



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

A project of the American Heart Association.

CAPITOL INFORMATION & EDUCATION DAYS

Meeting Lead Training

Lori Bremner

Organizing & Engagement Manager

Lori.Bremner@heart.org

Paul Kneprath

Director, California Tobacco Endgame Center

Paul.Kneprath@heart.org



About the Tobacco Endgame Center



Technical Assistance



Resources



Community Organizing & Engagement



Laura King
Sr. Director, Public Health
Program Implementation



Shannon Lujan
Media Relations Manager



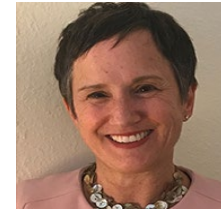
Paul Kneprath
Project Director



Eric Batch
Vice President,
Advocacy



Toki (Kathy) Ko
Organizing &
Engagement Manager



Jamie Morgan
Senior Region Lead
Government Relations



Lori Bremner
Organizing &
Engagement Manager



Juan Villa
Organizing &
Engagement Manager



Jacquelyn Marianno
Digital Strategy Director



Lindsay Cunningham
Project Coordinator




Jason Patton
Event Coordinator



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SPECIAL THANK YOU TO THE WORKGROUP!

Vanessa Cummings, MCHES Mariposa County Health & Human Services Agency	Amber Morris, BS Rural Initiatives Strengthening Equity (RISE)	Rosendo Iniguez Latino Coordinating Center	Kae Hodge Equality California (EQCA)
Priya Raman Statewide Pacific Islander Asian American Resource and Coordinating Center	Mayra Amador San Mateo County Health/Tobacco Control	Madison Bible Shasta County Tobacco Control	Ravena Soto Tribal Community Coordinating Center
Muriel Gobeia Kings County Tobacco Control	Ignacio Burgos California Youth Advocacy Network (CYAN)	Astin Williams California LGBTQ Health and Human Services Network	Y'Lonn Burris AMPLIFY! The African American Statewide Coordinating Center
Jamie Morgan American Heart Association	Benjamin Kahikina III CEO, Greater Kings Chamber of Commerce	Anabel Castañeda Tobacco Education Clearinghouse of California	

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AGENDA

Overview of the Meeting Lead Role

Meeting Lead Actions Prior to Capitol I & E Days

Meeting Lead Action During Capitol I & E Days

Meeting Lead Actions After Capitol I & E Days

Logistics for Capitol I & E Days

Q&A



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Role of the Meeting Lead

ANY NEWBIES?

Please put in the word NEW in the chat if you have never attended an I & E Day meeting with a legislator before.

PREPARE YOUR TEAM

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

ENSURE THE SMOOTH FLOW OF THE MEETING

Participants will meet early outside the room and enter together when the full team is present. 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 and thank you are sent and the report back from is submitted.



RESOURCES TO HELP YOU



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INSTRUCTIONS FOR MEETING LEADS



INSTRUCTIONS FOR LEGISLATIVE MEETING LEADS

SCHEDULE A PLANNING MEETING WITH YOUR TEAM

Find a time that will work for your team to meet during the week of May 1st 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 planning meeting, send out the meeting link and 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.

MEET WITH YOUR TEAM

During your planning meeting, review the Hook Line and Sinker format described in the Tips for Having an Effective Legislative Meeting document. Then 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

Then, Practice the meeting! Coach each person on their HOOK, the identified speakers on their LINE, and the identified speaker on their SINKER. Each speaker should be concise so that the meeting can be completed in no more than ten minutes.

Pick a time for a quick debrief with the team after I & E Days and send them a new Zoom link for that meeting.

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 to the legislator's office and remind ALL participants to promptly send a thank you email or handwritten note.

Thank you for agreeing to serve as a Legislative Meeting Lead to help ensure that the meeting you have with your Assembly Member and/or Senator is successful!

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



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 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.



