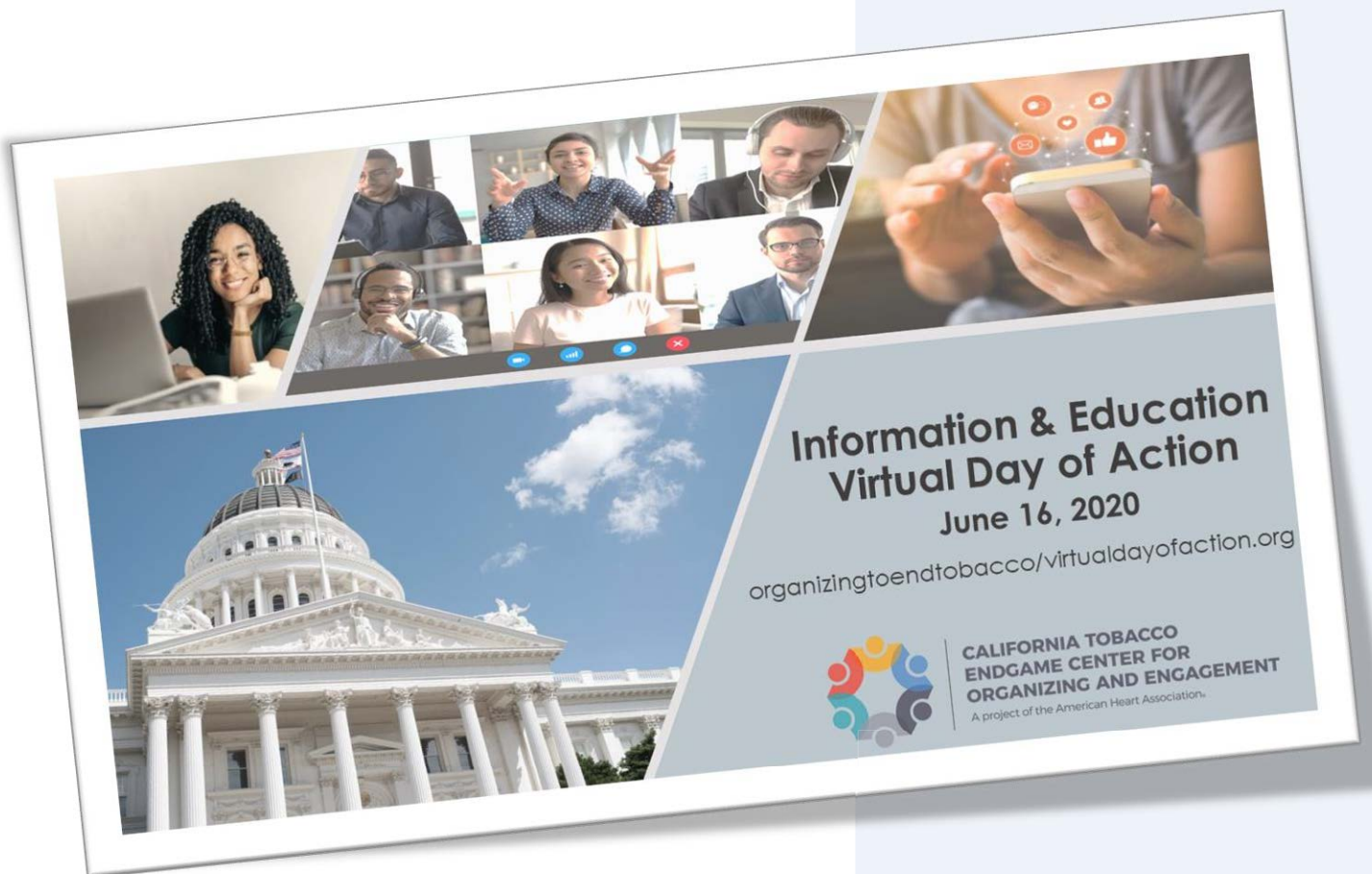




**CALIFORNIA TOBACCO  
ENDGAME CENTER FOR  
ORGANIZING AND ENGAGEMENT**

A project of the American Heart Association®

*Your Guide to Capitol Information and Education  
Virtual Day of Action 2020*



The California Tobacco Endgame Center for  
Organizing and Engagement  
A Project of the American Heart Association

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[OrganizingToEndTobacco.org](http://OrganizingToEndTobacco.org)

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## Contents

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Your Guide to Information & Education Virtual Day of Action 2020 .....	2
Event Overview .....	2
Event Schedule.....	3
Zoom Meeting/Primary Meeting.....	3
Caucus Meetings .....	3
Social Media – That’s what we’re here for!.....	4
Emailing Your Legislator .....	4
FAQs .....	4
Can I still register for I&E Virtual Day of Action? .....	4
Who are we meeting with? .....	4
Are Legislative Caucus Meetings open for anyone and can I attend more than one? .....	4
Do I need to sign a consent form since the Zoom and Caucus meetings will be recorded and produced into a video? .....	4
Can I participate if I do not consent to having my video, audio or chat messages used? .....	5
What should I wear? .....	5



