Tobacco Industry Corrective Statements Awareness LTE Template

Drafted August 22, 2019

**Big Tobacco’s Court Ordered Ads Don’t Reach Their Customers**

Dear Editor,

SHARE THAT A RECENT STUDY FOUND ONLY 40% OF ADULTS SAW COURT-ORDERED ADS RUN BY THE BIG TOBACCO COMPANIES. INCLUDE THAT THE AWARENESS NUMBERS WERE EVEN LOWER FOR CERTAIN GROUPS (**GIVE EXAMPLES FROM THE EIGHTH AND NINTH PARAGRAPHS IN THIS** [**ARTICLE**](https://www.reuters.com/article/us-health-tobacco-industry/tobacco-industry-anti-smoking-ads-reached-less-than-half-of-u-s-adults-idUSKCN1V91V2)).

NOW OFFER COMPARISON BY STATING THAT THE U.S. CENTERS FOR DISEASE PREVENTION AND CONTROL’S TIPS FROM FORMER SMOKERS ADS REPORTEDLY REACHED 80% OF CURRENT SMOKERS, DESPITE BEING ON AIR FOR A SHORTER TIME THAN THE TOBACCO INDUSTRY’S ADS.

**NOW TALK ABOUT WHY PEOPLE DIDN’T SEE THE ADS. DO YOU THINK THE TOBACCO COMPANIES PUT A LOT OF EFFORT INTO THE ADS? DISCUSS THE INDUSTRY ADS’ LACK OF CREATIVITY (THEY WERE TEXT-BASED OVER A BLACK BACKGROUND) AND COMPARE THEM TO THE ADS THE COMPANIES RUN TO PROMOTE THEIR PRODUCTS. DO YOU THINK THE INDUSTRY MIGHT HAVE PLANNED THEIR CAMPAIGN SO THEIR CUSTOMERS WOULDN’T SEE IT BY OPTING TO RUN IN NEWSPAPERS AS OPPOSED TO ONLINE OR ON SOCIAL MEDIA?**

CLOSE BY INVITING READERS TO LEARN MORE ABOUT LOCAL EFFORTS AT **NETWORK/COALITION WEBSITE/SOCIAL MEDIA**. ALSO LET TOBACCO USERS KNOW THAT FREE HELP IS AVAILABLE THROUGH THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW (784-8669), OR IF THEY’RE ON MEDICAID, BY TALKING TO THEIR DOCTOR ABOUT THE FREE SUPPORT OFFERED THROUGH THE STATE’S MEDICAID BENEFIT.