

Letters to the Editor (LTE): Tobacco Control Local Grades Sample #2

Your Name
Address
E-mail
Phone number

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

Re: Local Tobacco Control Grade

To the editor:

[Cite recent local news report on State of Tobacco Control Report or include link to where readers can find the report. For example, *“I was very disappointed to see that {Insert County or City} received a {Insert grade} in the annual State of Tobacco Control Local Grades Report this week.”*]

Each year the **“State of Tobacco Control Report”** tracks yearly progress on key tobacco control policies and assigning grades based on local information. This report assigns grades to each city and county in three areas: Smokefree Outdoor Air, Smokefree Housing, and Reducing Sales of Tobacco Products. For example, *“{Insert County or City} has a {Insert grade} because it’s not doing enough to reduce tobacco use in youth. 7 out of 10 middle and high school students who currently use tobacco have used a flavored product, this included flavored e-cigarettes, hookah tobacco, cigar and pipe tobacco, or smokeless tobacco and menthol cigarettes.”*

[Insert relevant local data. For example, *“In {Insert City or County} we know best way to reduce smoking rates {Insert local smoking rate} and keep kids from ever becoming lifetime smokers is not to have them start in the first place.”*]

[Insert personal connection to the issue. For example, *“I’ve taken a stance on this issue because I’m concerned my children will start smoking or vaping at a young age. I want them to be protected from the harmful effects of tobacco.”*]

[Insert local call to action. For example, *“Tobacco use remains the leading cause of preventable death and disease in this country killing almost half a million Americans each year and causing more than \$289 billion costs in healthcare. {Insert City or County} must take action to raise their grades and increase adopted policies to protect our youth.”*

For coalition members: *“We want to encourage “{Insert decision-making body, i.e. City Council} to pass {Insert policy/policies the coalition is proposing} that are going to have the greatest public health impact. We applaud the elected officials in these cities and counties who have demonstrated strong leadership in the fight against tobacco and protecting our children.”*]

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.