Valentine’s Day LTE Template

Drafted January 31, 2017

Show your heart some love this Valentine’s Day by quitting smoking

Dear Editor,

SHARE THAT TUESDAY, FEBRUARY 14 IS VALENTINE’S DAY. TALK ABOUT HOW ONE OF THE KEYS TO A GOOD VALENTINE’S DAY IS A HEALTHY HEART. NOW SHARE THAT ONE OF THE BEST WAYS TO KEEP YOUR HEART HEALTHY IS TO QUIT SMOKING OR NEVER START IN THE FIRST PLACE.

GIVE A FEW EXAMPLES OF HOW TOBACCO USE HURTS YOUR HEART **(**[**https://www.cdc.gov/tobacco/basic\_information/health\_effects/heart\_disease/index.htm**](https://www.cdc.gov/tobacco/basic_information/health_effects/heart_disease/index.htm)**).**

NOW FOLLOW THAT UP WITH THE GOOD NEWS THAT QUITTING SMOKING CAN GREATLY REDUCE YOUR RISK FOR HEART DISEASE AND STROKE. **(PULL FROM** [**http://www.ctri.wisc.edu/documents/7.whathappensuw.pdf**](http://www.ctri.wisc.edu/documents/7.whathappensuw.pdf)**).**

OTHER THINGS YOU CAN DO TO HELP YOUR HEART INCLUDE **(LOOK UNDER “HOW CAN HEART DISEASE AND STROKE BE PREVENTED?” AT** [**https://www.cdc.gov/tobacco/basic\_information/health\_effects/heart\_disease/index.htm**](https://www.cdc.gov/tobacco/basic_information/health_effects/heart_disease/index.htm)**).**

CLOSE BY ENCOURAGING TOBACCO USERS TO GIVE THEIR HEART A VALENTINE’S DAY TO REMEMBER BY CALLING THE WISCONSIN TOBACCO QUIT LINE FOR FREE HELP AT 1-800-QUIT NOW.