



**CALIFORNIA TOBACCO
ENDGAME CENTER FOR
ORGANIZING AND ENGAGEMENT**
A project of the American Heart Association.

INFORMATION & EDUCATION

VIRTUAL DAYS OF ACTION 2022

May 17 & 18



Hello!!



You are muted upon entry.

During discussions ...*please be mindful and unmute/mute yourself!*



Please introduce yourselves in the chat box and use the Chat box for questions.



Tobacco Endgame Center for Organizing & Engagement

Serving the community organizing and engagement needs of California's tobacco control community.



Technical Assistance

One-on-One/Group Consultation
Coalition Development & Strategy
Media Advocacy
Technical Assistance Portal (see website)



Resources

Organizing Toolkit
Campaign Playbook
Materials Translation



Community Organizing & Engagement

Media Advocacy
Affinity Calls
Webinars
Training



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Technical Assistance Portal: www.organizingtoendtobacco.org/supportgateway

#VoicesAgainstTobacco #BigBadTobacco

Meet Our Team



Laura King
Principal Investigator,
Director of Public Health



Eric Batch
VP Advocacy,
American Heart Association



Paul Kneprath
Director



Toki (Kathy) Ko
Organizing and Engagement
Manager



Amber Valenzuela
Field Media Advocacy Manager



Juan Villa
Organizing and Engagement
Manager



Lori Bremner
Organizing and Engagement
Manager



Lindsay Rothwell
Project Coordinator



Jamie Morgan
Government Relations Regional Lead



Jacquelyn Marianno
Digital Strategy Director

www.organizingtoendtobacco.org

Submit a Help Request at www.organizingtoendtobacco.org/supportgateway

The California Tobacco Endgame Center for Organizing & Engagement is a project of the American Heart Association. Funded by the California Department of Public Health, Grant Number: 19-10090

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SPECIAL THANK YOU TO THE WORKGROUP!



Nasbah Ben Project Director Tribal Community Coordinator Center	Amber Morris Rural Initiatives Strengthening Equity (RISE)	Rosendo Iniguez Program Manager, Hispanic Latino Coordinating Center	Isaias Guzman Organizer, CA LGBTQ Health & Human Services Network Coordinating Center
Vanessa Cummings, MPH, CHES Mariposa County Health & Human Services Agency	Salena Meade Diversity & Inclusion Manager, CA Health Collaborative	Danica Peterson Health Educator, Sac County Tobacco Education Program	Ravena Soto Project Coordinator II Tribal Community Coordinating Center
Jazmine Guillen LA County Tobacco Control and Prevention Program	Kim Homer Vagadori Project Director CYAN	Jena Grosser Senior Program Consultant, CA Tobacco Control Program	Jamie Morgan, Government Relations Regional Lead, AHA



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AGENDA

- Overview Information & Education Virtual Days of Action
- Overview of Theme and Key Messages
- Lobbying vs. Education
- Legislative Meetings: What to Expect, How to Prepare, How to Conduct an Effective Legislative Meeting Video
- Caucus Meetings
- Navigating the I&E Virtual Days of Action Event Site
- Q&A

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Learning Objectives

GOALS AND OBJECTIVES

Understand the goals and objectives of I&E Virtual Days of Action

THEME AND KEY MESSAGES

Learn how to convey the Theme and Key Messages to legislators and staff.

ENGAGE LEGISLATIVE OFFICES

Understand how to have an effective meeting with your legislators and/or their staff

NAVIGATING THE I&E EVENT PLATFORM

Learn how to use and navigate the I&E event platform

Question Time!

Poll Question

Have you previously attended I&E Day?

- 1) Yes
- 2) No
- 3) No but I have attended another organization's Capitol Day of Action.





What is Information & Education Virtual Days of Action?

- Annual event that **brings together** the tobacco control community.
- To **inform and educate** the state legislature about the state of tobacco in California.

- To **raise our collective voices**, to generate visibility and to make an impact.

WHAT TO EXPECT

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What to Expect: Day 1

Day 1: Tuesday, May 17, 2022

Time	Event/Activity
9:00 a.m.	Welcome and Introductions Land Acknowledgment Schedule for the Day The Help Desk <ul style="list-style-type: none"> • Technology & Event Issues: rj@bdi-events.com • Legislative and Caucus Meeting Issues: Lindsay Rothwell Lindsay.rothwell@heart.org
9:15 a.m.	Event Review <ul style="list-style-type: none"> • Theme and Key Messages • Event Resources • Social Media
9:30 a.m.	Assemblymember Jim Woods
9:40 a.m.	Pull Out Your Phone: Social Media Storm
9:45 a.m.	The Legislative Landscape
10:00 a.m.	Senate Pro Tempore Toni Atkins
10:15 a.m.	BREAK
10:30 a.m.	Pull Out Your Phone: Social Media Storm
10:30 a.m.	Review Legislative & Caucus Meetings <ul style="list-style-type: none"> – Process – Schedule – Effective Meeting Training Video – Resources
11:00 a.m.	Guest Speaker
11:30 a.m. to 3:30 p.m.	Legislative and Caucus Meetings Commence
3:30 p.m.	Log Into Zoom I&E Event
3:40 p.m.	Pull Out Your Phone: Social Media Storm
3:45 p.m.	Afternoon Regroup and Check-in



