“Real Cost” FDA Campaign Template LTE

Drafted September 18, 2018

**Kudos to FDA for new e-cigarette campaign**

Dear Editor,

THE PURPOSE OF THIS LETTER IS TO EXPRESS SUPPORT FOR THE FDA’S REAL COST CAMPAIGN ON E-CIGARETTES. START BY BRIEFLY SHARING THAT THE FDA RECENTLY LAUNCHED NEW ADS FOCUSED ON PREVENTING TEENS FROM USING E-CIGARETTES, AND THAT YOU’RE THANKFUL THEY DID.

FOLLOW BY DESCRIBING ONE OF THE ADS YOU SAW. WHAT HAPPENS IN IT? WHAT WAS YOUR REACTION WHEN YOU SAW IT? DO YOU THINK ITS MESSAGE WILL CONNECT WITH YOUNG PEOPLE? SHARE YOURE PERSPECTIVE AS A (**PARENT, TEACHER, CONCERNED COMMUNITY MEMBER, ETC.**) ON WHY YOU’RE THANKFUL THE ADS ARE RUNNING.

NOW TALK ABOUT WHY THE CAMPAIGN IS NEEDED. THIS COULD INCLUDE DISCUSSING POPULAR AND OUTRAGEOUS E-CIGARETTE FLAVORS THAT YOU’RE AWARE OF, OR STORIES OF USE OF JUUL AND SIMILAR PRODUCTS IN SCHOOLS. SUPPORT YOUR ARGUMENT BY INCLUDING A STAT -- LIKE E-CIGARETTE USE BY HIGH SCHOOL STUDENTS JUMPING 68% BETWEEN 2014 AND 2016, OR 88% OF HIGH SCHOOLERS SAYING THEY WOULDN’T TRY E-CIGARETTES IF THEY DID COME IN FLAVORS LIKE MINT, CANDY, FRUIT, OR CHOCOLATE.

USE THIS SPACE TO DISCUSS THE NEGATIVE EFFECTS OF TEENS USING E-CIGARETTES ([**YOU CAN FIND EXAMPLES HERE**](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/Quick-Facts-on-the-Risks-of-E-cigarettes-for-Kids-Teens-and-Young-Adults.html)).

CLOSE YOUR LETTER BY ENCOURAGING READERS TO GET INVOLED IN LOCAL TOBACCO PREVENTION AND CONTROL EFFORTS BY CONTACTING (**ORGANIZATION NAME**) AT (**URL, SOCIAL MEDIA, WEBSITE, ETC.).** REMIND ALL TOBACCO USERS THAT FREE QUIT TOBACCO HELP IS AVAILABLE BY CALLING THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW.