Dear *[name of editor/writer/commercial director],*

I am writing to you as a regular *[reader/viewer]* of *[magazine/website/newspaper/TV programme]* about features and advertising involving wood burning. *[Insert your own statement about a particular article you’ve read, or programme you’ve watched].* I would like to urge you to stop promoting wood burners and firepits, or wood burning manufacturers, and rethink any content you [*publish/broadcast]* if it contains images, information or statements on these.

*[Personal statement – if you have time, please write a few short sentences on why you care about this issue, and how you have been affected].*

So many of us have positive associations with wood burning – as a cosy way to heat a room, or as an allegedly carbon neutral fuel, yet all fires and stoves emit high levels of particulate matter (PM2.5). Open fires are the most polluting option, whereas using a closed stove means less pollution inside a house but more pollution outside in the community, where neighbours are unable to control or prevent their pollution exposure.

PM2.5 is one of the most [harmful air pollutants](https://www.ippr.org/files/2018-10/1539184665_lethal-but-legal-october18.pdf), associated with a range of lung conditions and other [illnesses](https://woodsmokepollution.org/health-effects.html). In January 2021 the health charity Asthma and Lung UK recommended people [do not burn](https://www.theguardian.com/environment/2021/jan/01/avoid-using-wood-burning-stoves-if-possible-warn-health-experts) if they have an alternative heat source. [Research from the University of Sheffield](https://www.theguardian.com/environment/2020/dec/18/wood-burners-triple-harmful-indoor-air-pollution-study-finds) states that stoves should have [health warnings](https://www.mdpi.com/2073-4433/11/12/1326) at the point of sale.

Due to the ongoing cost of living crisis, [sales of wood burning stoves have increased](https://www.energylivenews.com/2022/10/03/britons-turn-to-wood-burning-to-tackle-soaring-energy-bills/). The [most recent air pollution statistics](https://www.gov.uk/government/statistics/emissions-of-air-pollutants/emissions-of-air-pollutants-in-the-uk-particulate-matter-pm10-and-pm25#major-emission-sources-for-pm10-and-pm25-in-the-uk) show that PM2.5 emissions from domestic wood burning are now rising – they increased by 124 per cent between 2011 and 2021, and contribute more PM2.5 into our air than transport in the UK, at 21 per cent versus 13 per cent.

Much seems to be made of the cleaner stoves that are now available but it’s important to be aware that, as noted in the [Chief Medical Officer’s 2022 report on air pollution](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1124738/chief-medical-officers-annual-report-air-pollution-dec-2022.pdf), even the newest Ecodesign stoves give off 450 times more pollution than a gas boiler. [Recent research from the European Environmental Bureau](https://eeb.org/wp-content/uploads/2021/09/Where-theres-fire-theres-smoke_domestic-heating-study_2021.pdf) discovered that an Ecodesign stove is actually allowed to emit 750 times as much particulate matter as a truck from 2014.

Featuring beautiful homes showing fires burning in the background sends subliminal messages that wood burners are desirable, when in fact they cause severe harm to the health of the owner and their neighbours. A stove is a big investment that will last for years – I feel that if people were more aware of their health impacts, they might think twice about investing in one – or at least would be more able to make an informed choice on this.

I would really urge you as a well-reputed and loved *[magazine/website/TV show]* to provide your audience with all the information needed, including the health impact of their choice of heating. I hope you agree that, when the consequences threaten public health, it is the responsibility of a [*publisher/broadcaster]* to ensure all information is communicated to its *[readers/viewers]*. I look forward to hearing from you on this matter.

Thank you,