For April -- Milwaukee Brewers Tobacco-Free Baseball LTE Template

Drafted March 9, 2017

Tobacco-Free Brewers Worth Cheering For – Now More than Ever

Dear Editor,

SHARE YOUR EXCITEMENT FOR THE START OF BASEBALL SEASON AND THAT THE MILWAUKEE BREWERS HAVE THEIR HOME OPENER AGAINST THE COLORADO ROCKIES ON MONDAY, APRIL 3. CONTINUE BY SHARING THE FACT THAT MILLER PARK WILL NOW BE COMPLETELY TOBACCO FREE. PROVIDE CONTEXT BY SHARING THAT THE MILWAUKEE CITY COUNCIL PASSED AN ORDINANCE LAST NOVEMBER PROHIBITING THE USE OF ALL TOBACCO PRODUCTS ON PLAYING FIELDS AND IN SPORTING ARENAS.

TALK ABOUT HOW THE USE OF CHEW IN BASEBALL ALWAYS BOTHERED YOU. DESCRIBE HOW STRANGE IT WOULD LOOK TO SEE IT USED IN OTHER SPORTS LIKE BASKETBALL OR SOCCER TO DEMONSTRATE WHY BASEBALL AND CHEW DON’T MIX. YOU COULD ALSO TALK ABOUT THE EFFECT THAT SEEING TOBACCO BEING USED BY PLAYERS HAS ON KIDS.

SHARE SOME OF THE OTHER REASONS YOU SUPPORT MILLER PARK BEING TOBACCO-FREE. (SUGGESTED SOURCE: <http://tobaccofreebaseball.org/content/>)

* HARMS OF SMOKELESS TOBACCO
* HOW TOBACCO USE IN BASEBALL REINFORCES TOBACCO MARKETING
* YOUTH MODEL THE BEHAVIOR OF THEIR ROLE MODELS (IF NOT MENTIONED ABOVE)

FINISH YOUR LETTER BY THANKING THE MILWAUKEE CITY COUNCIL FOR DOING THE RIGHT THINGS FOR PLAYERS’ HEALTH AND THE HEALTH OF OUR KIDS. SHARE THAT YOU’RE CHEERING ON THE BREWERS TO HAVE THEIR HEALTHIEST AND MOST SUCCESSFUL SEASON YET.

INCLUDE A MENTION THAT ALL TOBACCO USERS CAN RECEIVE FREE QUITTING ASSISTANCE BY CALLING THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW.