SAMPLE LETTER TO THE EDITOR FOR TALK IT UP. LOCK IT UP!™

Underage drinking is a problem that costs North Carolina about $1.5 billion dollars a year. Still, the financial consequences and personal problems caused by youth drinking alcohol are often overlooked by adults in the community.

Whether an adult knowingly allows youth to drink in their homes or takes no steps to prevent youth in their home from accessing alcohol, adults need to know that they are contributing to the hardships those youth may face. These choices to provide or allow minors to access alcohol in their homes puts a burden on our state in dealing with the aftermath of underage drinking.

The solution of youth accessing alcohol in the home is simple. Adults should talk about alcohol and lock up or monitor the alcohol in their home. This measure prevents access of alcohol by underage people. It is a free and easy precaution with huge benefits. So, talk it up and then lock it up!

STEP TO WRITING A GREAT LETTER TO THE EDITOR

The purpose of an editorial is to take a strong stand on an issue. An editorial should be well-researched and provide valid information supporting the writer’s position. There should not be any doubt where the writer stands on that issue.

Step 1: Introduce yourself. What school and community are you from? Do you work with a group that you’d like to mention.

Step 2: Consider your audience’s interest. Choose a topic that will be of interest to your audience and that you feel strongly about.

Step 3: State your position. Begin by presenting your topic and strongly stating your position.

Step 4: Use facts and specific figures to support your stand. Use completely accurate facts, quotes and statistics to support your position.

Step 5: Strongly restate your position.

Step 6: State your call to action. What do you want people to do on the issue? Is there anyone they should call or reach out to in some way? Be specific so that folks can help you with your cause.