

Dear [MP Name],

My name is [name] and I live in [constituency]. I'm writing to you as a constituent and a campaigner for Cancer Research UK, to ask you to **make a pledge to help make the UK smokefree** (<5% prevalence).

Smoking is still the biggest cause of preventable cancer in the UK. On the day I write this letter, smoking will cause around 150 cases of cancer in the UK. Tomorrow, it will cause around 150 more. This is the health and well-being of our friends, family members and loved ones that is under threat.

I'm passionate about this issue because...

Some examples:

- I know what it's like to have cancer and want to prevent others from experiencing this.
- Someone close to me had cancer, and I want to prevent others from experiencing this.
- I used to smoke / someone close to me used to smoke.

Smoking rates also vary drastically across the UK, with significantly higher rates among the most deprived communities compared with the least deprived. There are also 20,000 additional cancer cases every year in poorer regions of the UK, compared to the more financially prosperous. It's important that we beat cancer across the UK, and that means a smokefree future for *all*.

I would like to schedule a meeting with you to discuss how you can play your part in beating our number one cause of cancer by pledging to be a Smokefree MP on behalf of everyone affected by smoking and cancer in [constituency]. By becoming a Smokefree MP you will commit to support action to prevent young people from starting smoking and funding to help people quit.

In 2015, we gained a huge victory for public health by voting in favour of plain, standard cigarette packs, giving people one less reason to start smoking. However, there is also evidence to show that the effectiveness of some of these measures can decrease over time as people who smoke become more used to them. **We've made progress, but a smokefree UK won't be achieved without real action.**

Evidence clearly shows factors outside of individuals' control impact their likelihood of smoking. But when governments take action, smoking rates go down. Now, I am asking you join me in taking the next step in the fight against cancer. Please join me in making smoking obsolete and saving lives.

[Now reiterate that you are looking for a meeting. Suggest some available times that work for you and make it clear how you would like them to get back to you.]

Thank you,

[Name]