Tips from Former Smokers LTE Template

Drafted August 28, 2020

**CDC’s “Tips” campaign inspires 1 million to quit smoking and 16.4 million people to make an attempt**

Dear Editor,

START BY EXPRESSING THAT WE COULD ALL USE A LITTLE GOOD NEWS RIGHT NOW, AND THAT THE U.S. CENTERS FOR DISEASE CONTROL AND PREVENTION’S (CDC) TIPS FROM FORMERS SMOKERS CAMPAIGN RECENTLY PROVIDED JUST THAT. SHARE THAT NEW DATA FROM THE CDC SHOWS THE CAMPAIGN INSPIRED 1 MILLION AMERICANS TO QUIT SMOKING BETWEEN 2012 AND 2018, AND ANOTHER 16.4 AMERICANS TO TRY QUITTING.

DESCRIBE THAT THE CAMPAIGN IS UNIQUE BECAUSE IT PROFILES REAL PEOPLE WHO ARE LIVING WITH SERIOUS LONG-TERM HEALTH EFFECTS FROM SMOKING AND SECONDHAND SMOKE EXPOSURE TELLING THEIR STORIES.

TALK ABOUT A TIPS AD THAT STICKS WITH YOU AND DESCRIBE IT FOR THE READER. WHY DO YOU THINK THE CAMPAIGN HAS BEEN EFFECTIVE IN REACHING TOBACCO USERS? (**NOTE: YOU CAN GET A REFRESHER ON THE CAMPAIGN’S MANY ADS AT** [**WWW.CDC.GOV/TIPS**](http://WWW.CDC.GOV/TIPS)).

REMIND READERS OF THE IMMEDIATE AND LONG-TERM BENEFITS OF QUITTING TOBACCO PRODUCTS. (**YOU CAN FIND SOME GOOD ONES TO INCLUDE AT** [**https://smokefree.gov/quit-smoking/why-you-should-quit/reasons-to-quit**](https://smokefree.gov/quit-smoking/why-you-should-quit/reasons-to-quit)).

LET PEOPLE KNOW THAT HELP IS AVAILABLE. SHARE THAT INDIVIDUALS READY TO QUIT TOBACCO CAN CALL 1-800-QUIT NOW (784-8669) OR TEXT “READY” TO 200-400 TO RECEIVE FREE HELP FROM THE WISCONSIN TOBACCO QUIT LINE. ALSO SHARE THAT INDIVIDUALS WHO SMOKE AND ARE ENROLLED IN MEDICAID SHOULD TALK TO THEIR DOCTOR ABOUT THE FREE QUITTING SERVICES AVAILABLE THROUGH THE MEDICAID TOBACCO CESSATION BENEFIT.