

Letters to the Editor (LTE): E-Cigarettes Sample #2

Your Name
Address
E-mail
Phone number

Date: xx/xx/xxxx
To: Editor
The Publication (newspaper)
Newspaper address

Re: E-Cigarettes

To the editor:

[Cite recent local news source if appropriate. For example, *“Last week you reported that we’re facing a youth vaping epidemic.”*]

E-cigarettes are marketed in bright colors and candy flavors. The devices, packaging, advertisements, and flavors are enticing to youth and appear to be designed just for them.

Unfortunately, due to these deceptive marketing tactics, e-cigarettes are growing in popularity and users often have a misconception that it is not truly smoking. In reality, e-cigarettes are yet another way to get young people addicted to tobacco products. E-cigarette users inhale heated e-liquid solutions that contain nicotine, the same addictive chemical found in cigarettes.

[Insert personal story. For example, *“As a teacher, I’m worried my kids are going to face a lifetime of addiction and tobacco related illnesses.”*]

According to a study by the Journal of the American Medical Association, young adults who are exposed to non-cigarette tobacco advertisements that are colorful and flavorful are significantly more likely to try them; over 44 percent of youth under 18 were receptive to the ads, and that receptiveness equaled and estimated 60 times more likely to vaping within the year.

We as a community need to address the youth e-cigarette epidemic. Local tobacco control policies can help prevent youth from purchasing and using these products.

[Insert local call to action. * For example, *“That’s why I’m encouraging City Council to pass a strong tobacco retailer license ordinance that will prohibit the sales of flavored tobacco products.”*]

Sincerely,
[Sign here]
Type your name here

** The sample call to action is designed for coalition partners and community members. Tobacco tax funded projects cannot ask decisionmakers to pass tobacco control policies.*

Remember, when adding your personal connection, local ask and recent news stories, the letter should stay under 250 words, or the publisher’s requirements, which may be less.