Bucks Championship LTE Template

Drafted July 23, 2021

**The Bucks won their battle, you can win yours against commercial tobacco products**

Dear Editor,

EXPRESS YOUR EXCITEMENT FOR THE BUCKS RECENTLY WINNING THE NBA CHAMPIONSHIP. TALK ABOUT HOW MANY COUNTED THEM OUT AT DIFFERENT POINTS THROUGHOUT THE PLAYOFFS (THEY WERE DOWN 0-2 IN TWO DIFFERENT PLAYOFF SERIES), BUT THEY NEVER QUIT AND ULTIMATELY PREVAILED. NOW SHARE THAT LIKE THE BUCKS’ JOURNEY, QUITTING SMOKING OR USING COMMERCIAL TOBACCO PRODUCTS ISN’T EASY, BUT IT IS POSSIBLE.

WHILE THOSE WHO QUIT SMOKING OR USING COMMERCIAL TOBACCO PRODUCTS MAY NOT GET A PARADE THROWN IN THEIR HONOR, IT’S STILL AN ACCOMPLISHMENT EQUALLY WORTHY OF CELEBRATION. BY GOING SMOKE OR TOBACCO-FREE, THEY CAN ENJOY BENEFITS LIKE (**GIVE EXAMPLES:** [**https://smokefree.gov/quit-smoking/why-you-should-quit/benefits-of-quitting**](https://smokefree.gov/quit-smoking/why-you-should-quit/benefits-of-quitting)).

STATE THAT THE BUCKS WON THANKS TO TEAMWORK. IF YOU WATCHED THE PLAYOFFS, GIVE EXAMPLES OF THEIR TEAMWORK (**WINNING TWO GAMES IN THE EAST FINALS WITHOUT GIANNIS, KHRIS MIDDLETON HITTING CLUTCH SHOTS IN MULTIPLE GAMES, JRUE HOLIDAY’S STEAL IN GAME FIVE, ETC.**). FOLLOW BY SHARING THAT JUST LIKE THE BUCKS, TOBACCO USERS DON’T HAVE TO DO IT ALONE.

ENCOURAGE READERS TO CALL THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW (784-8669) FOR FREE HELP TO QUIT. ALSO URGE THOSE ON MEDICAID WHO SMOKE OR USE COMMERCIAL TOBACCO PRODUCTS TO TALK TO THEIR DOCTOR ABOUT THE FREE HELP PROVIDED THROUGH THE MEDICAID BENEFIT. CLOSE BY CONGRATULATING THE BUCKS AND WISHING GOOD LUCK TO THOSE PLANNING TO CALL THE QUIT LINE OR TALK TO THEIR DOCTOR ABOUT QUITTING.