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What to Expect: Day 2

Day 2: Wednesday May 18, 2022

Time	Event/Activity
9:00 a.m.	Welcome & Introductions Review Schedule for the Day The Help Desk <ul style="list-style-type: none">• Technology & Event Issues: rj@bdi-events.com• Legislative and Caucus Meeting Issues:• Lindsay Rothwell Lindsay.rothwell@heart.org
9:15	Majority Leader Eloise Gomez Reyes
9:30	Pull Out Your Phone: Social Media Storm
9:30	Reflections from Day 1 <ul style="list-style-type: none">– What you heard– Messages that worked/didn't work– Things you need going into meetings today
10:00	I&E Social Media Update
10:15	Pull Out Your Phone: Social Media Storm – Take a BREAK
11:00 - 3:30 p.m.	Legislative and Caucus Meetings Commence
3:30	Log Into I&E Event
3:30	Pull Out Your Phone: Social Media Storm
3:45	Afternoon Regroup and Check-in



MESSAGING

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Overview of Theme and Key Messages

Goal:

To inform and educate our legislators about the Tobacco Industry's significant and negative impact on the people of our state. That Tobacco Industry is responsible for nearly 40,000 deaths every year in California, or about 110 people every day.

Hashtags:

#VoicesAgainstTobacco
#BigBadTobacco

Our Ask:

Speak out, get involved, and stand up to the Tobacco Industry.

Disseminate Key Messages:

- Leave Behind with the Ask
- Internal Talking Points
- Social media storms



Internal Talking Points



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Internal Talking Points

INFORMATION & EDUCATION

VIRTUAL DAYS OF ACTION 2022

THE TOBACCO INDUSTRY'S PRACTICES LEAD TO THE DEATH OF NEARLY 40,000 CALIFORNIANS EVERY YEAR.¹

- ▶ The Tobacco Industry spends **\$8.4 billion a year** nationwide to promote their deadly products with an estimated nearly \$447 million spent in California annually.²
- ▶ Tragically, the Tobacco Industry spending on **advertising has more than tripled** in three years, from \$197.8 million in 2015 to \$643.6 million in 2018, one of several factors that have contributed to the recent surge in e-cigarette use among youth.³
- ▶ In California, the Tobacco Industry **intentionally targets and profits** from African American, Hispanic/Latino, Asian American, Native Hawaiian, and Pacific Islander, American Indian, LGBTQ+, and rural communities resulting in addiction, disease, and death.⁴
- ▶ Communities most impacted by COVID-19 are **also heavily targeted** by the Tobacco Industry with marketing, advertising, discounts, and other tactics designed to make tobacco products more appealing.⁵
- ▶ The Tobacco Industry is betting big on e-cigarettes to **hook its next generation of customers** to nicotine, working hard to mislead people that vaping products, are harmless. The truth is e-cigarettes are NOT safe.⁶
- ▶ The Tobacco Industry uses tactics, such as discounts and couponing, to **keep tobacco users addicted** and encourage new users to start.⁷
- ▶ The Tobacco Industry has a **long track record of pouring money into political contributions** and fake "grassroots" campaigns to keep Californians from achieving healthy, tobacco-free communities.
- ▶ To date, the Tobacco Industry has spent **more than \$21 million** in their effort to overturn California's law prohibiting the sale of flavored tobacco and vaping products.⁸
- ▶ Smoking related costs in California are an estimated **\$18.1 billion annually**, with nearly \$3.5 billion in costs associated with the state's Medi-Cal program.⁹



Leave Behind and Ask



THE TOBACCO INDUSTRY'S PRACTICES LEAD TO THE DEATH OF NEARLY 40,000 CALIFORNIANS EVERY YEAR¹

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THE TOBACCO INDUSTRY ENGAGES IN TACTICS DESIGNED TO STALL PUBLIC HEALTH PROTECTIONS

- The Tobacco Industry has a long track record of pouring money into political contributions and fake "grassroots" campaigns to keep Californians from achieving healthy, tobacco-free communities.
- To date, the Tobacco Industry has spent more than \$21 million in their effort to overturn California's law prohibiting the sale of flavored tobacco and vaping products.⁵

OUR ASK

SPEAK OUT: Post, share, retweet anti-tobacco social media posts

GET INVOLVED: Write a letter in support of a local tobacco control policy in your district

STAND UP AGAINST: Issue a public statement calling out the tobacco industry for targeting and destroying our communities.

