4th of July LTE Template

Drafted Wednesday, June 7, 2017

Declare your independence from smoking this July 4th

Dear Editor,

START YOUR LETTER BY SHARING THAT THE FOURTH OF JULY IS COMING UP. SHARE WHAT THE FOURTH OF JULY MEANS TO YOU AND WHAT THINGS YOU TYPICALLY ENJOY DOING THAT DAY (BARBECUES, FIREWORKS, PARADES, ETC.). THEN TRANSITION TO SHARE THAT THIS YEAR’S 4TH COULD TAKE ON AN EXTRA MEANING FOR TOBACCO USERS IF THEY USE IT AS AN OPPORTUNITY TO QUIT SMOKING OR USING TOBACCO.

TALK ABOUT HOW THE FOURTH IS AN IDEAL TIME TO DECLARE INDEPENDENCE FROM TOBACCO, AND GIVE SOME REASONS TO CONSIDER QUITTING (YOU CAN GRAB FROM <https://www.cdc.gov/tobacco/campaign/tips/partners/health/materials/twyd-poster-reasons-to-quit.pdf>).

FOLLOW THAT UP BY DISCUSSING HOW THE HEALTH BENEFITS OF QUITTING ARE NEARLY AS NUMEROUS AS THE REASONS TO QUIT IN THE FIRST PLACE. GIVE A FEW EXAMPLES FROM <https://www.cancer.org/healthy/stay-away-from-tobacco/benefits-of-quitting-smoking-over-time.html>.

ASSURE TOBACCO USERS THAT THEY DON’T HAVE TO DO IT ALONE. HELP IS AVAILABLE AND CAN INCREASE YOUR ODDS OF QUITTING SUCCESSFULLY. CLOSE BY SHARING THAT TOBACCO USERS CAN RECEIVE FREE HELP THROUGH THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW.