



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

A project of the American Heart Association.

Information and Education Virtual Day of Action 2022 Meeting Lead Training

Paul Kneprath

Director, California Tobacco Endgame Center

Paul.Kneprath@heart.org

Lori Bremner

Organizing & Engagement Manager

Lori.Bremner@heart.org

About the Tobacco Endgame Center



Technical Assistance

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



Resources

Organizing Toolkit
Campaign Playbook
Materials Translation



Community Organizing & Engagement

Media Advocacy
Affinity Calls
Training Webinars

Technical Assistance Portal:

www.organizingtoendtobacco.org/supportgateway



[CATobaccoCenter](https://twitter.com/CATobaccoCenter)



[CATobaccoEndgameCenter
forOrganizingAndEngagement](https://www.facebook.com/CATobaccoEndgameCenterforOrganizingAndEngagement)



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

Hello!!



You are muted upon entry.

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



Please introduce yourself in the Chat Box.

Please Raise Hand, Come off Mute, or Use the chat box for questions.



Agenda

Overview of the Meeting Lead Role

Meeting Lead Actions Prior to I & E Days

Meeting Lead Action During I & E Days

Meeting Lead Actions After I & E Days

Navigating the I&E Event Site

Q&A



Role of the Meeting Lead

ANY NEWBIES?

Please put in the chat YES or NO, if you have ever attended an I & E Day meeting with a legislator before.

PREPARE YOUR TEAM

Each team member will know their role, how and when to join the meeting, and the basic talking points.

ENSURE THE SMOOTH FLOW OF THE MEETING

Participants will join early and be ready to begin with the legislator enters the zoom room. Meeting Lead will step in to emcee if needed.

OVERSEE FOLLOW UP AND REPORT BACK

Meeting Lead will hold a debrief after the meeting to ensure that follow up items are sent and the report back from is submitted.



RESOURCES YOU HAVE
TO HELP YOU



INSTRUCTIONS FOR MEETING LEADS



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INSTRUCTIONS FOR LEGISLATIVE MEETING LEADS

I & E DAYS 2022

Thank you for agreeing to serve as a Legislative Meeting Lead to help ensure that the meeting you have with your Assembly Member or Senator is successful! **There are three important things you need to do:**

1 SCHEDULE A PLANNING MEETING WITH YOUR TEAM

Find a time that will work for your team to meet during the week of May 2nd or before. We will send you the roster of attendees to invite. You should be able to accomplish your planning in a 45-minute meeting as long as you can keep your group focused on the tasks listed below. Prior to your organizing meeting, send out the meeting link, include links to the How to Conduct an Effective Legislative Meeting video, Tips for Having an Effective Legislative Visit, and the Internal Talking Points. Please remind your team to view the video and review the two documents before your planning meeting.

2 MEET WITH YOUR TEAM

During your planning meeting, lead your group to make the following decisions:

- › What each participant will say during their HOOK (brief introduction)
- › Which participants will deliver their LINE (personal story or local data)
- › Which participant will deliver the SINKER (the ASK)
- › Which participant will be a note-taker
- › Practice the meeting! Coach each person on their HOOK, the identified speakers on their LINE, and the identified speaker on their SINKER
- › Pick a time for a quick debrief with the team after I & E Days and send them a new Zoom link for that meeting.

3 HOLD A DEBRIEF WITH YOUR TEAM

While the meeting is still fresh in everyone's mind, hold a quick debrief to review the notes and see if any of the other participants have insights into the decision maker's response to the Ask that you can add to the notes. Decide which participant will fill out and submit the Legislative Feedback Form to The Center. Decide who will provide any needed follow up and remind ALL participants to promptly send a thank you email, or handwritten note.

We appreciate your leadership and ensuring that you and your team have an enjoyable and successful meeting!

CONTACT: Lori Bremner at lori.bremner@heart.org • 707.363.1263

TIPS TO HAVE AN EFFECTIVE LEGISLATIVE MEETING



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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, why you care.
- › **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 himself.

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.

