



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

CAPITOL INFORMATION & EDUCATION DAYS

The Basics:

The California Legislature and How to
Conduct Effective Legislative Meetings



About the Tobacco Endgame Center



Technical Assistance



Resources



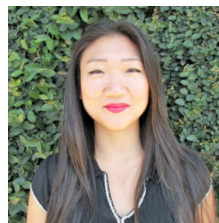
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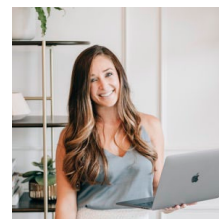
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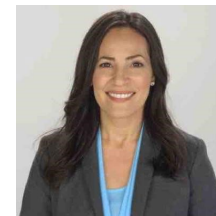
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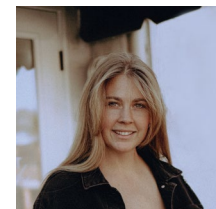
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SPECIAL THANK YOU TO THE WORKGROUP!

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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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AGENDA

What is Capitol I&E Days?

California Legislature 101

Theme and Key Messages

Caucus Meetings

How to Have Effective Legislative Meetings

Q&A



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What is Capitol Information & Education Days?

- 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.



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Question Time!

Poll Question

How confident are you in your ability to inform and educate for tobacco control with legislators and their staff?

- 1) Very confident
- 2) Somewhat confident
- 3) Not yet confident
- 4) What is a legislator?



California Legislature 101



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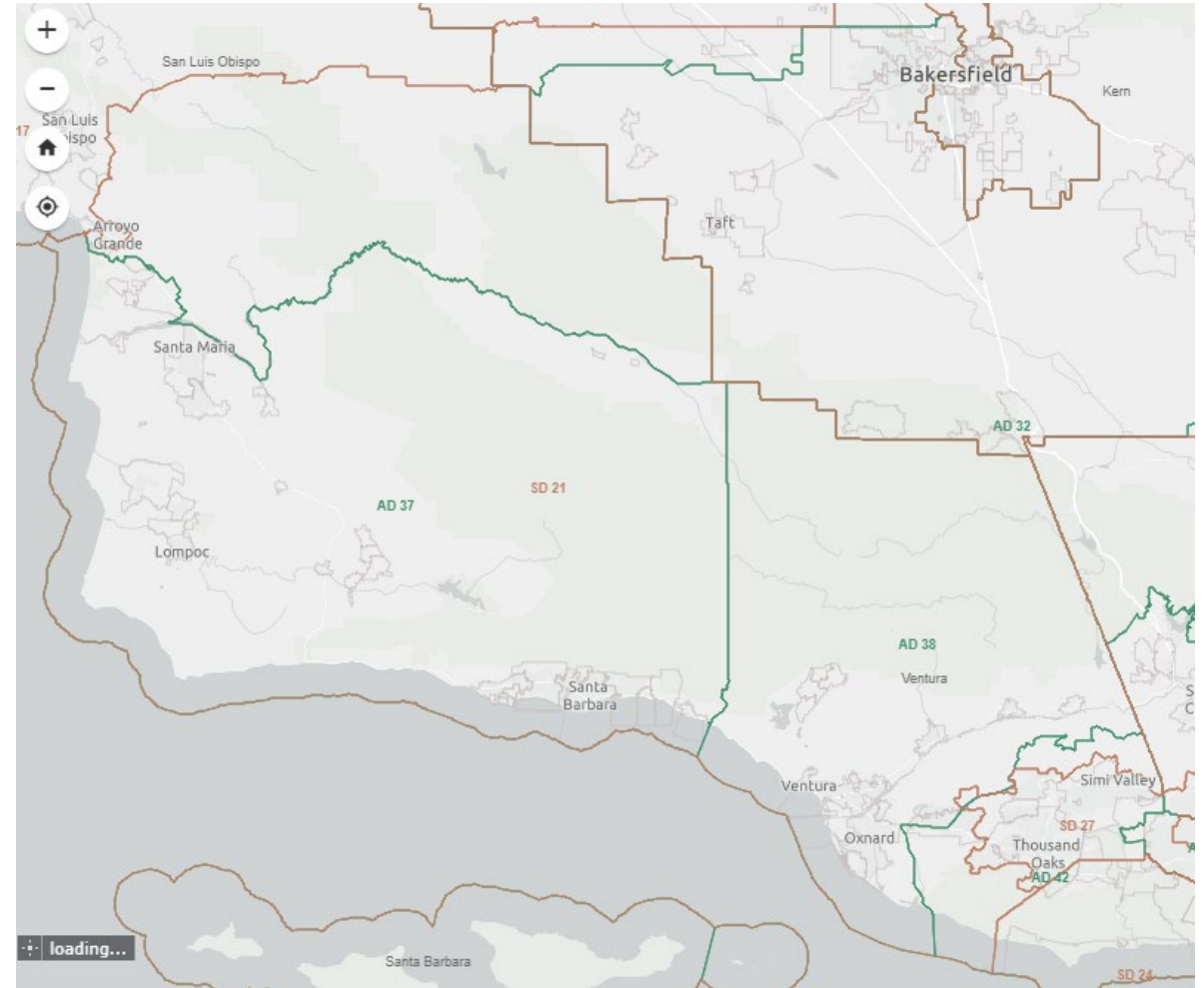
Assembly and Senate Overview