Social Media Critical for Success

STRATEGY

Planned social media storms and activities throughout event for multiple platforms.

PREPARED

Prepared social media messages so you can grab and go.

TRAINING

I&E Virtual Days of Action Social Media Training will cover messages and use of resources.
Thursday 5/5, 1 PM - 2:30 PM



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Question Time!

Poll Question

How confident are you in your ability to advocate for tobacco control with decision makers and their staff?

- 1) Very confident
- 2) Somewhat confident
- 3) Not confident



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LEGISLATIVE AND CAUCUS MEETINGS

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Lobbying vs. Education

Lobbying

- Direct communication or attempts with legislators or their staff with the specific intention of promoting or influencing “support” or “opposition” on a specific piece of legislation, ordinance, or ballot measure.
- Encouraging the public to contact legislators or their staff to promote or influence “support” or “opposition” on a specific piece of legislation, ordinance, or ballot measure.
- Example: Asking a legislator to oppose an upcoming ballot measure.

Education

- Communicating with or educating legislators or their staff or public about your program or tobacco-related issue.
- Example: Educating legislators about potential tobacco policies that could be effective in their community



Legislative Meetings

What to Expect

Format & Expectations

- Most of you will be meeting with both your Assemblymember and your Senator and/or their staff
- Meetings are scheduled for 15 minutes, conducted on Zoom Events Platform
- Each meeting has a Meeting Lead who will organize a planning meeting with you before I & E Days

Schedule and Logistics

- Meetings are scheduled May 17th and 18th
- Scheduled based on voting address
- By Friday, May 6th, the tentative meeting schedule will be posted on the event website
- So far, we have scheduled 85 total meetings, 56 Assembly and 29 Senate, adding more each day



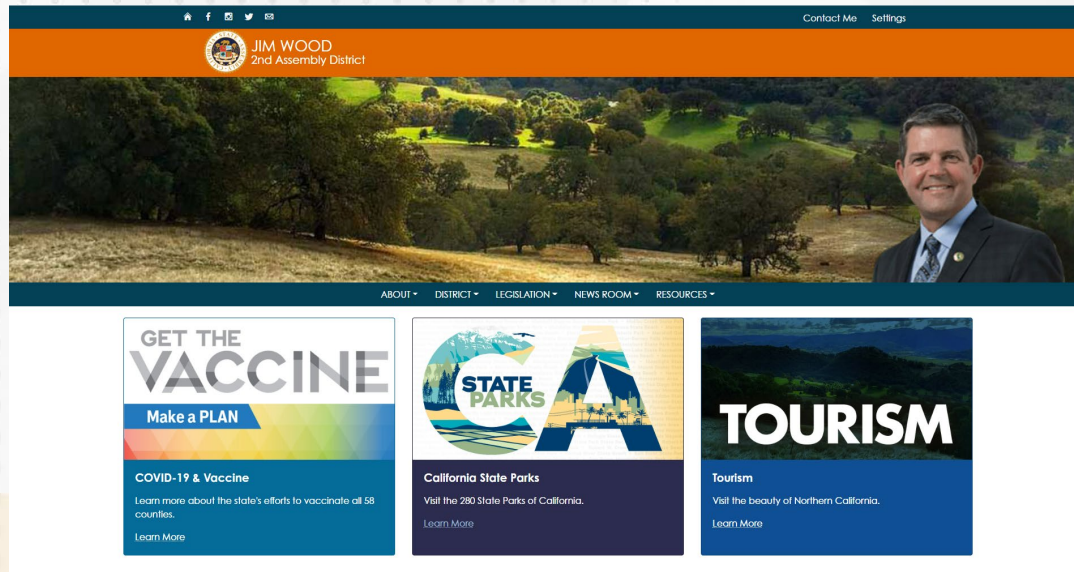
Legislative Meetings

How to Prepare Step 1: Research

Find Your California Legislator: <http://findyourrep.legislature.ca.gov/> (we have assigned participants based on registration address.)

CA State Assembly Directory: <https://www.assembly.ca.gov/assemblymembers>

CA State Senate Directory: <https://www.senate.ca.gov/senators>



The screenshot shows the official website for Jim Wood, Assemblymember for the 2nd Assembly District. The header includes the name "JIM WOOD" and "2nd Assembly District" next to the state seal. Below the header is a large landscape photo of a park with a portrait of Jim Wood on the right. A navigation menu includes "ABOUT", "DISTRICT", "LEGISLATION", "NEWS ROOM", and "RESOURCES". Three main content blocks are visible: "GET THE VACCINE Make a PLAN" with a link to learn more about COVID-19 efforts; "STATE PARKS" with a link to visit the 280 State Parks; and "TOURISM" with a link to visit the beauty of Northern California.



The screenshot shows the Facebook profile for Assemblymember Jim Wood. The profile picture is a circular portrait of Jim Wood. The cover photo is a scenic view of a rocky coastline with blue water and mountains in the background. The profile name is "Assemblymember Jim Wood" and it indicates "6.1K followers • 168 following". There are buttons for "Follow" and "Message". The page is categorized as "Government Official". A recent post from April 22 at 10:47 AM says: "Come see some of the most beautiful country in the U.S. -- Sonoma, Mendocino, Trinity, Humboldt and Del Norte Counties. Then you will know why we need to #InvestinOurPlanet #EarthDay2022 #CAleg". There is also a "Celebrating" section.



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How to Look Up Campaign Contributions

Step 1. Visit Cal-Access - <https://cal-access.sos.ca.gov/>



Step 3. Ensure their committee name is the most recent cycle and active

1351732	MAYES FOR ASSEMBLY 2014; CHAD	RECIPIENT COMMITTEE	TERMINATED
1374095	MAYES FOR ASSEMBLY 2016; CHAD	RECIPIENT COMMITTEE	TERMINATED
1392882	MAYES FOR ASSEMBLY 2018; CHAD	RECIPIENT COMMITTEE	TERMINATED
1414363	MAYES FOR ASSEMBLY 2020; CHAD	RECIPIENT COMMITTEE	TERMINATED
1435437	MAYES FOR ASSEMBLY 2022; CHAD	RECIPIENT COMMITTEE	ACTIVE

Step 2. Use Cal-Access Search – Type the name of your state representative



Step 4. Review donations

NAME OF CONTRIBUTOR		PAYMENT TYPE	CITY	STATE / ZIP
REYNOLDS AMERICAN, INC.		MONETARY	WINSTON-SALEM	NC/27101
ID NUMBER	EMPLOYER	OCCUPATION		
AMOUNT	TRANS. DATE	FILED DATE	TRANS #	
\$4,900.00	5/19/2021	8/2/2021	2603258-INC22	



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Legislative Meetings

How to Prepare Step 2: Review the Resources

Your Meeting Lead will schedule an important Planning Meeting with the Team.

Before the Planning Meeting, each participant should:

- Review the resource on our website called Tips for Having an Effective Legislative Visit
- Familiarize yourself with the Internal Speaking Points and the ASK, which is on the Leave Behind document
- Write out and practice your 30 second “Line” which is your WHY



Tips for Effective Legislative Meetings



TIPS FOR HAVING AN EFFECTIVE LEGISLATIVE VISIT

In this document, we will outline the steps to have an impactful, efficient, and respectful meeting. You do not need to be an expert on the issue, just to be comfortable with the basic speaking points. However, you ARE an expert on your own experience, your story, and why you care. Your "why" will mean more to the decision maker than dry statistics.

The flow of an effective meeting can be described in three parts: The Hook, the Line, and the Sinker.

- ▶ **THE HOOK:** This is a basic introduction of who you are, what organization you represent, and if you are constituent of this decision maker.
- ▶ **THE LINE:** This is your personal story, your experience related to the issue, your why.
- ▶ **THE SINKER:** This is the specific ASK for the meeting.

BEFORE THE MEETING

Do your research. You will want to know a bit about the decision maker that you are meeting with in advance of the meeting. Look them up on the jurisdiction's website, Wikipedia, YouTube, Facebook, Twitter, and/or in the local news media. You may get a sense of their stand on similar issues, or that you have a personal connection with them, having attended the same school or an interest in the same sport.

Please familiarize yourself with the speaking points and the issues that will be discussed. Also, you will

want to write out and rehearse your LINE, which is the reason that you care. It should not be more than 30 seconds long.

Your team will schedule a planning session a couple of weeks before the event so you can get to know each other and assign roles. Each person should practice delivering their Hook, their Line, and the Sinker during your planning session. It is one thing to write your story down, it is another to say it out loud in front of others! The team should be able to deliver their entire presentation in approximately 10 minutes.

DURING THE MEETING

Since this meeting will be virtual, be sure to log on about ten minutes early to ensure that your camera, speaker, and microphone are all working well.

You may find out (in advance or at the time of the meeting) that you are meeting with the staff rather than the decision maker. Meeting with a staffer is not a cause for concern, you will still have an impactful meeting. Don't underestimate a staff member. Staffers have the ear of the decision maker and is often able to give you more time and listen to your issue with less distraction than the decision maker themselves.