VIDEO TIPS TO HAVE AN EFFECTIVE LEGISLATIVE MEETING

vimeo



AHA_Effective Meetings_Legislative RD1V1.mp4



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Legislative Meeting Talking Points



Capitol I&E Days 2023
Legislative Meeting Talking Points

The Fight is Not Over

California is at a critical point in its fight against the Tobacco Industry.

Right now, the Tobacco Industry is intentionally undermining the state law that ends the sale of flavored tobacco, including menthol. They have invented new menthol-like products like Camel Crisp Non-Menthol and Camel Crush Oasis that look and act like the old menthol cigarettes that are prohibited under the law.

In 2020, the Legislature passed a law ending the sale of flavored tobacco products, like candy-flavored vapes and menthol cigarettes. The Tobacco Industry qualified the law for a referendum, Proposition 31, which voters ratified overwhelmingly.

The flavored tobacco law represents one of the most important public health policies passed in the state, if not the nation.

California's flavored tobacco sales ban eliminates the Tobacco Industry's main method of addicting a new generation to nicotine. In California, 96 percent of high school e-cigarette users choose flavored products.

The Tobacco Industry targets Black communities with menthol products and has worked for decades to keep menthol cigarettes cheap and accessible. Now 85 percent of Black smokers use menthol cigarettes.

It's time for California leaders to increase their fight against the Tobacco Industry.

Tobacco is still the leading cause of preventable death in the state, taking nearly 40,000 lives every year. The Tobacco Industry's dirty tricks not only undermine the state law but interfere with local implementation efforts and will ultimately continue the tragic health consequences and death caused by their products.

The ASK:

Today we ask you to take a stand against the Tobacco Industry.

We ask you to simply post a social media message this week that exposes the Tobacco Industry's scheme to evade the state law ending the sale of flavored tobacco products.

We have sample messages available to download to make it easy for you.

Will you commit to posting a social media message on this topic this week?



Comprehensive Messaging





Leave Behind and Ask



THE FIGHT IS NOT OVER!

California is at a critical point in its fight against the Tobacco Industry.

REYNOLDS

Commercial Integrity

View Ingredients by Brand

Select a Brand Family: Newport

Select a Brand Style: Newport Lights

Ingredients:

- Sugars
- Propylene Glycol
- Licorice
- n-Ethyl-p-Menthane-3-Carbox
- Carob Powder
- Natural & Artificial Flavors
- Specialty Denatured Al

REYNOLDS

Commercial Integrity

View Ingredients by Brand

Select a Brand Family: Camel

Select a Brand Style: Camel Lights

Ingredients:

- Sugars
- Propylene Glycol
- Cocoa & Cocoa Powder
- Diammonium Phosphate
- Natural & Artificial Flavors
- Ammonium Hydroxide
- ose Fiber

The Tobacco Industry is attempting to sabotage California's law that ends the sale of flavored tobacco.



OUR ASK

Take a stand against the Tobacco Industry to protect our communities & kids.



Post a message exposing Big Tobacco's scheme to evade the flavored tobacco law. Use the QR Code to find ready-made posts.



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 1st 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 pre-event trainings or view the recordings of the trainings 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 meet outside the meeting room 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.



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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

