



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

A project of the American Heart Association.

CAPITOL INFORMATION & EDUCATION DAYS

May 8-9, 2023



Overview of I&E Days 2023

April 4, 2023

About the Tobacco Endgame Center



Technical Assistance



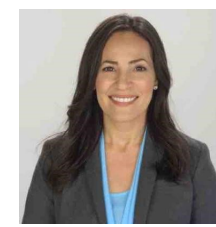
Resources



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

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 Castaneda Tobacco Education Clearinghouse of California	

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AGENDA

- Learning Objectives
- Overview Capitol Information & Education Days
- Navigating the Event
- Theme and Key Messages
- Legislative Meetings: What to Expect, How to Prepare, How to have a Successful Meeting
- Caucus Meetings
- Q&A

#VoicesAgainstTobacco #BigBadTobacco



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Learning Objectives

GOALS AND OBJECTIVES

Understand the goals and objectives of I&E 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 EVENT

Understand the locations where Capitol I&E Days will happen



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What is Capitol Information & Education Days of Action?

- Annual event that **brings together** the tobacco control community.
- Opportunity to **inform and educate** the state legislature about the state of tobacco in California.
- Time for us to **raise our collective voices**, to generate visibility and to make an impact.



Polling Question!

Have you previously attended I&E Day?

1. Yes, virtual
2. Yes, in person
3. Both (options 1 & 2)
4. No, but I can't wait to!



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NAVIGATING THE EVENT

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CAPITOL I&E DAY MAP

Walking distance

Hotel to Capitol Grounds: 14 min

Hotel to Capitol Annex/Swing Space: 17 min



- Shuttles (TBD)
- Uber/Lyft
\$7-\$10, 6-minute ride
- Hotel to Capitol
14-minute walk
- Tent to swing space
5-minute walk
- Hotel to swing space
17-minute walk



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Hotel

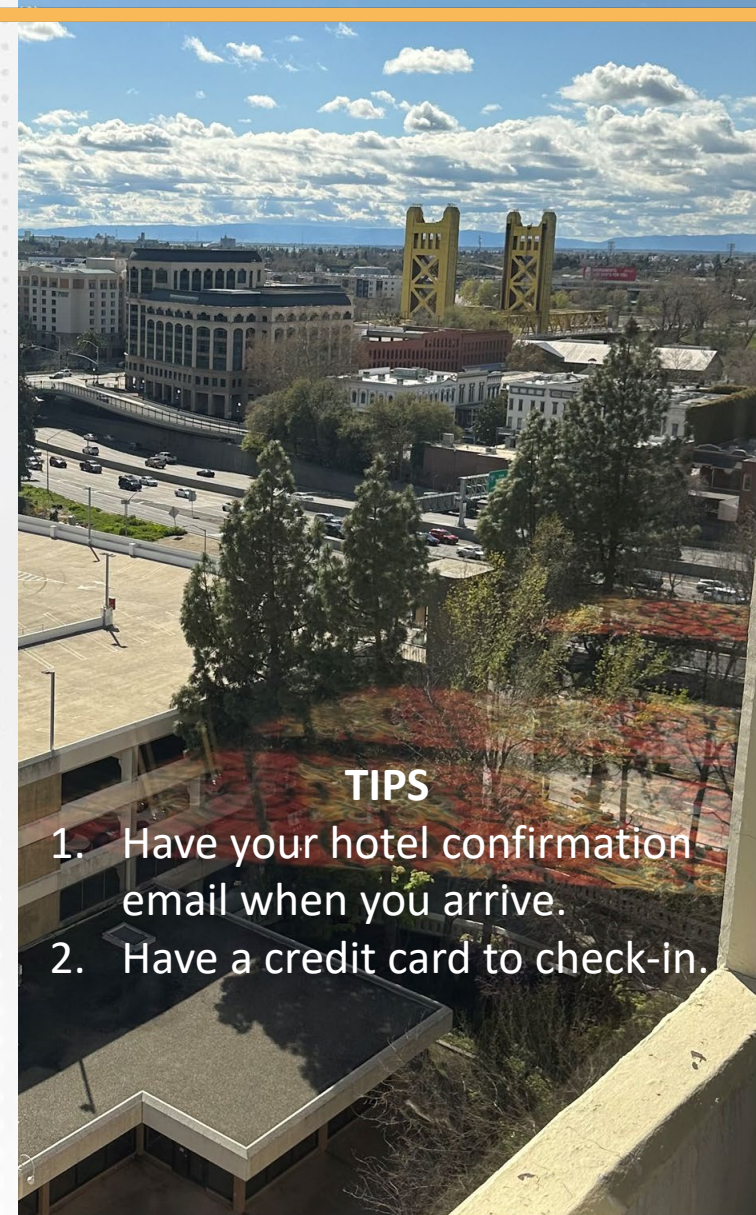
Holiday Inn Sacramento Downtown Sierra Ballroom

