

LETTERHEAD

"It's easy to quit smoking. I've done it hundreds of times."
- Mark Twain

Dear XXX,

As anyone who has successfully quit smoking will tell you, the experience ranked amongst the most difficult of their lives, and the most rewarding.

I am writing to invite you to make a difference in the lives of hundreds of thousands of nurses who smoke, and in millions of their patients who smoke, as well. Please join Legacy and The American Nurses Association (ANA) as they endeavor to reduce smoking prevalence rates among nurses through the ANA/Legacy Healthy Nurse Smoking Cessation Project.

AT ISSUE – NURSES WHO SMOKE AND THE PATIENTS THEY SERVE

Despite their extensive health care experience and training, nurses smoke nearly as much, if not more than the average American!¹ Even as U.S. smokers' numbers plunge, smoking is still a grave issue for nurses who have the highest prevalence of smoking amongst all healthcare workers.²

Why is this of such great concern? Research shows that healthcare professionals who smoke are less likely to encourage their patients who smoke to quit.³ Given that nurses have far more face-time with their patients than physicians, the potential influence nurses have on their patients to make a life-saving decision cannot be understated. Gallop polls show nurses rank among the highest career reputations for honesty and ethics; their patients listen to them, and a non-smoking nurse is a more engaged and better role model. Imagine the difference between a loved one hearing, "Here, have one of mine - smoking area is over there..." Or: "Quitting was really hard, but I did it, and you can, too," which could extend both a patient's life, and its quality.

ABOUT HEALTHY NURSES CESSATION INITIATIVE

The Healthy Nurses Cessation Initiative is an extremely powerful partnership that was created by combining Legacy's Become an Ex® website with ANA's ability to reach over 3 million nurses nationwide.

Become an Ex® was developed to help smokers quit by "re-learning life without cigarettes." The site currently supports 530,000 members and over two million unique visitors, and the community continues to grow as users share support and encouragement. The site is proven to help: Smokers aware of the EX® campaign had a 24% greater chance of attempting to quit smoking than those unaware of the campaign.⁴

¹ 19.3% of Americans smoke: http://www.cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/

18% of nurses smoke: <http://www.tobaccofreeurses.org/about.php>

20% of LPNs smoke: <http://www.tobaccofreeurses.org/about.php>

² >250,000: 2010 Nicotine & Tobacco Research report.

³ [REF]

⁴ [REF]

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WHAT YOU CAN DO TO HELP AS AN INITIAL FUNDER

As a company that has an interest in healthcare, Legacy and ANA seeks your involvement as an Initial Funder to help bring others to partner with the Healthy Nurses Cessation initiative. With your commitment, XXX will be well-positioned:

- 1) As a chief supporter of this initiative on the customized website portal, scheduled to launch in May 2013.
- 2) Within press announcements, and
- 3) In key promotional materials. We would encourage XXX to promote its initiative support within its own network, and we appreciate that XXX's support would also inspire other organizations to follow your outstanding example and participate in this important endeavor.

We look forward to discussing this opportunity with you in the upcoming days. In the meantime, should you require additional information, please feel free to contact XXX.

Sincerely,

Enclosure:

Presidents' letter
2010 Nicotine & Tobacco Report
Project Overview
ANA Backgrounder
Legacy Backgrounder
Sponsorship Letter

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ANA & LEGACY – ON A SHARED MISSION

The ANA represents the interests of the nation's 3.1 million registered nurses through its affiliate nursing organizations. They promote their mission of Tobacco Free Nurses to the nation's RN's through its constituent associations, members, and organizational affiliates. From the halls of Congress and federal agencies to board rooms, hospitals, and other health care facilities, the ANA is the strongest voice in the nursing profession.

Legacy is dedicated to building a world where people reject tobacco by addressing the damaging health effects of tobacco use. Legacy is a well-known and trusted national not-for-profit organization that has proven evidence-based smoking cessation and prevention methodologies. Legacy is an expert in research and behavioral change that allows them to tailor the most effective campaigns for particular demographics and socioeconomic groups. This track record of performance has established Legacy as a leader in smoking cessation and prevention through social marketing and grassroots campaigns.

Together, Legacy and ANA have a shared mission: They are taking a leadership position to reduce smoking prevalence rates within the nursing profession.