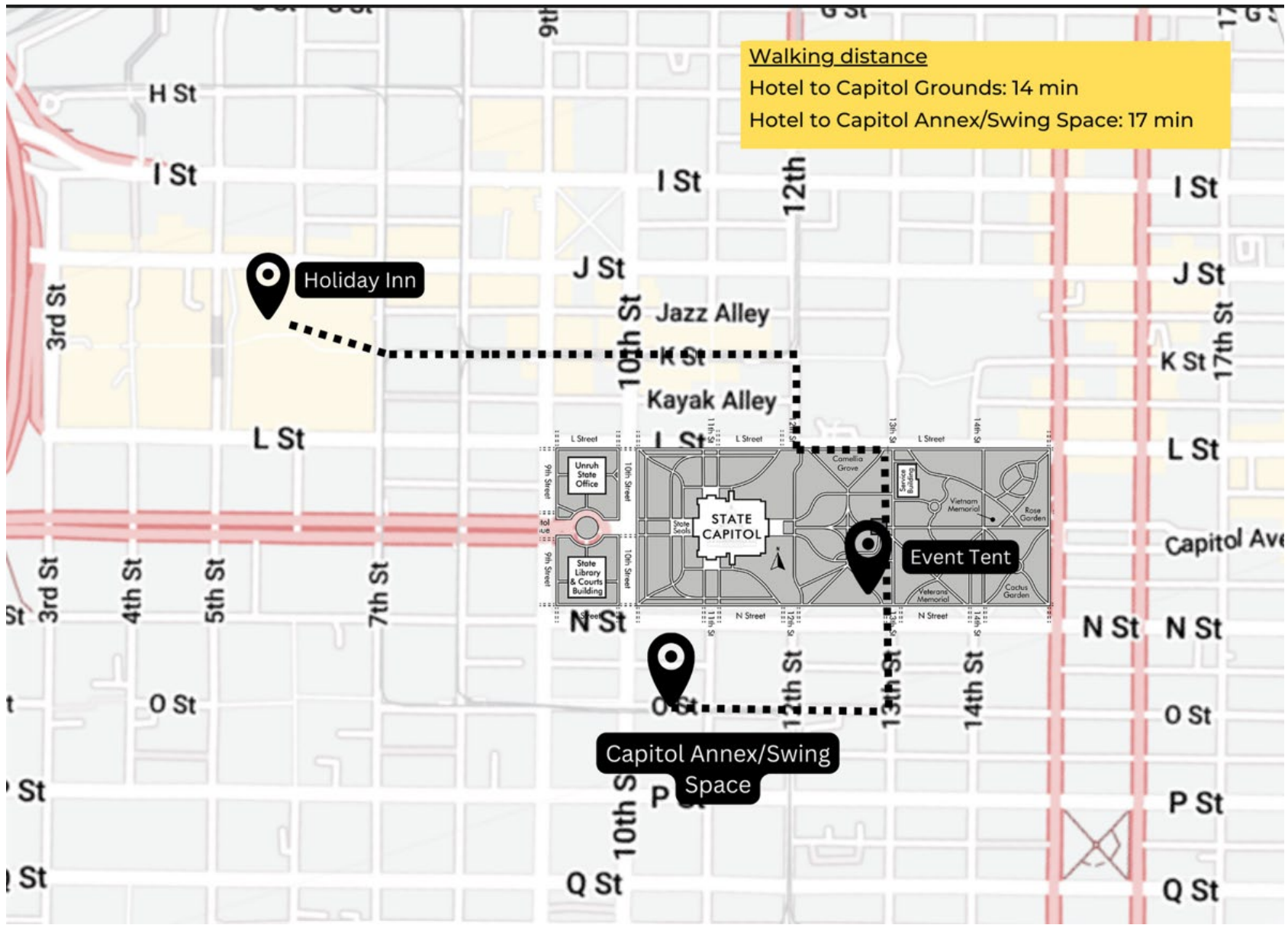
The Monday events and the first event on Tuesday morning will be at the hotel. Leave your luggage with the front desk at the hotel.

