Valentine’s Day LTE 2021 Template – Drafted January 15, 2021

**Show them you care this Valentine’s Day by quitting tobacco**

Dear Editor,

SHARE THAT SUNDAY, FEBRUARY 14 IS VALENTINE’S DAY. LET READERS KNOW THAT WHILE CHOCOLATES AND FLOWERS ARE GREAT, THERE’S REALLY NO BETTER WAY TO SHOW YOUR LOVE THIS VALENTINE’S DAY THAN BY QUITTING TOBACCO USE. PLUS, QUITTING TOBACCO PRODUCTS WILL MAKE THE FLOWERS SMELL SWEETER, AND THE CHOCOLATES THAT MUCH TASTIER.

**GIVE EXAMPLES OF HOW QUITTING SHOWS YOU CARE BY TALKING ABOUT SOME OF THE SHORT AND LONG-TERM BENEFITS OF QUITTING TOBACCO PRODUCTS. YOU CAN FIND EXAMPLES 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)**. ALSO TALK PRACTICALLY ABOUT SOME OF THE RELATIONSHIP BENEFITS OF QUITTING (SMELLING BETTER, MORE ENERGY/BETTER HEALTH, NO SMOKE BREAKS, LESS SECONDHAND SMOKE).**

ACKNOWLEDGE THAT QUITTING TOBACCO PRODUCTS ISN’T EASY, BUT THAT IT IS WORTH IT, AND SHARE THAT HELP IS AVAILABLE. ENCOURAGE READERS TO CALL THE WISCONSIN TOBACCO QUIT LINE AT 1-800-QUIT NOW (784-8669) FOR FREE SUPPORT AND MEDICATIONS. ALSO, SHARE THAT MEDICAID RECIPIENTS WHO USE TOBACCO PRODUCTS CAN TALK TO THEIR PHYSICIAN ABOUT THE FREE SUPPORT PROVIDED THROUGH THE MEDICAID CESSATION BENEFIT.

FINALLY, LET READERS KNOW HOW THEY CAN GET IN TOUCH WITH YOUR **ALLIANCE/ORGANIZATION NAME** BY PROVIDING YOUR **URL/SOCIAL MEDIA/ETC.**