JUUL Letter to the Editor Template

Drafted December 20, 2017

**Tobacco products hit a new low with e-cigarettes that look like USB flash drives**

Dear Editor,

START YOUR LETTER BY TALKING ABOUT HOW TEACHERS ARE USED TO DEALING WITH DISRUPTIONS IN THE CLASSROOM – THINGS LIKE PASSING NOTES, USING CELL PHONES, TALKING OUT OF TURN, ETC. THEN FOLLOW BY SHARING THAT TEACHERS NOW HAVE A NEW ONE TO WORRY ABOUT – JUUL E-CIGARETTES.

USE YOUR SECOND PARAGRAPH TO DESCRIBE THE PRODUCTS. SHARE THAT THEY ARE SMALL IN SIZE AND RESEMBLE A USB FLASH DRIVE. INCLUDE THAT THEY CAN BE CHARGED IN A COMPUTER JUST LIKE A FLASH DRIVE, SO STUDENTS COULD HAVE THEM IN THE CLASSROOM WITHOUT THE TEACHER EVEN KNOWING. TALK ABOUT HOW THE PRODUCTS CAN BE DISCREETLY USED SINCE THEY’RE SMALL. IF YOU KNOW ABOUT USE OF THE PRODUCT IN YOUR COMMUNITY, MAKE SURE TO SHARE THAT HERE.

NOW SHARE THAT THEY COME IN FLAVORS LIKE COOL MINT, FRUIT MEDLEY, AND CRÈME BRUULE. TALK ABOUT HOW USING FLAVORS HAS BEEN A SUCCESSFUL STRATEGY IN GETTING YOUTH TO USE NEW TOBACCO PRODUCTS **(YOU CAN FIND A SUPPORTING STAT AT** [**https://www.dhs.wisconsin.gov/tobaccoischanging/know-issues.htm**](https://www.dhs.wisconsin.gov/tobaccoischanging/know-issues.htm)**).**

SHARE THAT THE STATE RECENTLY LAUNCHED A NEW CAMPAIGN CALLED TOBACCO IS CHANGING TO RAISE AWARENESS OF HOW CANDY FLAVORS AND DECEPTIVE PACKAGING ARE SUCCESSFULLY LURING KIDS INTO A LIFETIME OF ADDICTION. MAKE SURE TO TALK ABOUT WHAT YOU’RE DOING LOCALLY.

LET READERS KNOW THEY CAN LEARN MORE ABOUT THE TOBACCO IS CHANGING CAMPAIGN AND LOCAL TOBACCO PREVENTION EFFORTS AT TOBACCOISCHANGING.COM.