Address: 300 J Street, Sacramento, CA 95814

Room Block – **FULL**

Alternatives available:

- Econo Lodge Sacramento Convention Center- 711 16th St, Sacramento, CA 95814
- Travelodge by Wyndham Sacramento Convention Center- 623 16th St, Sacramento, CA 95814
- Americas Best Value Inn Downtown Convention Center- 430 16th St, Sacramento, CA 95814
- Executive Inn and Suites- 216 Bannon St, Sacramento, CA 95811
- Crossroads Inn- 221 Jibboom St, Sacramento, CA 95814

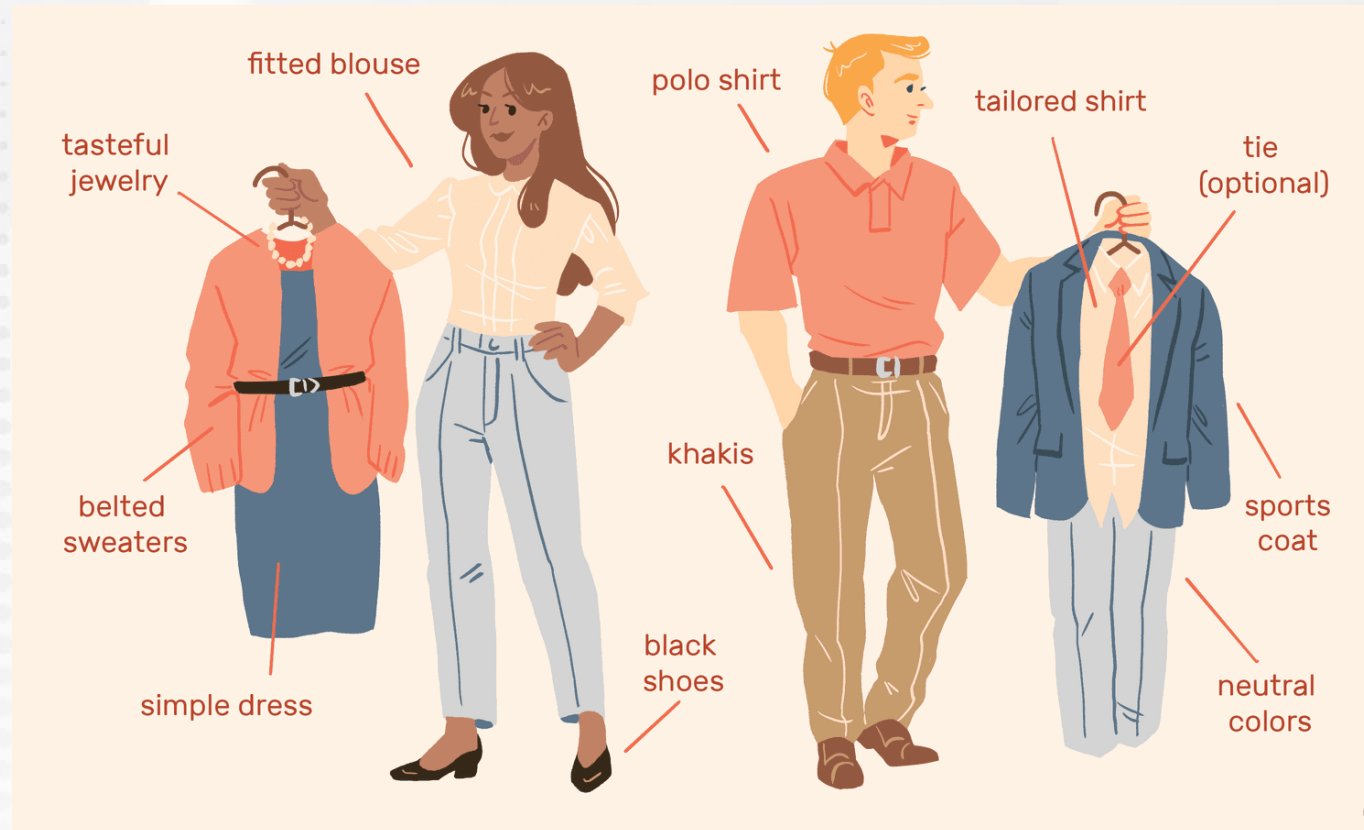


TIPS

1. Have your hotel confirmation email when you arrive.
2. Have a credit card to check-in.

Dress Code

Business-like, business-casual, professional



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COVID-19 Policy

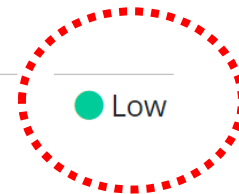
MASK-FRIENDLY for events in counties that are at a low- or medium-risk, as determined by the CDC's COVID-19 Community Level tracker.

- ✓ Ensure safety and comfort of all participants.
- ✓ Masks will be available.
- ✓ Hand sanitizer stations in ballroom
- No statewide mask mandate
- No Sacramento County mask mandate.
- Holiday Inn Sacramento Downtown no masking or vaccination verification.

Sacramento County,
California

[State Health Department](#) 

COVID-19 Community Level



FAQ's

FAQ's can be found at the Information and Education Days Event website

Questions and Additional Information

Please find additional information in the [FAQ](#). All updates will be posted here. For any additional questions please reach out to Lindsay Cunningham

Lindsay.cunningham@heart.org

We look forward to seeing you at I&E Days 2023.



Information & Education Days

May 8-9, 2023

Sacramento, California



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[www.organizingtoendtobacco.org/
event/information-and-education-
days-2023/](http://www.organizingtoendtobacco.org/event/information-and-education-days-2023/)

