Letters to the Editor (LTE): Flavors Sample #2

Your Name
Address
E-mail
Phone number

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

Re: Flavored Tobacco is Dangerous for Youth.

To the editor:

[**Cite recent local news source if appropriate**. For example, *"Last week you reported that that Sacramento passed a citywide ban on flavored tobacco products."*]

It would be a great joy to see [Insert City here] Council take leadership in giving [Insert City Here] youth the chance of a future free from nicotine addiction.

[**Insert personal story.** For example, **"***Many of my neighbors have shared with me their concern that their teens are addicted to e-cigarettes."*]

There are over 15,500 different e-cigarette flavors on the market. Flavors like cotton candy, gummy bear, and peanut butter cup are luring a new generation of kids into addiction. Four out of five youth who use tobacco products started with flavored tobacco. This includes menthol cigarettes, which are milder and make initiation of smoking easier.

The U.S Surgeon General found that tobacco companies use flavorings in smokeless tobacco products as part of a "graduation strategy" that encourages new users to start with flavored products with lower levels of nicotine and work their way up to more addictive products.

We need to do everything we can to protect kids from the tobacco industry's latest attempts to addict a new generation of replacement smokers.

[**Insert local call to action.** * For example, *"That's why I'm encouraging City Council to protect our kids and pass a law 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.