If you meet with the decision maker, there is no need to be nervous. They are a person, just like you, and they actually care about what you think. In fact, they work for you!

Now, remember the three parts of an effective meeting.

THE HOOK: A constituent should thank the decision maker for meeting with you. Everyone should briefly introduce themselves and be sure to point out if they are a constituent of this decision maker. If they are not a constituent, they do not need to mention it unless asked. At this time, there is also a brief mention, just one or two sentences, about why you are there today. This is a brief preview of the Sinker, and the Ask.

THE LINE: Unless the meeting is too large, everyone will want to briefly share their why. Your why can be

your personal story, or local examples of the impact of the issue on the community.

THE SINKER: The Sinker is the reason you are there, what you want from the decision maker, the Ask. Always finish with the Ask. One constituent should deliver the Sinker and make the Ask. Then, stop talking and let the decision maker respond.

Be sure to stay on message. You may care about a variety of issues in the community, and decision makers often try to distract you, especially if they are not in alignment with your Ask. But remember that you are there for just one purpose.

It is fine if the decision maker or their staff cannot commit to your Ask in the moment. Sometimes they want to do more research before making a decision. If they ask you questions that you do not know the answer to, it is all right to tell them that you do not have the answer, but that you will get it for them. In fact, that is ideal because it gives you a chance to follow up with them and show that you can be a resource for them on this topic.

Everyone should thank the decision maker before leaving.

The entire meeting should not last more than 15 minutes, so be prepared to end your remarks in about ten minutes so that the decision maker has time to share their response or ask questions.

AFTER THE MEETING

Briefly meet with your group after the meeting to compare impressions and to identify what follow up work is needed and who will do it.

Whether the decision maker requires follow up work or not, send a thank you note to each person that you met with, decision maker and staff alike.

Those notes help you form long term relationships with the offices. The decision maker may not stay in office, but their staff is likely to work for another decision maker in the future, or run for office themselves, and you want them to have a positive impression of the organizations that work on our issues.

Other Resources



MAIN MESSAGE:

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- ▶ The tobacco industry spends \$8.4 billion a year nationwide to promote their deadly products with an estimated nearly \$447 million spent in California annually.²
- ▶ Tragically, the tobacco industry spending on advertising has more than tripled in three years, from \$197.8 million in 2015 to \$643.6 million in 2018, one of several factors that have contributed to the recent surge in e-cigarette use among youth.³
- ▶ In California, the tobacco industry intentionally targets and profits from African American, Hispanic/Latino, Asian American, Native Hawaiian, and Pacific Islander, American Indian, LGBTQ+, and rural communities resulting in addiction, disease, and death.⁴
- ▶ Communities most impacted by COVID-19 are also heavily targeted with marketing, advertising, discounts, and other tactics designed to make tobacco products more appealing.⁵
- ▶ The tobacco industry is betting big on e-cigarettes to hook its next generation of customers to nicotine, working hard to mislead people that vaping products, are harmless. The truth is e-cigarettes are NOT safe.⁶
- ▶ The Tobacco Industry uses tactics, such as discounts and couponing, to keep tobacco users addicted and encourage new users to start.⁷
- ▶ The tobacco industry has a long track record of pouring money into political contributions and Astroturf campaigns to keep Californians from achieving healthy, tobacco-free communities.
- ▶ To date the Tobacco Industry has already spent more than \$21 million to delay the implementation and ultimately overturn a state law that prohibits the sale of flavored tobacco and vaping products.⁸
- ▶ Smoking related costs in California are an estimated \$18.1 billion annually, with nearly \$3.5 billion in costs associated with the state's Medical program.⁹

1 "Tobacco Is the #1 Preventable Cause of Death." Tobacco Free CA, California Tobacco Control Program, 21 July 2021, <https://www.tobaccofreeca.com/health/tobacco-is-the-number-one-preventable-cause-of-death/>. Accessed 17 Mar. 2022.

2 "The Toll of Tobacco in California." Campaign for Tobacco-Free Kids, 21 Jan. 2022, <https://www.tobaccofreekids.org/issues/toll-of-tobacco-in-california/>. Accessed 17 Mar. 2022.

3 "E-Cigarette Report for 2015-2018." Federal Trade Commission, Mar. 2022, <https://www.ftc.gov/enforcement/complaints-investigation-reports/2015-2018-e-cigarette-report>. Accessed 17 Mar. 2022.

4 "A Story of Inequality." Tobacco Free CA, <https://www.tobaccofreeca.com/a-story-of-inequality/>. Accessed 24 Mar. 2022.

5 Centers for Disease Control and Prevention. Report of the Surgeon General: National Youth Tobacco Survey. 2019. (April 2020). New US. Available from https://www.cdc.gov/tobacco/data_statistics/tobacco_use_in_america/youth_tobacco_survey_natsurvey/.

