December LTE Template

Tobacco-Free School Policy

Drafted November 16, 2018

**(COMMUNITY NAME) – Stronger tobacco-free school policy is the best gift for our kids this year**

Dear Editor,

SET THE HOLIDAY THEME – MENTION THINGS LIKE BEING WITH FAMILY, ENJOYING HOT COCOA, HOLIDAY SHOPPING, (**OR OTHER HOLIDAY ACTIVITIES**). DISCUSS HOW THE HOLIDAYS ARE A TIME FOR GIVING. THEN SUGGEST THAT THIS YEAR (**SCHOOL DISTRICT NAME**) SHOULD GIVE THE COMMUNITY’S KIDS THE GIFT OF BETTER HEALTH BY STRENGTHENING ITS TOBACCO USE POLICY.

DEFINE THE EXISTING POLICY AND STATE THAT IT SHOULD COVER ALL TOBACCO PRODUCTS, INCLUDING SMOKELESS TOBACCO, E-CIGARETTES, AND CIGARETTE LOOKALIKES. EXPLAIN WHY THAT’S IMPORTANT BY SHARING INFORMATION ON YOUTH TOBACCO USE. INCLUDE ITEMS LIKE THE [INCREASE IN YOUTH E-CIGARETTE USE NATIONALLY](https://www.cnn.com/2018/11/15/health/fda-vaping-ecigarette-regulation/index.html) OR STORIES YOU’VE HEARD ABOUT KIDS USING THE PRODUCTS DURING SCHOOL (**INCLUDING** **DETAILS LIKE WHERE THEY USE AND HOW THEY GET AWAY WITH IT – UNUSUAL SIZE, SHAPE, ETC. – WILL STRENTHEN YOUR LETTER**).

DISCUSS WHY IT’S IMPORTANT TO KEEP KIDS AWAY FROM TOBACCO. DESCRIBE HEALTH RISKS ASSOCIATED WITH E-CIGARETTES AND OTHER TOBACCO PRODUCTS (**YOU CAN FIND GOOD EXAMPLES AT** [**https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm**](https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm)).

CONCLUDE BY SHARING THAT THE GIFT OF A COMPLETELY TOBACCO-FREE SCHOOL MAY NOT BE FLASHY, BUT THAT IN THE LONG RUN, TEENS AND THEIR HEALTH WILL APPRECIATE IT MUCH MORE THAN (**INSERT CURRENTLY POPULAR GIFT IDEA FOR TEENS**).

TO GET INVOLVED IN EFFORTS TO STRENGTHEN (**SCHOOL DISTRICT’S**) TOBACCO-FREE POLICY, CONTACT THE (**COALITION/NETWORK NAME**) AT (**COALITION/NETWORK WEBSITE, SOCIAL MEDIA, ETC.**). VISIT TOBACCOISCHANGING.COM FOR MORE INFORMATION ON FLAVORED TOBACCO PRODUCTS TEMPTING KIDS.