LTE Template for National Parents Day (July 24, 2016)

Drafted June 15, 2016

Dear Editor,

START YOUR LTE BY PROVIDING CONTEXT. SUNDAY, JULY 24 IS NATIONAL PARENT DAY. IF YOU’RE A PARENT, GIVE A LITTLE BACKGROUND ON YOUR FAMILY. HOW MANY KIDS DO YOU HAVE? HOW OLD ARE THEY? DESCRIBE WHAT BEING A PARENT MEANS TO YOU

NOW TALK ABOUT HOW PARENTS ARE ALWAYS THINKING OF THEIR KIDS’ SAFETY. GIVE EXAMPLES, FROM LITTLE THINGS LIKE ‘LOOK BOTH WAYS BEFORE YOU CROSS THE STREET’ TO MORE SERIOUS DISCUSSIONS LIKE THE DANGERS OF TEXTING AND DRIVING. NOW TALK ABOUT HOW PARENTS HAVE A NEW SAFETY LESSON TO SHARE WITH THEIR KIDS—THAT JUST BECAUSE TOBACCO COMES IN CANDY AND FRUIT FLAVORS, DOESN’T MEAN IT’S SAFE.

GIVE SOME EXAMPLES OF SOME TOBACCO PRODUCTS THAT YOU’VE SEEN RECENTLY IN STORES. MAKE SURE TO TALK ABOUT THE FLAVORS, PACKAGING, AND PLACEMENT OF THE PRODUCTS. DISCUSS CULTURAL EXAMPLES LIKE MENTHOL IF APPLICABLE.

NOW DISCUSS HOW THESE PRODUCTS AREN’T GOING UNNOTICED BY TEENS. YOU CAN PULL SOME STATS FROM <http://www.cdc.gov/tobacco/data_statistics/tables/trends/infographics/pdfs/p0930-flavored-tobacco.pdf?s_cid=bb-osh-trends-graphic-008> AND <http://www.cdc.gov/tobacco/data_statistics/tables/trends/infographics/pdfs/infographic-ecigs.pdf?s_cid=bb-osh-trends-graphic-010> TO BOOST YOUR ARGUMENT.

GIVE AN EMOTIONAL CLOSE ABOUT HOW A PARENTS’ WORK IS NEVER DONE, AND HOW WE NEED TO BE THERE TO HELP OUR KIDS, WHETHER THE ISSUE IS TEACHING THEM NOT TO TOUCH A HOT SURFACE OR HELPING THEM AVOID DECEPTIVE TOBACCO PRODUCTS.

INCLUDE A LINE ABOUT HOW PARENTS AND ALL ADULTS THAT ARE READY TO QUIT TOBACCO USE CAN RECEIVE FREE HELP BY CALLING 1-800-QUIT-NOW.