6 "E-Cigarettes Are Hooking the Next Generation of Smokers. Get the Facts Now." Tobacco Free CA, 27 July 2020, <https://www.tobaccofreeca.com/e-cigarettes-are-hooking-the-next-generation-of-smokers-get-the-facts-now/>.

7 U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2012.

8 CA.gov, 2022, <https://www.ca.gov/press-releases/2022/03/20220316-ca-gov-press-release-2022-03-16-01/>. Accessed 28 Mar. 2022.

9 CDC. "Health Equity Centers for Disease Control and Prevention, 15 Jan. 2022, <https://www.cdc.gov/health-equity-centers/>.



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- ▶ The tobacco industry has a long track record of pouring money into political contributions and Astroturf campaigns to keep Californians from achieving healthy, tobacco-free communities.
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OUR ASK

SPEAK OUT: Post, share, retweet anti-tobacco social media posts

GET INVOLVED: Write a letter in support of a local tobacco control policy in your district

STAND UP AGAINST: Issue a public statement calling out the tobacco industry for targeting and destroying our communities.

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4 "E-Cigarette Report for 2015-2018." Federal Trade Commission, Mar. 2022, <https://www.ftc.gov/enforcement/complaints-investigation-reports/2015-2018-e-cigarette-report>. Accessed 17 Mar. 2022.

5 CA.gov, 2022, <https://www.ca.gov/press-releases/2022/03/20220316-ca-gov-press-release-2022-03-16-01/>. Accessed 28 Mar. 2022.



Legislative Meetings: How to Prepare

Step 3: At the Planning Meeting

With your Meeting Lead, work with your group on dividing the roles and ensuring everyone knows their part.

Key Considerations:

- Who will start the meeting and lead off the introductions (Hook)?
- Who will share the key messages, a personal story, or local data (Line)?
- Who will make the ASK (Sinker)?
- Who will close the meeting and express appreciation
- Practice! Practice! Practice!



Legislative Meetings: How to Prepare

Step 4: The Day of the Meeting



Be sure you have checked the meeting schedule for any updates



Find your session on the schedule list on the event platform



Join the zoom room ten minutes ahead of the scheduled time



Review your notes for your role, relax, and BREATHE



Legislative Meetings: How to Prepare

Step 5: After the Meeting

Your Meeting Lead will have scheduled a Follow Up meeting for after I & E Days.

- Debrief – did you all interpret the Decision Makers comments in the same way?
- Who will follow up with a thank you and the answers to any questions?
- Fill out the legislative feedback form and submit to organizingtoendtobacco@heart.org



Steps for the Legislative Meeting – Putting it Together

1

2

3

4

5

Research

Learn about the Decision Maker and the District



Review

Review the Resources at the Tobacco Endgame Center website before the Planning Meeting with your group



Plan

Come prepared to the Planning Meeting with your group, ready to practice your Line, and leave confident in your role



Meeting Day

Know where to find your meeting on the schedule, arrive early, follow the Hook Line and Sinker format, and thank the Decision Maker



Follow Up

Debrief with your Team and ensure the Decision Maker receives a follow up and a thank you from the group





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Overview of Caucus Meetings

We are meeting with 8 caucuses!

The word "caucus" generally refers to a group of legislators who come together in a formal association to pursue a common interest in specific issues and usually consist of legislators from more than one political party.

Each caucus has a mission to identify key issues, promote equity, and advocate for advancement on behalf of the interests of a specific community (i.e., Latino, AAPINH, women, etc.).



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Legislative Caucus Meetings

Caucus	Chair	Meeting Leads	Date/Time
Asian Pacific Islander Legislative Caucus (Closed meeting)	Senator Richard Pan (6 th SD)	Rod Lew	5/18 (Wednesday) 1:00pm
Environmental Legislative Caucus	Senator Ben Allen (26 th SD)	Efraim Lopez	TBD
Latino Legislative Caucus	Senator Maria Elena Durazo (24 th SD)	Rosendo Iniguez	TBD
Legislative Black Caucus (Closed meeting)	Senator Steven Bradford (35 th SD)	Y'Lonn Burris	5/17 (Tuesday) 3:00pm
Legislative LGBTQ Caucus	Assemblymember Evan Low (28 th AD)	Isaias Guzman	TBD
Legislative Rural Caucus	Assemblymember Frank Bigelow, Chair (AD 05)	Amber Morris	5/18 (Wednesday) 1:00pm
Legislative Women's Caucus	Assemblymember Cristina Garcia (58 th AD)	Kim Homer-Vagadori	5/18 (Wednesday) 2:00pm
Select Committee on Native American Affairs (Closed meeting)	Assemblymember James C. Ramos (AD 40)	Ravena Soto	5/17 (Tuesday) 2:00pm



NAVIGATING THE EVENT

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Navigating I&E Days of Action

Event Platform

- “Zoom Events”: centralized location of all sessions with descriptions, speaker bios, and links to join sessions.
- The event platform is where I&E Virtual Days of Action will take place – schedule of events, specific sessions like legislative meetings, caucus meetings, etc.

