Back to School LTE Template

Drafted July 10, 2015

**As new school year starts, help (COALITION NAME) prevent youth tobacco, nicotine use**

Dear Editor,

It’s that time of year again. If they haven’t already, many parents will soon be taking their kids shopping for new clothes and school supplies or making a plan for juggling their kids’ after-school activities.

One more item for parents to think about is how they can help their kids stay tobacco and nicotine free this school year. While monitoring your child’s tobacco use used to be as simple as smelling their clothes for smoke, new tobacco and nicotine products are making the task more difficult.

While fewer Wisconsin students are smoking than ever before (only about one in 10 high school students), more are **(FILL IN DETAILS ABOUT YOUTH TOBACCO USE. YOU CAN TALK ABOUT YOUTH E-CIG USE TRIPLING NATIONALLY, HOW WISCONSIN’S HS E-CIG USE RATE STANDS JUST BELOW 8%, OR HOW HS SMOKELESS TOBACCO USE ROSE 62% BETWEEN 2012 AND 2014).**

# Sadly, candy flavors and lower costs lead some kids to think smokeless tobacco and e-cigarettes are harmless, when the truth is that they can carry serious consequences. (GIVE SOME EXAMPLES OF POTENTIAL HEALTH HARMS DEPENDING ON IF YOU’RE TALKING ABOUT SMOKELESS OR E-CIGS. E-CIG FACTS CAN BE TAKEN FROM <http://tobwis.org/e-cigarette-toolkit> WHILE SMOKELESS HARMS CAN BE FOUND AT <http://www.cancer.org/cancer/cancercauses/tobaccocancer/smokeless-tobacco> UNDER THE HEADING “What kinds of illness are caused by oral or smokeless tobacco”).

The **(COALITION NAME)** is working to reverse these trends. I joined the **(COALITION NAME)** coalition in **(YEAR)** because **(TALK ABOUT WHY YOU JOINED/WHY THIS MATTERS TO YOU)**. Along with other coalition members, I’m working to help our kids avoid this dangerous addiction, but we can’t do it alone. To learn more about our efforts or get involved, visit **(URL/SOCIAL MEDIA)**. Working together, we can forge a healthier **(COMMUNITY/COUNTY NAME)**.