

Date: [Insert Date]

Policy-Maker's Name: [Insert Policy-Maker's Name]

Institution/Parliament: [Insert Institution/Parliament]

Address: [Insert Address]

If sent by email Subject line: Protecting our youth from tobacco and nicotine addiction

Dear [Policy-Maker's Name],

[Introduce yourself and explain why this issue matters to you. For example: I am a healthcare professional/patient/young person/parent concerned about the impact of tobacco and nicotine addiction on current and future generations.]

Tobacco remains one of the leading causes of preventable disease and death in [country].

[Insert relevant national statistic from the WHO, Eurobarometer or national data source.]

Beyond its devastating impact on health, tobacco and nicotine use place a substantial burden on society through healthcare expenditure, lost productivity, premature deaths and environmental damage.

I am writing to urge you to take decisive actions to protect current and future generations from tobacco and nicotine addiction.

In particular, I encourage you to champion policies that:

- reduce the appeal of tobacco and nicotine products through restrictions on flavours, packaging and marketing;
- ensure that new nicotine products, including e-cigarettes, heated tobacco products and nicotine pouches, are subject to strong and consistent regulation;
- close loopholes in regulation and create a future-proof framework that can respond to new and emerging nicotine products;
- support ambitious tobacco control and tobacco-endgame policies aimed at achieving a tobacco-free generation.

The tobacco and nicotine industry continues to develop and market new products that appeal to young people and risk creating a new generation addicted to nicotine. The costs are borne not only by individuals and families, but also by healthcare systems, employers, communities and the environment. Regulations must keep pace with these developments and ensure that public health takes priority over commercial interests, and that policymaking is guided by independent scientific evidence rather than industry narratives.

Reducing tobacco and nicotine use can improve health outcomes, reduce pressure on healthcare systems and contribute to healthier environments, cleaner public spaces and better air quality for everyone. Protecting children and young people from tobacco and nicotine addiction is one of the most effective investments we can make in the future health of our communities.

Everyone deserves the opportunity to grow up free from tobacco and nicotine addiction. I hope you will champion policies that protect children and young people, accelerate progress towards a tobacco-free generation and help create a healthier future for all.

Yours sincerely,

[Your Name]