Tips from Former Smokers LTE Template

Drafted April 19, 2019

New quit smoking ads: Tobacco affects more than just the person using it

Dear Editor,

LET READERS KNOW THAT THE U.S. CENTERS FOR DISEASE CONROL AND PREVENTION’S (CDC) “TIPS FROM FORMER SMOKERS” ADS RECENTLY RETURNED TO THE AIRWAVES. SHARE THAT LIKE PREVIOUS ONES, THE ADS ARE HARD-HITTING AND EMOTIONAL. HOWEVER, THEY’RE ALSO DIFFERENT IN A KEY WAY – THIS TIME THEY FOCUS ON HOW TOBACCO-RELATED ILLNESS AFFECTS THE FAMILIES OF TOBACCO USERS.

CHOOSE ONE OF THE ADS AND SUMMARIZE IT. **YOU CAN FIND THEM HERE:** [**https://www.cdc.gov/tobacco/campaign/tips/stories/index.html?s\_cid=OSH\_tips\_D9557**](https://www.cdc.gov/tobacco/campaign/tips/stories/index.html?s_cid=OSH_tips_D9557)**.** SHARE YOUR REACTION TO THE AD. HOW DID IT MAKE YOU FEEL? DO YOU HAVE A PERSONAL EXPERIENCE THAT MADE IT MORE RELATEABLE (**A FRIEND OR FAMILY MEMBER WHO USED TOBACCO AND DEALT WITH TOBACCO-RELATED ILLNESS**)? EMPHASIZE THE AD’S MESSAGE THAT THE EFFECTS OF TOBACCO ADDICTION SPREAD TO MORE THAN JUST THE USER.

IF TOBACCO USERS AREN’T READY TO QUIT FOR THEMSELVES, ENCOURAGE THEM TO QUIT FOR THEIR FAMILY, AND LET THEM KNOW THAT FREE RESOURCES ARE AVAILABLE. SHARE THAT TOBACCO USERS CAN CALL THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW (784-8669). ALSO, URGE TOBACCO USERS ENROLLED IN MEDICAID TO TALK TO THEIR DOCTOR ABOUT THE MEDICAID CESSATION BENEFIT, WHICH PROVIDES ACCESS TO FREE COUNSELING AND MEDICATION.

CLOSE BY STATING THAT YOU, AND THE FAMILIES OF ALL TOBACCO USERS WHO WILL QUIT BECAUSE OF THE CAMPAIGN, ARE THANKFUL THE CDC IS RUNNING THESE LIFE-SAVING ADS.