2 Houses, Senate and Assembly

- Senate – 40 Members
(4-year term)
- Assembly – 80 Members
(2-year term)

Legislative sessions last for two years

Assembly and Senate Districts do not line up. And counties can be split.



Constituents Matter

Senator

- Represents about 988,000 people
- Elected for a 4-year term

Assembly Member

- Represents about 490,000
- Elected for a 2-year term

How do constituents matter?

- Legislators want to hear from their constituents. You can vote for them or against them.
- Office in Sacramento but also a local district office.
- Legislation often written based on community concern
 - Meetings, calls, letters



Constituents Matter

Capitol staff role:

- ☐ Hold meetings with constituents
- ☐ Propose a New Law
- ☐ Ask for Copies, Summaries, and Information on Bills
- ☐ Get Involved in Legislative Process
- ☐ Find Information on How a Bill Becomes a Law
- ☐ Be Notified of Legislative Hearings
- ☐ Report Agency Misconduct

District staff role:

- ☐ Hold meetings with constituents
- ☐ Collaborate with in district elected officials, organizations, and municipalities
- ☐ Consumer Complaints
- ☐ Help problem solve with state agencies (DMV, unemployment, tax agency)
- ☐ And connect to other community resources



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) An internal guide for your eyes only.

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.



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Anabel Castañeda



Tips from a first timer

Take advantage of all End Game's training opportunities. Last year I had only a few days to prepare, and the Endgame Center walked me through "what to expect" which helped a lot.

Spend some time learning about your legislator – the type of work they do, their focus areas, partnerships/organizations they support, etc. Pick 1 or 2 things to potentially bring up during your meeting that relates to our work in tobacco control.

Remember: Legislators and elected officials are real people that live and serve in your community...they care about a lot of the same things you care about. Use that to connect on a human level.

Prepare a brief script or at least a few talking points and practice out loud until you feel confident about your delivery and try to include your personality!

If you can, use local facts/stats, testimonials or quotes from your community.

Invite them with a direct call to action or ask (e.g. attend a local coalition meeting, event or join in on a social media campaign); learn what the best way is to extend invitations to them in the future by asking directly: "After I&E Days, what is the best way to reach out to you we to continue your involvement in our important work?"



Conducting Effective Legislative Meetings



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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