Frequently Asked Questions – I&E Days 2023

What is the I&E Days event?

Information & Education (I&E) Days 2023 is an annual event for California Tobacco Control Program (CTCP)-funded projects and organizations to educate the California Legislature (State Assembly Members, State Senators, and their staff) about commercial tobacco's impact on our communities.



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Day 1 (Monday) of Capitol I&E Days

What to expect

- To be engaged, energized, and ready to advocate for your community!
- 3 pm Opening Session will take place at the Holiday Inn Sierra Ballroom
- Legislative Meet and Greet Reception
- Dinner will be up to you

What to do

- See old friends and make new ones!
- Sign-in with the CA Tobacco Endgame Center for Organizing and Engagement at the hotel
- Sign a consent form!
 - Our team will collect these forms so we can post photos from the event!



Day 1 Agenda

Time	Event/Activity	Location
3:00 p.m.	Registration Desk Open Sign in and receive your participant packet and name tag.	Sierra Ballroom
3:30 p.m.	Opening Session <u>Welcome</u> <u>Land Acknowledgement</u> <u>The Big Picture: I&E Days 2023</u> <u>The Legislative Landscape</u>	Sierra Ballroom
4:00 p.m.	Teams Preparations for Legislative Meetings	Sierra Ballroom
5:30 p.m.	<u>Legislative Meet & Greet</u>	Sierra Ballroom
7:30	Adjourn	Sierra Ballroom



Day 2 (Tuesday) of Capitol I&E Days

What to Expect

- Morning group gathering at Holiday Inn Sierra Ballroom at 8:30 am
- Breakfast will be up to you
- Lunch at the tent on Capitol grounds
- Wrap up session at the tent

What to Do

Legislative meetings

- Caucus meetings (if you are a participant)
- Smile for the camera! Group photo on the Capitol steps
- Meet and prep with your district team
- Actively post on social media
 - Don't forget to tag us/friends and use our hashtags



