Back to School/Tobacco is Changing LTE Template

Drafted July 17, 2018

NOTE: Final customized LTE should be no longer than 250 words

**Back to School – Parents need to learn about the new tobacco products tempting our kids**

Dear Editor,

SHARE THAT SCHOOL WILL BE STARTING SOON (**GIVE A SPECIFIC DATE FOR YOUR COMMUNITY IF YOU HAVE ONE**). GIVE EXAMPLES OF THINGS PARENTS DO TO PREPARE FOR THEIR KIDS GOING BACK TO SCHOOL (**SCHOOL SUPPLIES, NEW CLOTHES SHOPPING, ETC.**), THEN SUGGEST A NEW IDEA FOR PARENTS – LEARNING ABOUT THE CANDY AND FRUIT FLAVORED TOBACCO PRODUCTS LURING KIDS INTO LIFELONG TOBACCO ADDICTION.

GIVE EXAMPLES OF SOME OF THE NEW PRODUCTS (**E-CIGS, LITTLE CIGARS, ETC.**) THAT ARE TEMPTING KIDS, INCLUDING THEIR FLAVORS AND PACKAGING. MAKE SURE TO MENTION THE POPULARITY OF JUUL WITH YOUNG PEOPLE – INCLUDE WHAT THEY LOOK LIKE, FLAVOR EXAMPLES, AND WHERE KIDS ARE USING THEM.

DISCUSS WHY FLAVORED OTPS CONCERN YOU AS A (**PARENT, TEACHER, COMMUNITY MEMBER, ETC.**). WHAT FLAVORS HAVE YOU SEEN OR HOW HAVE YOU SEEN THESE PRODUCTS USED BY KIDS? INCLUDE SOME OF THE PRODUCTS’ HEALTH EFFECTS (**YOU CAN FIND EXAMPLES AT** [**https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm**](https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm)).

ENCOURAGE PARENTS TO VISIT TOBACCOISCHANGING.COM TO LEARN MORE ABOUT THESE PRODUCTS AND THEIR HEALTH RISKS, AND TO SHARE THAT INFORMATION WITH OTHER PARENTS IN THEIR COMMUNITY. INCLUDE THAT THE SITE INCLUDES INFORMATION ON TOBACCO FLAVORS AND PACKAGING, AND HOW PARENTS CAN HELP THEIR KIDS STAY TOBACCO FREE. ALSO ENCOURAGE THEM TO LEARN MORE ABOUT LOCAL EFFORTS AT (**NETWORK/COALITION URL, SOCIAL MEDIA, ETC.**).