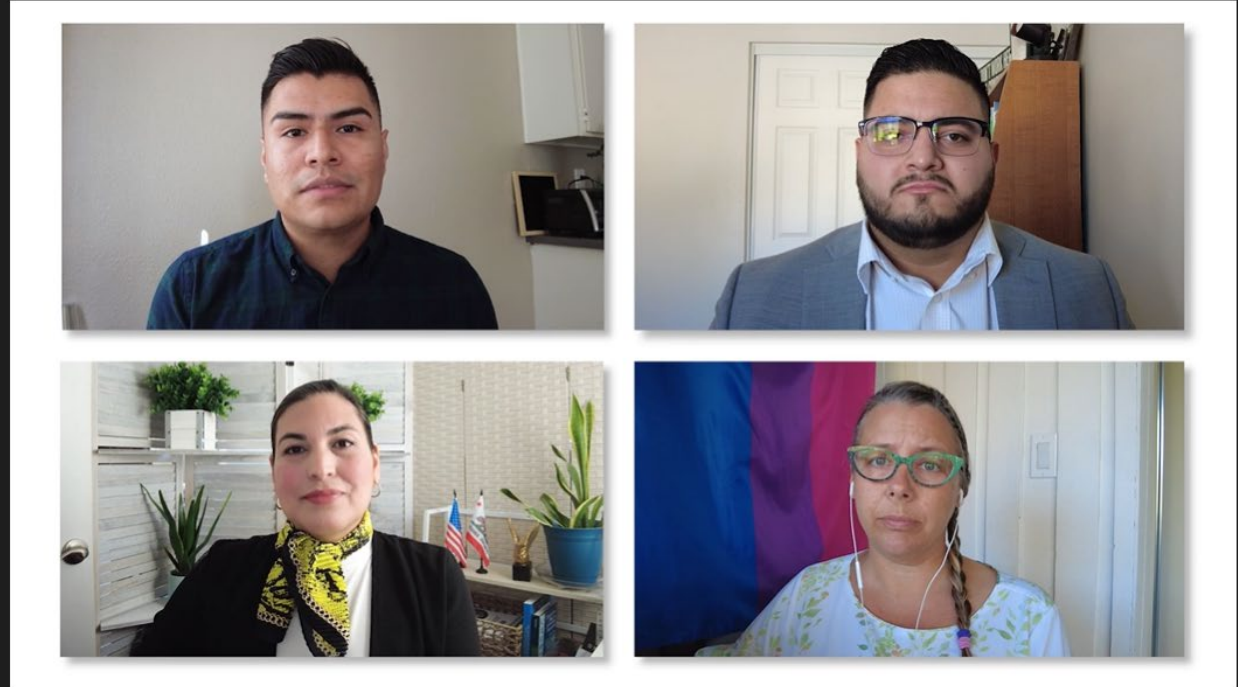


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VIDEO TIPS TO HAVE AN EFFECTIVE LEGISLATIVE MEETING

vimeo



AHA_Effective Meetings_Legislative RD1V1.mp4



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Internal Talking Points



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

THE TOBACCO INDUSTRY PROFITS FROM INTENTIONALLY TARGETING OUR COMMUNITIES.

- The Tobacco Industry targets California's African American, Hispanic/Latino, Asian American, Native Hawaiian, and Pacific Islander, American Indian, LGBTQ+, and rural communities that results in addiction, disease, and death.²

THE TOBACCO INDUSTRY SPENDS MILLIONS AND MILLIONS TO PROTECT THEIR PROFITS

- 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.³
- 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.⁴

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.

STEPS TO TAKE BEFORE I & E DAYS- SCHEDULE A PLANNING MEETING

Find a time that will work for your team to meet during the week of May 2nd or before.

Send the team a zoom or Teams invite link for the Planning Meeting along with the Resources.

Please remind your team to attend the April 28th pre-event training or view the recording of the training in advance of your Planning Meeting.



STEPS TO TAKE BEFORE I & E DAYS – AT THE PLANNING MEETING

At the Planning Meeting, watch the 8 minute Video, then have each person practice their 10 second Hook, their 30 second Line, and their 10 second Sinker (Ask)

Decide who should deliver the start off the meeting and who should deliver the Line – ideally a constituent. Also identify a note taker.

Practice the Meeting – ideally no more than ten minutes.

Exchange cell numbers in case any of the team has a question or trouble joining the meeting during I & E Days.

Request that the team to join the Zoom 10 minutes ahead of the scheduled meeting time.

Pick a time for the team to debrief soon after I & E Days.



During I&E Days

With good planning, the Meeting Lead can be just a regular participant in the meeting, playing the role decided upon in the Planning Meeting.

Be ready to jump in and emcee the meeting to help the flow if necessary.

Remember that this is not a lobbying event, and if the Decision Maker or their staff bring up a specific piece of legislation, gently guide them back to our speaking points.

AFTER I & E DAYS

Send out a link for the agreed upon time for the Debrief Meeting.

At the Debrief Meeting, ensure that any required follow up and a thank you email are sent to the Legislator's office.

Complete and submit the Legislative Feedback Form to OrganizingToEndTobacco@heart.org

NAVIGATING THE EVENT

I & E Days will be held on the Zoom Events

Meeting Lead and additional meeting participant will be made Zoom hosts, to start the meeting.

Legislative Offices will have a couple of steps to take in order to join the meeting. Patience may be required

If Legislative Office hasn't joined by 10 minutes after start time, email organizingtoendtobacco@heart.org

What We Learned

The Role of the Meeting Lead

The Meeting Lead Responsibilities
BEFORE I & E Days

What to Accomplish at the Planning
Meeting

The Meeting Lead Responsibilities
DURING and AFTER I & E Days



Questions?

How Did We Do?



**See Survey Link in the Chat!
It's Quick – It's Easy – Do It Now!**