## Your Guide to Information & Education Virtual Day of Action 2020

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*California has come a long way in the fight against tobacco, yet the tobacco industry continues to thwart our efforts and to addict new users every day. Our most critical work yet lies ahead of us.*

### Event Overview

The I&E Virtual Day of Action is an opportunity for the California tobacco community, friends, and family to raise its voice against tobacco. To do this through social media, emails to our legislators, and through seven legislative caucus meetings. Unlike the in-person Capitol event, the Virtual Day of Action will rely on social media and digital communications to let our policy makers know that while California has come a long way in the fight against tobacco, our most critical work lies ahead.

*See the [FAQs below](#) for answers to your most pressing questions.*



## Event Schedule

### Zoom Meeting/Primary Meeting

9:00 AM	Welcome & Introduction
9:10 AM	About the Tobacco Endgame Center for Organizing & Engagement
9:20 AM	Announcements & Housekeeping
9:15 AM	This is Our Virtual Day of Action!
9:30 AM	The Legislative Environment
9:45 AM	Training – Messaging, Social Media and Legislator Emails
10:00 AM	The Legislative Perspective with State Senator Jerry Hill
10:15 AM	Resume Training (wrap up)
10:30 AM	Final Instructions and Wrap Up
10:45 AM	Send off to Post Your Social Media!
11:00 AM	<i>Legislative Caucus Meetings (Schedule and Registration Below)</i> <i>Seven sessions run concurrently 11:00 AM to 3:00 PM</i>
12:00 PM	Send off to Post Your Social Media!
3:30 PM	<b>Re-Zoom Meeting</b> (use same Zoom link as morning session) Sharing stories, Play video of the day, Next steps,

### Caucus Meetings

Caucus Meetings require registration. Please go to the event website and register under [Caucus Meeting Registration](#) or use the hyperlink in the schedule below.

Legislative Caucus Meeting & Registration Hyperlink	Time	Speaker
<a href="#">Legislative Environmental Caucus</a>	11:00 - 12:30 PM	Tina Andolina, Senior Policy Advisor
<a href="#">Legislative LGBTQ Caucus</a>	11:00 - 12:30 PM	Senator Scott Wiener, Senator
<a href="#">Legislative Women’s Caucus</a>	11:00 - 12:30 PM	Pending Confirmation
<a href="#">Asian Pacific Islander Legislative Caucus</a>	11:15 - 12:45 PM	Catherina (Cat) Nou, Chief Consultant
<a href="#">Legislative Rural Caucus</a>	12:00 - 1:30 PM	Julia Bayless, Legislative Aide
<a href="#">Legislative Black Caucus</a>	1:00 - 2:30 PM	Jannell Jackson, Senior Consultant
<a href="#">Latino Legislative Caucus</a>	1:30 - 3:00 PM	Waynee Lucero, Principal Consultant

## Social Media – That’s what we’re here for!

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Get visible – post messages, photos, videos, pictures your kids created – anything that will demonstrate to our policy makers the strength of the California tobacco control community and that action is needed now to fight tobacco in our state! Visit the [I&E Virtual Day of Action](#) page for social media messaging and resources.

## Emailing Your Legislator

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Even though we’re not meeting in person or virtually with our legislators, we are encouraging everyone to email their legislator with our key messages. Go to the [I&E Virtual Day of Action](#) page for instructions for emailing your legislator.

## FAQs

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### Can I still register for I&E Virtual Day of Action?

Yes, registration is still open! Go here [Virtual Day of Action Registration](#). You can register up until the event.

Please also complete the [Video Recording Consent Form](#) that is available online.

### Who are we meeting with?

Unlike the in-person I&E Day, the Virtual Day of Action is based mostly on using social media to get out our messages to our policy makers. So, there are no meetings scheduled with legislators. There are legislative caucus meetings that you’re welcome to attend.

### Are Legislative Caucus Meetings open for anyone and can I attend more than one?

Yes, they are open to all and you may register for as many as you like! Please note that some of the caucus meetings are occurring simultaneously. Click here to see the schedule and sign-up! [Legislative Caucus Meeting Registration](#)

### Do I need to sign a consent form since the Zoom and Caucus meetings will be recorded and produced into a video?



*Yes! The morning and afternoon Zoom sessions as well as Legislative Caucus Meetings will be recorded, and a video will be produced of the I&E Virtual Day of Action. Please go to [Video Recording Consent Form](#) and complete it online.*

**Can I participate if I do not consent to having my video, audio or chat messages used?**

*Yes. Please select no on the Consent Form and we will edit your portion out of the end product.*

**What should I wear?**

*The event will be recorded so it is recommended that you dress in business casual wear. Make sure you have appropriate background and remember that you're always on!*

*Join Us. Act. Be Heard. We Look Forward to Sharing This Special Day With You!*

