



CAPITOL INFORMATION & EDUCATION DAYS



Sample Letter to the Editor

Writing a Letter to the Editor can help sustain the momentum of Capitol I&E Days by raising awareness and public support for the idea that commercial tobacco is more costly than you think. We urge you to submit your LTE by Friday, June 7. The sample letter below can be modified to fit your style. Letters should be no more than 200 words, and sometimes shorter is better, but research and follow the publisher's guidelines for length and directions for submitting.

Dear Editor,

Last week, I joined with hundreds of public health advocates from across the state to voice our concern to the state legislature about how costly commercial tobacco is to the state and our communities. We met with our state representatives to shed light on the profound toll commercial tobacco takes on our communities, environment, economy, and lives.

Commercial tobacco claims nearly 40,000 lives annually in California and causes a disproportionate impact on marginalized communities targeted by the Tobacco Industry. Moreover, the insidious cycle of addiction perpetuated by the Tobacco Industry makes the cost of smoking a staggering \$18.1 billion a year in health care and lost productivity.

Beyond the loss of life and financial burden, the ramifications extend to environmental degradation and the unraveling of community cohesion. It is incumbent upon our representatives to understand these adverse effects, and take a stand against the Tobacco Industry's strategies to profit at the expense of our collective well-being.

Sincerely,

[Your Name]

[Your Contact Information]