Older Americans Month

LTE Template for May 2016

Drafted April 15, 2016

NOTE: YOUR FINAL LTE SHOULD NOT EXCEED 250 WORDS

Dear Editor,

ESTABLISH WHY YOU’RE WRITING: MAY IS OLDER AMERICANS MONTH, AN ANNUAL EVENT RECOGNIZING OLDER ADULTS FOR THEIR CONTRIBUTIONS. IF A YOUNGER PERSON IS WRITING, THEY COULD TALK ABOUT AN OLDER PERSON IN THEIR LIVES (PARENT, GRANDPARENT, MENTOR, ETC.) AND WHAT THAT PERSON MEANS TO THEM. THIS COULD ALSO COME FROM AN OLDER PERSON TALKING ABOUT THE WISDOM THEY’VE PICKED UP AND THE GREAT THINGS THEY’VE EXPERIENCED THROUGHOUT THEIR LIFE (GRANDCHILDREN, RETIREMENT, ETC.)

USE THIS PARAGRAPH TO ESTABLISH THAT YOU’RE WRITING ABOUT OLDER AMERICANS MONTH BECAUSE 15 MILLION AMERICANS AGE 50 OR OLDER ARE STILL SMOKING. AGAIN, THERE ARE TWO WAYS TO APPROACH THIS: THE FIRST IS TO TALK ABOUT HOW THAT NUMBER INCLUDES (OR USED TO INCLUDE) THE PERSON YOU MENTIONED IN THE FIRST PARAGRAPH. CONVERSELY, IF THIS CAME FROM SOMEONE OLDER THAT USED TO SMOKE, THEY COULD TALK ABOUT HOW THAT NUMBER USED TO INCLUDE THEM AND GIVE DETAILS ON HOW LONG THEY SMOKED, AND HOW AND WHY THEY QUIT (A LETTER FROM A CURRENT TOBACCO USER WOULD ALSO BE POWERFUL).

NOW SHARE THAT YOU’RE NEVER TOO OLD TO ENJOY THE BENEFITS OF QUITTING. TALK ABOUT HOW THE BENEFITS OF QUITTING ARE IMMEDIATE AND LASTING, AND GIVE EXAMPLES FROM <http://www.cancer.org/healthy/stayawayfromtobacco/guidetoquittingsmoking/guide-to-quitting-smoking-benefits>.

CLOSE BY ENCOURAGING WISCONSINITES YOUNG AND OLD TO GET HELP TO QUIT THROUGH THE QUIT LINE (1-800-QUIT NOW) AND ENCOURAGE READERS TO GET INVOLVED WITH THE COALITION/NETWORK AND INCLUDE YOUR URL.

Sincerely,

NAME