The other Tuesday events will be held in a tent near N and 13th Streets EXCEPT the actual meetings

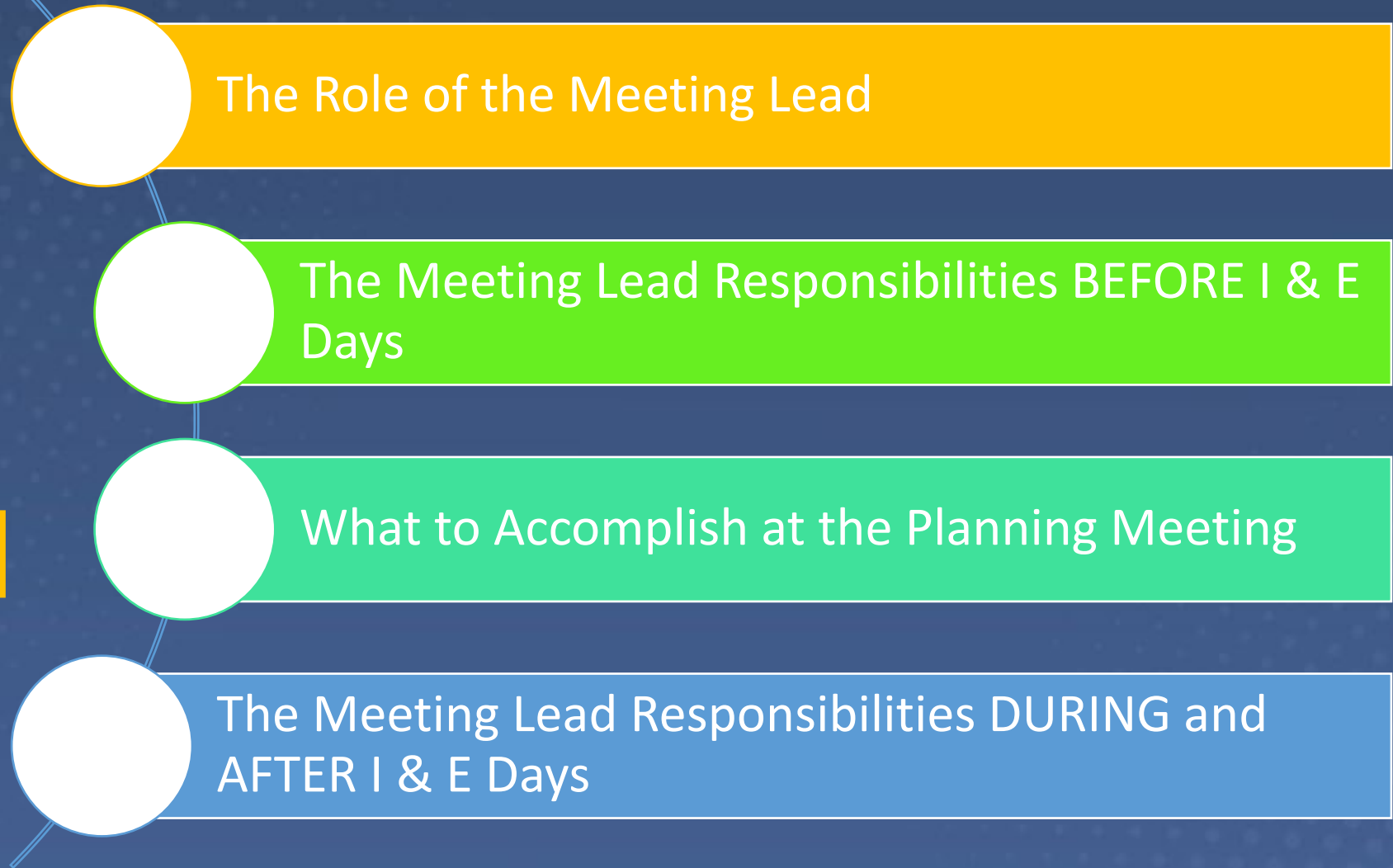
The Legislative Meetings will be held in the “swing space” which is at 1021 O Street.

Please wear comfortable shoes. Throughout the day, you will be walking about two miles.





What We Learned



Q&A

#VoicesAgainstTobacco #BigBadTobacco



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How Did We Do?

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

Website

<https://organizingtoendtobacco.org/event/information-and-education-days-2023/>

Questions:

Lindsay.cunningham@heart.org