Tobacco is Changing Phase 3 LTE Template

Drafted February 16, 2021

Dear Editor,

START YOUR LETTER BY SHARING THAT WISCONSIN’S TOBACCO IS CHANGING CAMPAIGN IS BACK WITH NEW ADS EDUCATING PARENTS ABOUT TOBACCO PRODUCTS TEMPTING TODAY’S KIDS. SHARE THAT THE NEWEST ADS SHINE A LIGHT ON DECEPTIVE E-CIGARETTES THAT LOOK LIKE OTHER ITEMS, INCLUDING SMART WATCHES, MAKEUP COMPACTS, AND DEVICES THAT HIDE E-CIGARETTES — LIKE BACKPACKS AND HOODIES.

SHARE THAT PAST ADS IN THE CAMPAIGN HAVE FOCUSED ON CANDY AND FRUIT FLAVORS, AS WELL AS E-CIGARETTES THAT LOOK LIKE FLASH DRIVES. HOWEVER, JUST AS TOBACCO PRODUCTS CONTINUE TO CHANGE AND BECOME STEALTHIER, THE CAMPAIGN MUST ALSO ADAPT TO KEEP UP WITH THE LATEST TRENDS.

DISCUSS YOUR REACTION TO ONE OF THE ADS IN THE CAMPAIGN (EITHER THE 30 SECOND AD, OR THE VARIOUS 15 SECOND ADS). WHAT DID THE AD FOCUS ON? WHAT WAS YOUR REACTION TO SEEING IT? DID IT MAKE YOU ANGRY, WORRIED, ETC.?

NOW MENTION THE WORK THAT’S BEING DONE IN YOUR COMMUNITY TO ADDRESS YOUTH USE OF THESE PRODUCTS. THIS CAN INCLUDE NEW PARTNERSHIPS, WORKING WITH SCHOOLS, OR OTHER OUTREACH. WHAT DOES YOUR GROUP HOPE TO ACCOMPLISH.

FINISH BY INVITING PARENTS TO VIEW THE ADS AT [www.youtube.com/user/dhswi](http://www.youtube.com/user/dhswi) OR LEARN MORE ABOUT THE CAMPAIGN AND THE CANDY AND FRUIT-FLAVORED TOBACCO PRODUCTS TARGETING KIDS AT [www.tobaccoischanging.com](http://www.tobaccoischanging.com). ALSO, LET PARENTS KNOW THEY CAN GET INVOLVED IN LOCAL EFFORTS BY VISITING THE (**ALLIANCE/ORGANIZATION NAME**) AT (**WEBSITE URL, SOCIAL MEDIA, ETC.**).