## **Sample e-mail language**

Dear **[insert]**:

In our continuing commitment to health and wellness in our state, **[business/org name]** celebrates the launch of PACE Vermont, a new study to understand the impact of state-level policies and communication campaigns on substance use beliefs and behaviors in young Vermonters. Led by an expert research team from the University of Vermont and the Vermont Department of Health, PACE Vermont will help direct substance use prevention resources where they are needed most.

Until now, Vermont public health experts have relied on youth surveys done every two years to inform substance use prevention efforts. But a lot can happen in two years! By surveying 3,000 young people ages 12-25, PACE Vermont will help close this knowledge gap on rapidly changing questions, such as:

* How do young people feel about and use alcohol, tobacco, marijuana or other drugs?
* What is happening with trending or new and emerging products (for example, JUUL)?
* What effects do legalized marijuana and other substance use policies/laws have on young Vermonters?
* Are statewide substance use prevention campaigns working?

This is a unique opportunity for young people to contribute to a body of knowledge that will be used to improve the health of Vermonters for years to come. The study will also help the team learn how to best recruit and retain youth and young adults for future surveys.

For more information or to participate in the PACE Vermont Study, visit [pacevt.org](http://bit.ly/PACEpartner).

You can also keep track of the study’s progress and key findings on [pacevt.org](http://bit.ly/PACEpartner) or PACE Vermont’s social media sites ([Facebook](http://www.facebook.com/pacevt): @pacevt and [Twitter](http://www.twitter.com/pace_vt), [Instagram](http://www.instagram.com/pace_vt): @pace\_vt).