National Health Education Week – Template LTE

Drafted September 22, 2020

**Health Education should include all tobacco products**

Dear Editor,

SHARE THAT NATIONAL HEALTH EDUCATION WEEK IS COMING UP OCTOBER 19-23. GIVE EXAMPLES OF TOPICS YOU REMEMBER LEARNING IN HEALTH CLASS BACK IN THE DAY. MENTION THAT SMOKING PREVENTION HAS LONG BEEN A HALLMARK OF HEALTH EDUCATION CLASSES, BUT THAT TOBACCO HAS CHANGED A LOT SINCE THE OLD DAYS. THAT MEANS TOBACCO LESSONS NEED TO INCLUDE A LOT MORE THAN CIGARETTES.

GIVE EXAMPLES OF THE TOBACCO PRODUCTS ON THE MARKET. TALK ABOUT HOW SOME LOOK LIKE FLASHDRIVES, WATCHES, MAKEUP COMPACTS, AND EVEN HOODIES AND BACKPACKS. SHARE THAT MANY OF THE PRODUCTS ARE STILL FLAVORED – GIVE EXAMPLES OF CRAZY FLAVORS THAT YOU’VE SEEN.

**CHOOSE A COUPLE OF FACTS FROM CDC MMWR ARTICLES (**[**https://www.cdc.gov/mmwr/volumes/69/wr/mm6937e1.htm?s\_cid=mm6937e1\_w**](https://www.cdc.gov/mmwr/volumes/69/wr/mm6937e1.htm?s_cid=mm6937e1_w)**,** [**https://www.cdc.gov/mmwr/volumes/69/wr/mm6937e2.htm?s\_cid=mm6937e2\_w**](https://www.cdc.gov/mmwr/volumes/69/wr/mm6937e2.htm?s_cid=mm6937e2_w)**) TO DEMONSTRATE THE PRODUCTS’ POPULARITY WITH YOUNG PEOPLE. (EXAMPLES BELOW)**

* 3.6 million youth still report current use.
* 8 in 10 youth e-cigarette users reported using flavored products.
* Disposable e-cigarette sales increased from 10.3% in August 2019 to 19.8 in May 2020 (a 92% increase).
* Among sales of pre-filled cartridge e-cigarettes, menthol dominated with 61.8%.

TALK ABOUT HOW KEEPING KIDS TOBACCO-FREE EXTENDS BEYOND THE CLASSROOM BY SHARING HOW TOBACCO-FREE SCHOOL POLICIES THAT INCLUDE ALL TOBACCO PRODUCTS DISCOURAGE YOUTH USE. MENTION ANY WORK YOUR ALLIANCE HAS DONE IN THIS AREA.

ENCOURAGE TEACHERS, PARENTS, AND OTHERS TO LEARN MORE AT TobaccoisChanging.com. ALSO, ENCOURAGE READERS TO CONNECT WITH YOUR ORGANIZATION AT WEBSITE, SOCIAL MEDIA, ETC.