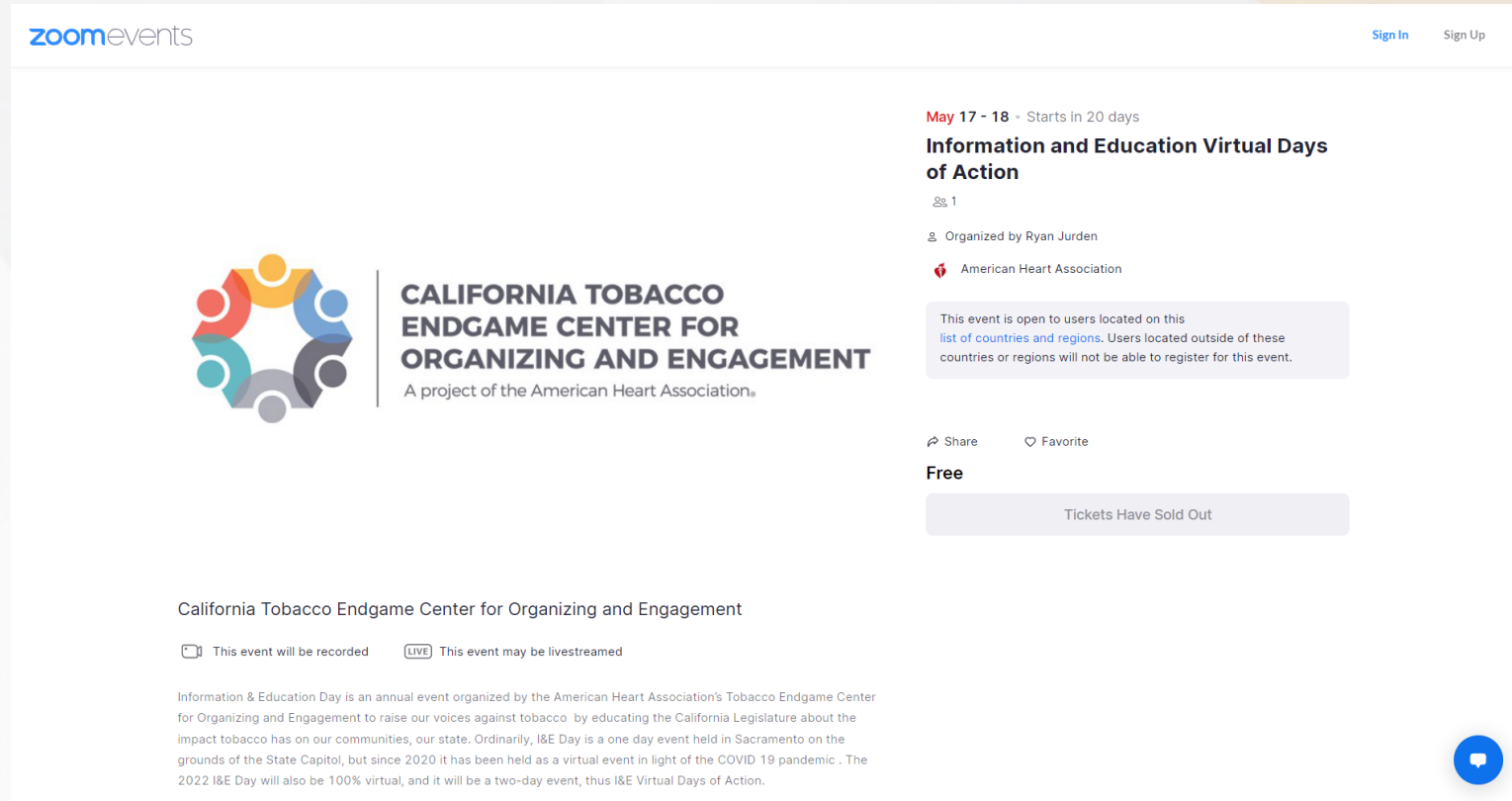
Tobacco Endgame Website

- Centralized location on organizingtoedntobacco.org for all resources needed for the event, social media messages and full library of all event documents and important links.
- Talking points, leave behind, legislative meeting and caucus meeting schedule, etc.



