

Volunteer to Be a Tar Wars Presenter Today!

- Feel the enthusiasm of the children who look up to you as a role model.
- Impact the health of children in your local community or nearby communities.
- Keep children away from tobacco with one hour of your time.

Not sure how to fit Tar Wars into your schedule?

- Make it a community service/outreach project.
- Make room in your schedule well in advance to allow time away from your office/patients.
- Publicize your involvement with this community service program in your office ... your patients will appreciate your commitment and understand the importance of fitting this into your busy schedule.
- Contact Catherine Norton for more information at 528-3286 or cnorton@rimed.org



Let's kick some butts ...

**Volunteer for
Tar Wars today!**

Tar Wars is a tobacco-free educational program for kids from the American Academy of Family Physicians.

Did you know the 2009 Family Smoking Prevention and Tobacco Control Act grants the U.S. Food and Drug Administration (FDA) the authority to:

- Crack down on tobacco marketing and sales to children.
- Ban candy and fruit-flavored cigarettes.
- Ban tobacco company logos on sporting, athletic or entertainment events or on clothing and other promotional items.
- Prohibit placing outdoor tobacco ads within 1,000 feet of schools and playgrounds.
- Require larger, more effective health warnings on tobacco products.
- Require tobacco companies to disclose the contents of tobacco products, as well as changes in products and research about their health effects.
- Ban terms such as “light” and “low-tar” that mislead consumers into believing that certain cigarettes are safer.
- Strictly regulate all health-related claims about tobacco products to ensure they are scientifically proven and do not discourage current tobacco users from quitting or encourage new users to start.
- Require changes in tobacco products, such as the removal or reduction of harmful ingredients.
- And depending on the results of upcoming studies, the FDA could require tobacco companies to reduce the amount of nicotine in cigarettes.



**RHODE ISLAND
MEDICAL SOCIETY**

Inside Story Headline



Caption describing picture or graphic.

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your

readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep

your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

"To catch the reader's attention, place an interesting sentence or quote from the story here."

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

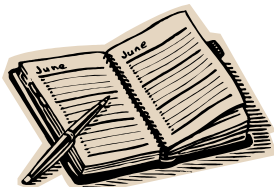
You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial.

You can also profile new employees or top customers or vendors.

Inside Story Headline



Caption describing picture or graphic.

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images

that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to

the article. Be sure to place the caption of the image near the image.

Inside Story Headline

This story can fit 150-200 words.

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Caption describing picture or graphic.

Your business tag line here.

BUSINESS NAME

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
E-mail: someone@example.com

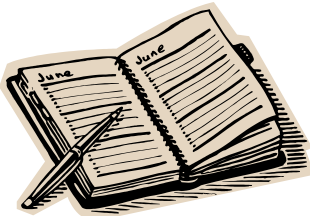


This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

We're on the Web!
example.microsoft.com

Back Page Story Headline



Caption describing picture or graphic.

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can

either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.