30 Smokefree Days **(NOTE: THIS LTE IS INTENDED TO COME FROM A FORMER TOBACCO USER)**

March Template

Drafted February 25, 2016

**Need Help Quitting Tobacco? Try Facebook**

Dear Editor,

Attention tobacco users—the Centers for Disease Control and Prevention (CDC) is launching a Facebook program to help you quit on Tuesday, March 1. The campaign, called 30 Smokefree Days, provides daily quitting inspiration, tips, and support to tobacco users. Joining is easy, just RSVP at [*https://www.facebook.com/events/664867396988918/*](https://www.facebook.com/events/664867396988918/)*.*

**(INTRODUCE YOURSELF AND TALK ABOUT YOUR EXPERIENCE WITH QUITTING TOBACCO USE. HOW LONG DID YOU USE TOBACCO? WHEN/HOW/WHY DID YOU QUIT? HOW HAS YOUR LIFE IMPROVED SINCE YOU QUIT USING TOBACCO? SINCE THE PROGRAM PROVIDES DAILY SUPPORT, TALK ABOUT HOW IMPORTANT SUPPORT WAS TO YOUR SUCCESSFUL QUITTING ATTEMPT. ALSO SHARE ANY ADVICE THAT YOU MIGHT HAVE FOR TOBACCO USERS THAT ARE READY TO QUIT).**

**(TALK ABOUT HOW YOU’RE THANKFUL TO SEE CDC INVESTING IN THIS CAMPAIGN TO HELP TOBACCO USERS QUIT. IF YOU QUIT COLD TURKEY, DISCUSS HOW YOU WISH SOMETHING LIKE THIS WAS AROUND WHEN YOU WERE FIRST CONSIDERING QUITTING. IF YOU STARTED AS A YOUNG TOBACCO USER, INCLUDE SOMETHING ABOUT HOW THE BEST WAY TO QUIT TOBACCO IS TO NEVER START USING IN THE FIRST PLACE).**

**(FEEL FREE TO PUT THE CONCLUSION IN YOUR OWN WORDS)** I definitely encourage tobacco users to give this program a try. Quitting tobacco isn’t easy, but take it from me, it’s definitely worth it. You can also get free help by calling 1-800-QUIT NOW.

Sincerely,