Heart Month 2021 – LTE Template

Drafted August 26, 2021

**Help your heart – quit using commercial tobacco products**

Dear Editor,

LET READERS KNOW THAT SEPTEMBER 29 IS WORLD HEALTH DAY, WHICH EDUCATES ON THE IMPACT OF HEART DISEASE AND PROMOTES WAYS THAT PEOPLE CAN IMPROVE THEIR HEART HEALTH. SHARE THAT ONE OF THE KEY WAYS PEOPLE CAN HAVE A HEALTHIER HEART, AND BE HEALTHIER IN GENERAL, IS BY QUITTING SMOKING OR STOPPING THE USE OF COMMERCIAL TOBACCO PRODUCTS.

GET RIGHT TO THE POINT BY LAYING OUT SOME OF THE WAYS THAT QUITTING COMMERCIAL TOBACCO PRODUCTS HELPS YOUR HEART HEALTH. **YOU CAN FIND EXAMPLES AT** [**https://www.cancer.org/healthy/stay-away-from-tobacco/benefits-of-quitting-smoking-over-time.html**](https://www.cancer.org/healthy/stay-away-from-tobacco/benefits-of-quitting-smoking-over-time.html).

SHARE THAT THERE ARE PLENTY OF OTHER REASONS TO QUIT IF READERS NEED MORE MOTIVATION. **DESCRIBE A FEW – SAVING MONEY, BEING AROUND LONGER FOR THEIR FAMILY, BETTER LUNG HEALTH, ETC.**

SHARE THAT QUITTING SMOKING OR THE USE OF COMMERCIAL TOBACCO PRODUCTS IS JUST ONE OF THE WAYS PEOPLE CAN IMPROVE THEIR HEART HEALTH. LIST A FEW OF THE OTHER WAYS PEOPLE CAN MAKE THEIR HEART HEALTHIER – **YOU CAN FIND EXAMPLES AT** [**https://www.dhs.wisconsin.gov/heart-disease/index.htm**](https://www.dhs.wisconsin.gov/heart-disease/index.htm) **(LOOK UNDER “WHAT YOU CAN DO – LIFESTYLE CHANGES”).**

CLOSE BY LETTING INDIVIDUALS WHO SMOKE OR USE COMMERCIAL TOBACCO PRODUCTS THAT HELP TO QUIT IS AVAILABLE BY CALLING THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW (784-8669). MEDICAID ENROLEES SHOULD ALSO TALK TO THEIR DOCTOR ABOUT THE QUITTING HELP AVAILABLE THROUGH THE MEDICAID CESSATION BENEFIT. FINALLY, YOUNG PEOPLE LOOKING TO QUIT E-CIGARETTES SHOULD TEXT **VAPEFREE** to **873373** FOR FREE HELP.