

Sample Letter to the Editor

Subject: Topic

The sample call to action is designed for coalition partners and community members. Tobacco tax funded projects cannot ask decision-makers 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.

Download this document to edit the text below and copy/paste into your email.

Re: COVID-19 and Tobacco, a Deadly Combination

To the editor:

[Cite recent local news source if appropriate. For example, "Last week you reported that a patient infected with COVID-19 is also a smoker."]

The thing that I've learned during the pandemic is that Smoking weakens your immune system and your body's ability to fight infections such as COVID-19. That's a big deal because tobacco is still the leading cause of premature death in California with about 40,000 people dying every year due to smoking.

People who smoke or vape and contact the COVID-19 virus are at increased risk of developing more severe symptoms. Additionally, smoking, vaping or using a hookah can spread COVID-19 as users are repeatedly putting their hands to their mouths and faces, often in a social setting.

And we've seen COVID-19 disproportionately impact the African American, Latino/Hispanic, Tribal, LGBTQ, Rural and Native Hawaiian and Pacific Islanders communities - some of the same communities hardest hit by tobacco industry targeting and the diseases and deaths caused by tobacco.

[Insert personal connection to the issue. For example, "I've taken a stance on this issue because I have a family member that smokes and has a compromised immune system.]

[Insert local call to action.]

Luckily, people who smoke or vape can take immediate action to reduce the risk for severe COVID 19 infection by quitting smoking or vaping. And there is a free resource to help. The California Smokers' Helpline is a wonderful resource that provides free, personalized quit support in six languages. There's lots of ways to connect – visit www.nobutts.org, call 1-800-NO-BUTTS, visit www.novapes.org, or call 1-844-8-NO-VAPE.



**CALIFORNIA TOBACCO
ENDGAME CENTER FOR
ORGANIZING AND ENGAGEMENT**
A project of the American Heart Association.

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