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Day 2 Agenda

Time	Event/Activity	Location
8:30 a.m.	Getting Ready for the Day!	Sierra Ballroom
8:40	Land Acknowledgment *TCCC member to lead	
8:45	I&E Days Overview	Sierra Ballroom
8:50	Navigating the Event The Hotel, 300 J St, Sacramento, CA, 95814 Capitol Annex Swing Space, 1021 O St, Sacramento, CA Capitol Grounds Tent, 1240 N St, Sacramento, CA 95814, United States	Sierra Ballroom
9:05	The Legislative Landscape Jamie Morgan, Senior Region Lead State Government Relations American Heart Association	Sierra Ballroom
9:15	Review Key Messages and Our Ask Paul Knepprath Lori Bremner Workgroup Member	

9:30	Activating Your Social Media – Now! Shannon Lujan Jacque Marianno	
9:35	Special Guest	
9:50	The Legislative Meetings <ul style="list-style-type: none"> • Goal, Purpose • Lobbying V. Education • Legislative Meetings • Schedule • Resources • Our Ask 	
10:15	Legislative & Caucus Meetings Commence Lindsay Cunningham Paul K.	
12:00	Lunch <u>Group Photo on West or North Steps</u>	Tent on Capitol Grounds
1:00	Legislative and Caucus Meetings Resume	
4:00	Pull Out Your Phone: Social Media Storm	
4:15	Afternoon Regroup and Check-in <ul style="list-style-type: none"> • Reflections • Showing of digital wall • Results of social media challenge • Evaluation Survey • Goodbye 	Tent on Capitol Grounds



MESSAGING & MATERIALS



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Overview of Theme and Key Messages

Theme: The Fight is Not Over

California is at a Critical Point in its Fight Against the Tobacco Industry

Our Ask:

Will you 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, upheld by voters in 2022?

Key Materials:

- Comprehensive Messages and Legislative Ask
- Meeting Talking Points
- Leave Behind with the Ask

Hashtags:

- #VoicesAgainstTobacco
- #BigBadTobacco

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Overview of Theme and Key Messages

Three Key Documents

1. Comprehensive Messages and Legislative Ask

- a) This is internal for your eyes only. Your guide

2. Legislative Meeting Talking Points

- a) Suggested talking points for you to say with the member or staff you're meeting with.

3. Leave Behind

- a) Infographic that is left with the member or staff your group meets with.

All Materials on Event Website:

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

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Social Media for Capitol I&E Days Critical for Success

STRATEGY

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

PREPARED & LIVE POSTS

Prepared social media messages so you can grab and go OR post live with videos and pictures.

TRAINING

Capitol I&E Days Social Media will cover messages and use of resources.

April 11, 2023 @ 12 p.m.



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Social Media Storms @

- May 8 (Day 1): **4:00PM**
- May 9 (Day2): **9:30 a.m., 10:30 a.m., & 3:30 p.m.**

**Register for Capitol I&E Days Social Media Webinar
where we will cover messages and use of resources.
April 11, 2023 @ 12 p.m.**

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Social Media Posts



Thank you @AssemblymemberName for listening to our concerns and partnering with us! #BigBadTobacco #VoicesAgainstTobacco

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Digital Wall

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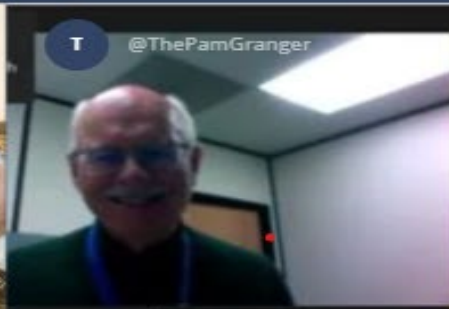
#BigBadTobacco



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CA Tobacco Ce...
@catobaccocenter



@ThePamGranger



Pamela Granger



Paul Kneprath
@pkneprath

Thank you
@JimWoodAD2 for
speaking at the
@CATobaccoCenter I&E Days of
Action!
#VoicesAgainstTobacco
#BigBadTobacco

@JimWoodAD2

Keep fighting
@CATobaccoCenter
One day we will be
tobacco-free -- free of
the nicotine addiction
and healthier!
#VoicesAgainstTobacco
#CALeg



The Tobacco Industry is intentionally targeting Latino youth by creating vaping products in flavors such as horchata, tres leches, and churros.

