Brain Awareness Week (March 11-17) LTE Template

Drafted February 22, 2019

Be aware of nicotine’s effects on adolescent brains

Dear Editor,

START YOUR LETTER BY SHARING THAT BRAIN AWARENESS WEEK IS MARCH 11-17. EXPLAIN THAT BRAIN AWARENESS WEEK IS A GLOBAL CAMPAIGN TO INCREASE PUBLIC AWARENESS OF THE PROGRESS AND BENEFITS OF BRAIN RESEARCH. NOW TRANSITION BY SAYING ONE THING RESEARCH HAS TAUGHT US IS THAT THE BRAIN IS ADVERSELY AFFECTED BY THE NICOTINE IN TOBACCO PRODUCTS, INCLUDING E-CIGARETTES—ESPECIALLY IN THE CASE OF YOUNG PEOPLE.

EXPAND BY DISCUSSING HOW NICOTINE AFFECTS ADOLESCENT BRAINS – INCLUDING HARDWIRING THE BRAIN FOR ADDICTION AND AFFECTING THE PARTS OF THE BRAIN THAT CONTROL LEARNING, MEMORY, AND ATTENTION. YOU CAN ALSO SHARE THAT THE BRAIN IS STILL DEVELOPING UP TO THE AGE OF 25. (SEE <https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm>).

CONTINUE BY TALKING ABOUT HOW NICOTINE ADDICTION CAN NOW BE DELIVERED IN DIFFERENT WAYS BESIDES CIGARETTES—INCLUDING JUUL. DESCRIBE WHAT A JUUL LOOKS LIKE AND WHY IT’S A CAUSE FOR CONCERN. SHARE WHAT YOU’RE HEARING FROM SCHOOLS ABOUT YOUTH USE. YOU CAN ALSO DISCUSS THE DRAMATIC RISE IN YOUTH E-CIGARETTE USE IN WISCONSIN.

INVITE OTHERS WHO SHARE YOUR SENSE OF ALARM TO TAKE ACTION BY CONTACTING THE (**NETWORK/COALITION NAME**) AT (**URL, SOCIAL MEDIA, ETC.**). ALSO LET READERS KNOW THAT MORE INFORMATION ON E-CIGARETTES AND THE OTHER TOBACCO PRODUCTS HOOKING KIDS CAN BE FOUND AT TOBACCOISCHANGING.COM.