll always remember – encourage her to quit smoking

Dear Editor,

START YOUR LETTER BY SHARING THAT SUNDAY, MAY 14 IS MOTHER’S DAY, A DAY TO CELEBRATE MOMS AND ALL OF THE AMAZING THINGS THEY DO FOR US. TALK ABOUT HOW FAMILIES ACROSS WISCONSIN WILL BE GIVING MOTHER’S DAY GIFTS OR TAKING MOM OUT FOR BRUNCH THAT DAY, BUT THERE’S ONE THING WE CAN DO FOR MOMS THAT THEY’LL BE THANKFUL FOR LONG AFTER THE HOLIDAY—ENCOURAGE THEM TO QUIT SMOKING OR USING TOBACCO.

USE THIS PARAGRAPH TO PROVIDE CONTEXT FOR THE ISSUE. REFER TO THE CAMPAIGN FOR TOBACCO-FREE KIDS MOTHER’S DAY INFO DOC FOR STATS ON THE BURDEN TOBACCO TAKES ON WISCONSIN MOMS AND THEIR KIDS.

NOW TALK ABOUT YOUR MOM OR THE MOTHER FIGURE IN YOUR LIFE. DOES SHE USE TOBACCO? IF SO, HOW DOES THAT MAKE YOU FEEL? IF SHE QUIT OR DOESN’T USE, TALK ABOUT HOW THANKFUL YOU ARE THAT SHE’S TOBACCO FREE.

NOW PROVIDE HOPE BY SHARING THAT IT IS POSSIBLE TO QUIT TOBACCO, AND THAT THE BENEFITS ARE MANY. YOU CAN SHARE A FEW OF THEM FROM THE LIST AT <https://www.cancer.org/healthy/stay-away-from-tobacco/benefits-of-quitting-smoking-over-time.html>.

FINISH BY LETTING THE READER KNOW THAT FREE HELP IS AVAILABLE FOR MOMS BY CALLING 1-800-QUIT NOW. SUPPORT IS ALSO AVAILABLE FOR PREGNANT MOTHERS LOOKING TO QUIT THROUGH THE FIRST BREATH PROGRAM. LEARN MORE AT <https://www.wwhf.org/first-breath-support-for-moms/>.

Sincerely,

NAME