

NAME: _____

MOD: _____

DATE: _____

DUE: _____

7th Grade Spit Tobacco – Letter To Similarly Packaged Product Companies

Directions: Choose one of the companies we learned about in class who package their product in a similar container used by spit tobacco companies. (Big League Chew=Red Man Chaw) Brainstorm ideas and outline your letter on a piece of scrap paper that will be collected. Include in your letter:

- The company, product name, and relevant flavors (if applicable)
- Description of the companies non-tobacco product: package colors/type, flavor, product characteristics
 - EX: Hershey's Ice Breakers Frost, package has light blue colors and oval container etc.
- State the name and flavor of the tobacco product that it is similar to.
 - EX: Similar to Camel Snus Frost
- Explain in details the similarities between the two: packaging, flavors, colors, shapes, etc.
 - EX: Both have the same flavor, use light blue colors and same shape container
- Explain why you feel it is a bad idea to package the product similarly to a tobacco product-DETAILS!
- The impact that using similar packaging may have on young consumers
- Offer alternative methods of packaging the company may use to look differently from the tobacco product – get creative!
- Request a response from the company

REQUIREMENTS:

- Must be written in letter format, following the outline on the back of the worksheet.
- Must use complete sentences, proper grammar, and SPELLCHECK!
- If you would like to send your letter, you MUST type it. If you are not going to send your letter it can be hand written.

GRADING: 50 points total-the following will be looked at for grading purposes:

- INTRODUCTION: clearly state the purpose of the letter and who you are
- 1st PARAGRAPH: explain the similarities in detail. Include any questions you have for the company.
- 2nd PARAGRAPH: Describe why you feel it is wrong to use similar packaging. Discuss the impact on young users of their product. Offer suggestions for alternate packages.
- CONCLUSION: Clearly summarize your thoughts. Politely request a response.
- Spelling, grammar, sentence structure

Date (Month Day, Year)

Mr. Iseman's MOD ____ Health Class

Blue Mountain Middle School

7 Furnace Woods Road

Cortlandt Manor, NY 10567

WRITE COMPANY NAME HERE

To Whom It May Concern:

Intro Paragraph: 1st SENTENCE: *"I am a seventh grade student learning about Spit Tobacco products in health class."* Be sure to include specific product names and flavors.

Body Paragraph 1: Explain similarities in detail. Ask any questions you have for the non-tobacco company.

Body Paragraph 2: Describe why you feel it is wrong to use similar packages that tobacco products use. Discuss the impact on young consumers of their packaging. Offer suggestions for alternative packages.

Conclusion: 1st SENTENCE: *"After learning about spit tobacco products and their dangers, I feel that packaging your product to look like spit tobacco products is a mistake."* Support briefly with key reasons why.
LAST SENTENCE: *"I would appreciate a response to my questions and concerns."*

Sincerely,

(Leave Space for Signature)

YOUR NAME (TYPED)

***If you do not feel comfortable using your names, you may leave it off of the FINAL COPY of the letter and close with "A Concerned 7th Grade Health Student at BMMS"

MAKE SURE TO PUT YOUR NAME ON THE FIRST DRAFT FOR GRADING