WRAP Results LTE Template

**Wisconsin Retail Assessment Project Results**

Dear Editor,

OPEN YOUR LTE BY TALKING ABOUT THINGS ONE WOULD TYPICALLY EXPECT TO FIND AT CONVENIENCE STORES, LIKE CANDY, SNACKS, ETC. FOLLOW THAT BY SAYING THAT WHILE ALL OF THOSE ARE CERTAINLY AVAILABLE IN **(COMMUNITY NAME)** STORES, A RECENT STATEWIDE PROJECT SHOWED MEMBERS OF **(ORGANIZATION NAME)**THAT TOBACCO IS STILL KING.

SHARE SOME DETAILS ABOUT THE PROJECT INCLUDING, WHEN/WHERE/WHY IT WAS CONDUCTED, AND BY WHO (YOUR COALITION NAME). ALSO ADD THAT THIS IS A STATEWIDE PROJECT, AND YOU ARE ONE OF 15 TOBACCO-FREE ALLIANCES CONDUCTING THE SURVEY.

CONTINUE BY DISCUSSING SOME OF THE FINDINGS, INCLUDING SURPRISING OR IMPORTANT RESULTS, AND ADD HOW THIS MADE YOU FEEL (SURPRISED, ANGRY, ETC.). YOU CAN ALSO INCLUDE AN ADDITIONAL EXAMPLE OF ANOTHER ACTIVITY BEING DONE/RECENTLY ACCOMPLISHED BY YOUR ALLIANCE.

NEXT, HIGHLIGHT THE IMPORTANCE OF THE DATA, SUCH AS HOW IT ILLUSTRATES THE DISPARITIES THAT ARE PRESENT IN YOUR AREA OR WHY IT IS IMPORTANT TO CONTINUE TO ADVOCATE FOR TOBACCO PREVENTION. MAKE SURE TO ADD (IF APPLICABLE) WHAT YOU WILL USE THE DATA FOR (CONTINUED EFFORTS, EDUCATION, ETC.).

INCLUDE THAT MORE INFORMATION AND DATA FROM THE SURVEY CAN BE FOUND BY CONTACTING YOUR ALLIANCE. ADD IN A WAY TO CONTACT YOUR ALLIANCE (URL, SOCIAL MEDIA, ETC.).

FINISH BY SHARING THAT THE WISCONSIN TOBACCO QUIT LINE PROVIDES FREE QUIT TOBACCO ASSISTANCE. ENCOURAGE TOBACCO USERS TO CALL 1-800-QUIT NOW TODAY.

SINCERELY,

NAME