National Youth Tobacco Use Data Response LTE Template

Drafted December 10, 2019

NOTE: Consider sending the CDC graphic on the findings

along with your letter to support your points

**Youth tobacco use continues to rise**

Dear Editor,

START YOUR LETTER BY SHARING THAT THE U.S. CENTERS FOR DISEASE PREVENTION AND CONTROL SHARED NEW DATA ON YOUTH TOBACCO USE ON THURSDAY, DECEMBER 5. LET READERS KNOW THAT THE DATA SHOWS THAT NEARLY A THIRD OF U.S HIGH SCHOOL STUDENTS CURRENTLY USE TOBACCO, AND THAT MORE YOUTH THAN EVER ARE USING E-CIGARETTES PRODUCTS. CLOSE BY SHARING A KEY FACT FROM THE REPORT **(DATA CAN BE FOUND HERE:** [**https://www.cdc.gov/media/releases/2019/1205-nyts-2019.html**](https://www.cdc.gov/media/releases/2019/1205-nyts-2019.html)**)**.

PROVIDE MORE EXAMPLES OF TROUBLING FINDINGS FROM THE REPORT. THIS COULD INCLUDE REASONS GIVEN BY YOUTH FOR TOBACCO USE, THE NUMBER OF YOUTH WHO USE TOBACCO THAT REPORT USING FLAVORED TOBACCO PRODUCTS, OR HOW YOUTH ARE EXPOSED TO TOBACCO ADVERTISING **(YOU CAN FIND ALL OF THAT DATA IN THE ABOVE LINK)**.

NOW DISCUSS THE CONCERNS AROUND YOUTH USING E-CIGARETTES. WHAT ARE SOME OF THE SPECIFIC HARMS THAT E-CIGARETTES POSE FOR THEM? IF OTHER PRODUCTS ARE MORE OF A PROBLEM IN YOUR COMMUNITY, DISCUSS THEIR HEALTH HARMS. YOU CAN FIND EXAMPLES OF PRODUCTS AND THEIR HARMS AT <https://www.dhs.wisconsin.gov/tobaccoischanging/know-products.htm>.

TALK ABOUT WHAT YOUR **COALITION/NETWORK** IS DOING TO ADDRESS THE ISSUE. THIS COULD INCLUDE PRESENTATIONS, WORKING WITH SCHOOLS TO IMPROVE THEIR TOBACCO-FREE POLICIES, OR PROMOTING DHS’ TOBACCO IS CHANGING CAMPAIGN.

LET PARENTS KNOW THEY CAN FIND MORE INFORMATION ON THE TOBACCO PRODUCTS HOOKING KIDS AT [www.tobaccoischanging.com](http://www.tobaccoischanging.com). ENCOURAGE COMMUNITY MEMBERS INTERESTED IN GETTING MORE INVOLVED TO CONTACT YOUR NETWORK/COALITION AT **(URL, SOCIAL MEDIA, ETC.)**.