**General Constituent LTE Template**

Dear Editor:

[Explain why you’re writing. Sometimes it’s best to include a hook that explains why you’re writing without saying “I’m writing because…” For example -- “Pop quiz – what’s the number one cause of preventable death in Wisconsin and costs Wisconsin more than $4.5 billion in health care and lost productivity expenses? If you answered tobacco, you’re correct.”]

[Now discuss why this issue is important to you. Beyond your personal story, what kind of impact has tobacco use had on your community? One great example would be discussing what you’ve seen doing environmental scans. Remember to be concise, draw a local connection, and relate to the community you know best by touching on the values you share with them.]

[Now give your readers an action to take – like contacting their local tobacco-free coalition to get involved.]

[End on a positive note. You have gone to all this trouble to entice your readers, you don’t want to turn them off to your opinions before you’ve sealed the deal.]

Sincerely,

[CONSTITUENT NAME]

[YOUR CITY, Month DD, YYYY]

**JFC Attendance LTE Template**

Dear Editor,

I recently attended the **(LOCATION)** Joint Finance Hearing on **(DATE)** to talk about the importance of continuing tobacco prevention and control efforts in Wisconsin. I attended the hearing as a member of the **(COALITION NAME).**

At the hearing, I spoke about **(USE A PARAGRAPH OR TWO TO SUMMARIZE WHAT YOU TALKED ABOUT—FEEL FREE TO INCLUDE A PERSONAL STORY).**

There were many important issues discussed at the hearings, but we can’t lose sight of the fact that tobacco remains the number one cause of preventable death in Wisconsin and costs Wisconsin over $4 billion in health care and lost productivity costs. It’s critical that we continue our efforts to help tobacco users quit and encourage youth from ever starting.

If you use tobacco products and are ready to quit, call the Wisconsin Tobacco Quit Line for free help at 1-800-QUIT NOW. For more on local tobacco prevention and control efforts, **CALL/VISIT PHONE NUMBER/WEBSITE/SOCIAL MEDIA.**

Sincerely,

[CONSTITUENT NAME]

[CITY, Month DD, YYYY]