Shane Todd Letter to the Editor Template

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Dear Editor,

TALK ABOUT HOW YOU’RE WRITING IN TO RECOGNIZE THE COURAGE OF A WISCONSIN RESIDENT WHO RECENTLY LOST HIS BATTLE WITH TOBACCO-RELATED ILLNESS ON AUGUST 4, BUT NOT BEFORE INSPIRING TOBACCO USERS ACROSS THE COUNTRY TO QUIT FOR GOOD. AFTER YOUR LEAD-IN, YOU CAN PROVIDE SHANE’S NAME (SHANE TODD) AND THAT HE WAS FEATURED IN THE CDC’S SUCCESSFUL TIPS FROM FORMER SMOKERS CAMPAIGN.

SHANE WAS DIAGNOSED WITH THROAT CANCER AT THE AGE OF 34 AND DIED AT AGE 49. HE APPEARED IN THE FIRST ROUND OF TIPS ADS IN 2012 WHERE HE AND OTHER INDIVIDUALS WHO USED STOMAS/VOICE BOXES GAVE PRACTICAL TIPS LIKE “Crouch – don’t bend over. You don’t want to lose the food in your stomach” and “Don’t use spray paint.” YOU CAN DISCUSS HOW SHANE’S AD STRUCK A CHORD, RACKING UP MORE THAN 2 MILLION VIEWS ON YOUTUBE AND BEING USED SEVERAL TIMES IN WISCONSIN TO PROMOTE THE STATE’S OWN QUIT LINE.

NOW YOU CAN TALK ABOUT WHAT ALL OF THIS MEANS TO YOU. HOW DID YOU FEEL WHEN YOU FIRST SAW THE ANTHEM AD (<https://www.youtube.com/watch?v=GEWky9PEroU>)? HAVE YOU TALKED TO OTHERS THAT WERE INSPIRED BY THE AD/CAMPAIGN? YOU CAN ALSO DISCUSS SHANE’S BRAVERY TO SHARE HIS STORY IN AN EFFORT TO HELP OTHERS.

WHILE SHANE MAY NO LONGER BE WITH US, IT’S NOT TOO LATE FOR TOBACCO USERS TO IMPROVE THEIR HEALTH BY QUITTING.

FREE HELP TO QUIT TOBACCO IS AVAILABLE THROUGH THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW. TO HEAR SHANE’S STORY, VISIT <http://tinyurl.com/shanestip>**.**