February 2019 Template – Random Act of Kindness Day LTE Template

Drafted January 24, 2019

**Spread Kindness by Helping a Tobacco User Quit**

Dear Editor,

START YOUR LETTER BY SHARING THAT SUNDAY, FEBRUARY 17 IS RANDOM ACTS OF KINDNESS DAY, WHICH ENCOURAGES INDIVIDUALS TO SHOW KINDNESS TO ONE ANOTHER. IF READERS ARE LOOKING FOR IDEAS, SHARE THAT ONE OF THE GREATEST ACTS OF KINDNESS IS HELPING SOMEONE LIVE A LONGER AND HEALTHIER LIFE BY ENCOURAGING THEM TO GIVE UP TOBACCO FOR GOOD.

DEMONSTRATE THE KINDNESS OF OFFERING THIS SUPPORT BY DETAILING SOME OF THE HEALTH CONSEQUENCES OF TOBACCO USE **(YOU CAN FIND EXAMPLES AT** [**https://www.cdc.gov/tobacco/basic\_information/health\_effects/index.htm**](https://www.cdc.gov/tobacco/basic_information/health_effects/index.htm)**)**.

FOLLOW BY SHARING SOME OF THE IMMEDIATE AND LONG-TERM BENEFITS OF QUITTING **(EXAMPLES ARE AVAILABLE AT** [**https://www.cancer.org/healthy/stay-away-from-tobacco/benefits-of-quitting-smoking-over-time.html**](https://www.cancer.org/healthy/stay-away-from-tobacco/benefits-of-quitting-smoking-over-time.html)**)**.

TALK ABOUT THE SPECIFIC RESOURCES THAT READERS CAN RECOMMEND TO TOBACCO USERS:

* FREE HELP IS AVAILABLE THROUGH THE WISCONSIN TOBACCO QUIT LINE – 1-800-QUIT NOW (784-8669)
* MEDICAID RECIPIENTS CAN TALK TO THEIR DOCTOR ABOUT THE MEDICAID CESSATION BENEFIT, WHICH INCLUDES, WHICH INCLUDES A NUMBER OF QUIT TOBACCO MEDICATIONS

LET READERS KNOW THAT BEYOND HELPING INDIVIDUALS, THEY CAN ALSO HELP REDUCE TOBACCO’S IMPACT ON **(COMMUNITY NAME)** BY GETTING INVOLVED WITH THE **(NETWORK/COALITION NAME)**. SHARE HOW THE **COALITION/NETWORK** CAN BE CONTACTED **(WEBSITE, SOCIAL MEDIA, ETC.)**.