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

Source: Rules of the Road

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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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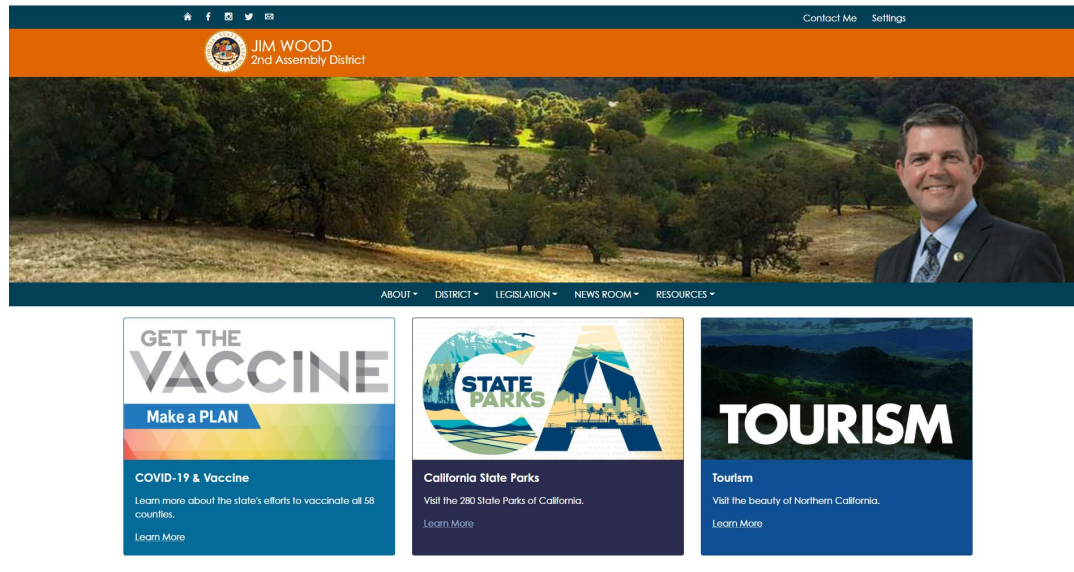
Legislative Meetings

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>



How to Look Up Campaign Contributions

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



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



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 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



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 Comprehensive Message document, the Legislative Meeting Talking Points, and the ASK.
- ☒ Write out and practice your 30 second “Line” which is your WHY



Talking Points

The Fight is Not Over

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

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

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

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?"

#VoicesAgainstTobacco #BigBadTobacco



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Tips for Effective Legislative Meetings



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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.
- **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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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 your schedule



Meet the team outside the meeting room 10 minutes early



Review your notes for your role, relax, and BREATHE

Legislative Meetings: How to Prepare

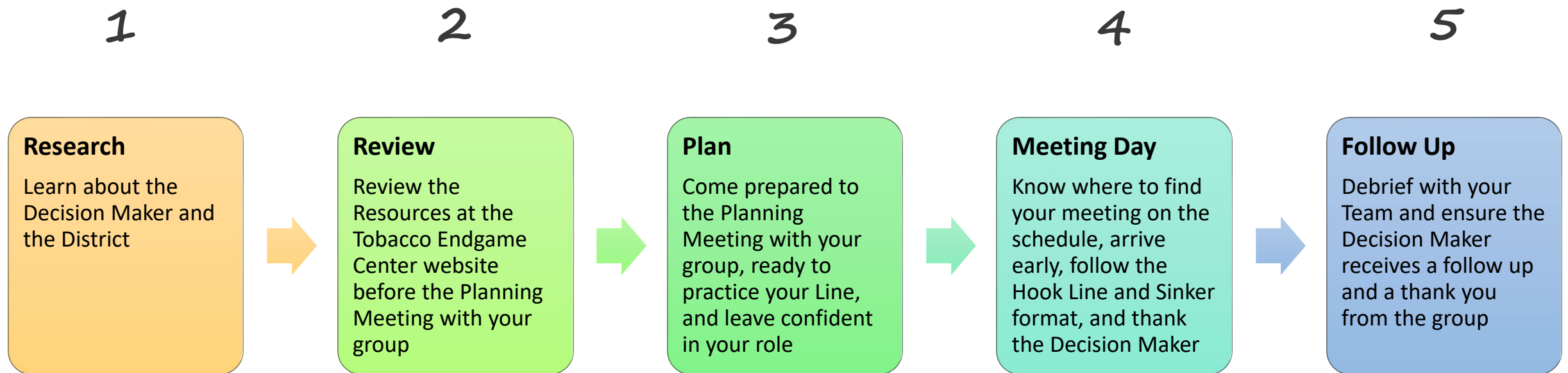
Step 5: After the Meeting

Your Meeting Lead will schedule a Follow Up meeting after I&E Days if you are unable to meet for your debrief while you are together in Sacramento.

- ☒ 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



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Q&A

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Up Next!

Meeting Leads Training

When: Monday, April 24 at 2:00 PM

Keep an eye on your email!!

Feedback Survey <https://www.surveymonkey.com/r/IELegTraining2023>

Website

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

Questions:

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