Smoke-Free Law 11th Anniversary LTE Template

Drafted June 14, 2021

Celebrating 11 years of a smoke-free Wisconsin

Dear Editor,

BEGIN BY SHARING THAT MONDAY, JULY 5 IS A DAY FOR CELEBRATING AS IT MARKS THE 11TH ANNIVERSARY OF WISCONSIN’S SMOKE-FREE LAW!

TALK ABOUT WHY YOU’RE EXCITED FOR THE ANNIVERSARY. DISCUSS WHAT YOU MOST ENJOY ABOUT THE STATE BEING SMOKE-FREE (**CLEANER AIR, CLOTHES SMELL BETTER, FEELING BETTER AFTER/DURING A NIGHT OUT, HEALTHIER STAFF, ETC.**) AND COMPARE THAT EXPERIENCE TO WHAT IT WAS LIKE BEFORE THE STATE WENT SMOKE-FREE. YOU CAN EVEN ADD A REMARK ABOUT HOW EXCITING IT IS THAT A WHOLE GENERATION IS GROWING UP NEVER HAVING TO CHOOSE BETWEEN THE NO SMOKING OR SMOKING SECTION.

ENCOURAGE VACCINATED READERS TO CELEBRATE THE ANNIVERSARY BY GOING OUT AND SUPPORTING THEIR FAVORITE SMOKE-FREE ESTABLISHMENTS. ALSO ADD THAT IF FOLKS AREN’T VACCINATED YET, THEY CAN ALSO SUPPORT RESTAURANTS AND TAVERNS BY ORDERING TAKEOUT OR MASKING UP.

LET TOBACCO USERS KNOW THAT, JUST LIKE WISCONSIN, THEY CAN ALSO GO SMOKE-FREE. URGE THEM TO CALL THE WISCONSIN TOBACCO-QUIT LINE FOR FREE HELP AT 1-800-QUIT NOW (784-8669). INDIVIDUALS ON MEDICAID WHO USE TOBACCO PRODUCTS SHOULD ALSO TALK TO THEIR HEALTH CARE PROVIDER ABOUT THE FREE QUITTING SUPPORT PROVIDED THROUGH THE MEDICAID BENEFIT.

SHARE THAT READERS CAN LEARN MORE ABOUT TOBACCO PREVENTION EFFORTS IN (**COUNTY/CITY**) BY VISITING **URL/SOCIAL MEDIA**. ENCOURAGE UNVACCINATED INDIVIDUALS TO VISIT vaccines.gov TO FIND A VACCINE PROVIDER IN THEIR AREA.