Navigating I&E Days of Action – Event Platform

- You will receive a registration email soon
- Add the event to your calendar
- Join by; clicking the link in your email, calendar entry, or ticket on your zoom events account
- The link is uniquely yours and will not work for someone else



The screenshot shows a Zoom event page for 'Information and Education Virtual Days of Action'. The event is scheduled for May 17-18 and starts in 20 days. It is organized by Ryan Jurden and hosted by the American Heart Association. The event is free, but tickets have sold out. The page includes a logo for the California Tobacco Endgame Center for Organizing and Engagement, a project of the American Heart Association. The event description states that it is an annual event organized by the American Heart Association's Tobacco Endgame Center for Organizing and Engagement to raise our voices against tobacco by educating the California Legislature about the impact tobacco has on our communities, our state. Ordinarily, I&E Day is a one day event held in Sacramento on the grounds of the State Capitol, but since 2020 it has been held as a virtual event in light of the COVID 19 pandemic. The 2022 I&E Day will also be 100% virtual, and it will be a two-day event, thus I&E Virtual Days of Action.

Website Platform – Event Materials and Social Media

Website will be fully updated by 5/13!

Website – Bookmark this link!:

<https://organizingtoendtobacco.org/event/information-and-education-virtual-days-of-action-2022/>

Hashtags:

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Links to:

- Event Social Media Messaging
- Digital Wall
- Event Materials Library

The screenshot shows the website for the California Tobacco Endgame Center for Organizing and Engagement, a project of the American Heart Association. The page is titled "Information and Education Virtual Days of Action 2022" and is scheduled for 05/17/22 @ 8:00 am - 05/18/22 @ 5:00 pm PDT. The page includes a navigation menu with links for Home, Resources, Training Events, Support Gateway, Blog, Get Connected, and Log In. A search bar is located in the top right corner. The main content area features a section titled "About I&E Virtual Days of Action" which describes the event as an annual event organized by the American Heart Association's Tobacco Endgame Center for Organizing and Engagement to raise voices against tobacco. It also mentions that registration and participation in the 2022 event is open to all. A sidebar on the right contains a search bar and a list of categories: I&E Virtual Days of Action 2022, Social Media, Event Materials, Training Events, Upcoming Events, and Past Events. Below the sidebar is a "CALENDAR" section with a link to "View All Events". At the bottom of the page, there are two buttons: "Event Social Media" and "Event Materials".

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Home ▾ Resources ▾ Training Events ▾ Support Gateway Blog Get Connected ▾ Log In 🔍

**Information and Education
Virtual Days of Action 2022**
05/17/22 @ 8:00 am - 05/18/22 @ 5:00 pm PDT

About I&E Virtual Days of Action

Information & Education Day is an annual event organized by the American Heart Association's Tobacco Endgame Center for Organizing and Engagement to raise our voices against tobacco by educating the California Legislature about the impact tobacco has on our communities, our state. Ordinarily, I&E Day is a one day event held in Sacramento on the grounds of the State Capitol, but since 2020 it has been held as a virtual event in light of the COVID 19 pandemic . The 2022 I&E Day will also be 100% virtual, and it will be a two-day event, thus I&E Virtual Days of Action.

Registration and participation in I&E Virtual Days of Action 2022 is open to all – CTCP-funded entities, Voluntary Health Organizations, and community groups and individuals who are working with local coalitions, and funded projects.

We look forward to seeing you at I&E Virtual Days of Action 2022.

Welcome to the Event Site where you will find Social Media and Event Materials which is a central repository of all documents on the Event. Check out the Event Social Media page which provides social media in a copy/paste format.

[Event Social Media](#) [Event Materials](#)

Check out the video from previous I&E Virtual Days of Action!

Search...

I&E Virtual Days of Action 2022

Social Media

Event Materials

Training Events

Upcoming Events

Past Events

CALENDAR

Information and Education Virtual Days of Action 2022
05/17/22 @ 8:00 am - 05/18/22 @ 5:00 pm PDT

[View All Events](#)



What we learned

- GOALS & OBJECTIVES OF I&E Virtual Days**
Understand the goals and objective of I&E Days.
- THEME & KEY MESSAGES**
Learn how to convey the Theme and Key Messages to legislators and staff.
- ENGAGE LEGISLATIVE OFFICES**
Get comfortable with engaging legislators and their staff
- NAVIGATING THE I&E EVENT PLATFORM**
Learn how to use and navigate the I&E Event Platform and website.

Questions?

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Up Next!

Meeting Leads Training #2

- When: May 3, 1 - 2:00 p.m.

Social Media for I&E Virtual Day of Action w/TECC

- When: May 5, 1 - 2:30 p.m.

Feedback Survey

- <https://www.surveymonkey.com/r/IEtraining2022>

Website

- <https://organizingtoendtobacco.org/event/information-and-education-virtual-days-of-action-2022/>

Questions: Lindsay.Rothwell@heart.org



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