LTE Template

Give the gift of quitting

Drafted 11.23.16

**Quitting tobacco is the best gift you can give your family this year**

Dear Editor,

OPEN WITH A STATEMENT ABOUT THE HOLIDAY SEASON BEING UPON US. TALK ABOUT HOW PEOPLE WILL BE SHOPPING THROUGHOUT THE MONTH TO FIND THE PERFECT GIFT FOR THEIR LOVED ONES, BUT THAT FOR SOME IN WISCONSIN, THE PERFECT GIFT WILL COST THEM NOTHING, AND IN FACT WILL END UP SAVING THEM MONEY AND IMPROVING THEIR LIVES.

FOLLOW THAT PARAGRAPH BY STATING CLEARLY THAT THERE’S NO PRESENT THAT THEIR FAMILY WOULD ENJOY MORE THAN HEARING THAT THEIR LOVED ONE IS GOING TOBACCO FREE.

YOU CAN PERSONALIZE HERE BY TALKING ABOUT YOUR OWN EXPERIENCE. IF YOU’RE A FORMER TOBACCO USER, TALK ABOUT HOW GREAT IT FEELS TO BEAT ADDICTION. OR, IF YOU’VE HAD A FAMILY MEMBER QUIT, TALK ABOUT HOW HAPPY THAT MADE YOU. FINALLY, IF YOU’VE LOST A FAMILY MEMBER TO TOBACCO USE, TALK ABOUT HOW YOU WISH THEY COULD HAVE QUIT.

**OPTIONAL PARAGRAPH:**ANOTHER WAY TO PERSONALIZE YOUR LETTER WOULD BE TO HAVE A MEMBER OF A HIGH USE POPULATION WRITE THE LTE. THEY COULD SHARE THE NEW DATA FROM THE [2015 BRFSS REPORT](https://www.dhs.wisconsin.gov/publications/p43073.pdf) AND ENCOURAGE OTHERS IN THEIR COMMUNITY TO BEAT THE ADDICTION.

SHARE SOME OF THE BENEFITS THEY’LL EXPERIENCE BY QUITTING. YOU CAN FIND A LIST AT <http://www.cancer.org/healthy/stayawayfromtobacco/benefits-of-quitting-smoking-over-time>.

CLOSE BY TALKING ABOUT HOW IT’S THE SEASON OF GIVING, MAKING IT AN IDEAL TIME TO GIVE THEMSELVES AND THEIR FAMILIES THE GREATEST GIFT OF ALL: BETTER HEALTH.

ENCOURAGE TOBACCO USERS THAT ARE READY TO QUIT TO CALL THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW FOR FREE HELP.