CVS 2nd Anniversary Template

September Template

Drafted August 18, 2016

Dear Editor,

**SET UP THE TOPIC OF YOUR LETTER. IT’S BEEN TWO YEARS SINCE CVS PHARMACIES WENT TOBACCO FREE. EXPRESS YOUR THANKS FOR THEM MAKING THIS DECISION – TALK ABOUT HOW IT MAKES SENSE FOR PHARMACIES NOT TO SELL TOBACCO SINCE THEIR MISSION IS TO IMPROVE THE LIVES OF THEIR CUSTOMERS.**

**TALK ABOUT WHY YOU THINK THEIR GOING TOBACCO-FREE IS IMPORTANT. DO YOU VISIT THEIR STORE MORE OFTEN OR FEEL BETTER ABOUT BRINGING YOUR KIDS, ETC.?**

**NOW DISCUSS THE BURDEN OF TOBACCO (FEEL FREE TO PULL FROM THE** [**EDUCATIONAL PACKET**](http://tobwis.org/key-messages)**). YOU COULD CITE THAT IT’S STILL THE NUMBER ONE PREVENTABLE CAUSE OF DEATH IN THE STATE OR OTHER FACTS. GIVEN THAT INFORMATION, DISCUSS HOW YOU’RE HAPPY TO HAVE CVS AS A PARTNER IN THE EFFORT TO DECREASE TOBACCO’S BURDEN AND HOW YOU WISH MORE PHARMACISTS AND RETAILERS WOULD STEP UP TO DO THE RIGHT THING.**

**THIS IS AN OPTIONAL PARAGRAPH WHERE YOU CAN ALSO THANK LOCAL RETAILERS/PHARMACISTS FOR NOT SELLING TOBACCO. WHILE THEY MAY NOT GRAB THE HEADLINES THAT CVS DOES, THEY ARE EQUALLY DESERVING OF OUR THANKS.**

**SHARE THAT THE AREA ONCE DEVOTED TO TOBACCO PRODUCTS IN CVS STORES NOW PROMINENTLY FEATURES FDA-APPROVED CESSATION PRODUCTS (GIVE A FEW EXAMPLES) INSTEAD. THEN TALK ABOUT HOW QUITTING ATTEMPTS ARE MOST SUCCESSFUL WHEN THEY USE A COMBINATION OF APPROVED MEDICATIONS AND COUNSELING. FINALLY, REMIND READERS THAT TOBACCO USERS CAN GET FREE QUITTING HELP BY CALLING THE QUIT LINE AT 1-800-QUIT NOW.**

Sincerely,