LATINO

Belly841 @Belly841

INFORMATION & EDUCATION
VIRTUAL DAYS OF ACTION 2022

Worksite
ADDRESS VERBOSITY

INFORMATION & EDUCATION
VIRTUAL DAYS OF ACTION 2022

STOP TOBACCO TARGETING OUR COMMUNITIES

INFORMATION & EDUCATION
VIRTUAL DAYS OF ACTION 2022

LEGISLATIVE & CAUCUS MEETINGS



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Lobbying vs Education

Activities and the Use of Prop 99/56 Funds

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



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Legislative Meetings

What to Expect

Format & Expectations

- Most of you will be meeting with both your Assemblymember and your Senator and/or their staff
- Most legislative meetings last around **15 minutes**, conducted in person
- Each meeting has a Meeting Lead who will organize a planning meeting with you before Capitol I&E Days.

Schedule and Logistics

- Meetings are scheduled May 9th
- Scheduled based on **home** voting address
- Check back on the website for tentative meeting schedule
- So far, we have scheduled more than 20 legislative meetings



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Meeting Leads

AN IMPORTANT JOB!

Training for Meeting Leads on April 24th at 2 PM – Please hold this time!
Most of you will BE a Meeting Lead for one or more meetings!

Each Meeting will have a Meeting Lead

- ✓ The Meeting Lead will schedule and facilitate a Planning Meeting with the Team during the week of May 1st or sooner.
- ✓ The Meeting Lead will facilitate a final “rehearsal” of the Meeting on site with the Team
- ✓ The Meeting Lead will “emcee” the actual meeting if necessary
- ✓ The Meeting Lead will schedule a debrief of the Team after the meeting and ensure completion of all follow up items and thank you notes
- ✓ Resources including a video of a model meeting, a Tip Sheet on How to Have an Effective Meeting with a Decision Maker, and a special Instruction Sheet for Meeting Leads



Overview of Caucus Meetings

We are meeting with 8 caucuses!

Location: Capitol Annex Swing Space - 1021 O St, Sacramento, CA 95814

- Legislative Black Caucus
- Legislative Women's Caucus
- Select Committee on Native American Affairs
- Legislative LGBTQ Caucus
- Legislative Rural Caucus
- California Latino Legislative Caucus
- Asian Pacific Islander Legislative Caucus
- Environmental Caucus



Event Materials

Website – Bookmark this link!:

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

Links to:

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

Information and Education Days 2023

May 8-9, 2023

About I&E Days

Information & Education Days (I&E Days) is an annual event organized by the American Heart Association's Tobacco Endgame Center for Organizing and Engagement to educate the California Legislature about the impact tobacco has on our communities, and the local efforts being carried out to address them.

I&E Days Attendees

Participation in I&E Days 2023 is open to all CTCP-funded projects, organizations, and their coalition members. Community organizations and individuals working with local coalitions, and funded projects are also welcome.



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Important Dates to Remember

Trainings

April 11, 17, 24

Meet with your meeting leads

Week of May 1st

Review event materials

Capitol I&E Days!

May 8 & 9

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What We Learned Today

**GOALS & OBJECTIVES OF
CAPITOL I&E DAYS**

THEME & KEY MESSAGES

ENGAGING LEGISLATIVE OFFICES

**NAVIGATING THE CAPITOL I&E
EVENT**



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Questions?

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Up Next!

Social Media for Capitol I&E Day

When: Tuesday, April 11 at 12:00 PM

The Basics: The California Legislature and How to Conduct Effective Legislative Meetings

When: Monday April 17 at 2:00 PM

Meeting Leads Training

When: Friday, April 24 at 2:00 PM

Feedback Survey <https://www.surveymonkey.com/r/IETrainingOverview2023>

Website

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

Registration Deadline!

This Friday April 7th

Questions:

Lindsay.cunningham@heart.org