Earth Day LTE Template

Draft April 8, 2015

Earth Day falls on Wednesday, April 22

Last year, the U.S. Centers for Disease Control and Prevention released the 50th anniversary Surgeon General’s Report on Tobacco. While the report focuses on the effects of tobacco products on the human body, tobacco products take an equally destructive toll on the environment. The harm tobacco takes on our planet is especially talking about since this Tuesday is Earth Day.

Cigarettes are the number one most littered item in the U.S. In fact, according to Keep America Beautiful, cigarette butts make up 25-50% of all collected litter from roads and streets.

Tobacco’s environmental impact goes beyond litter though. They also **(PICK AND CHOOSE A FEW EXAMPLES FROM THE FACT SHEET FOUND HERE:** [**http://no-smoke.org/pdf/Environmental\_Impact\_of\_Tobacco.pdf**](http://no-smoke.org/pdf/Environmental_Impact_of_Tobacco.pdf)**).**

**(TALK ABOUT HOW ALL THIS MAKES YOU FEEL. IT’S BAD ENOUGH WHAT TOBACCO PRODUCTS DO TO THEIR USERS AND BYSTANDERS—THEY’RE ALSO HARMING THE EARTH. PERHAPS TALK ABOUT HOW IT PROVIDES EXTRA MOTIVATION TO HELP ADULTS QUIT AND KEEP KIDS FROM STARTING TO USE)**

If you’re ready to make an impact or just learn more about local tobacco prevention and control efforts in **(NAME)** community, **CONTACT/VISIT (COALITION CONTACT/URL, ETC.)**

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