

Campaign Playbook

Training 4 of 4

September 28, 2023

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



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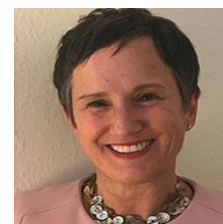
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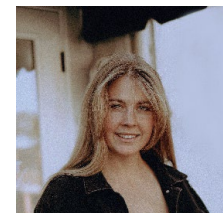
Lori Bremner
Organizing &
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Jacquelyn Marianno
Digital Strategy Director



Lindsay Cunningham
Project Coordinator

Where We've Been

The Campaign Book Training Series

Part 1: Setting the Stage

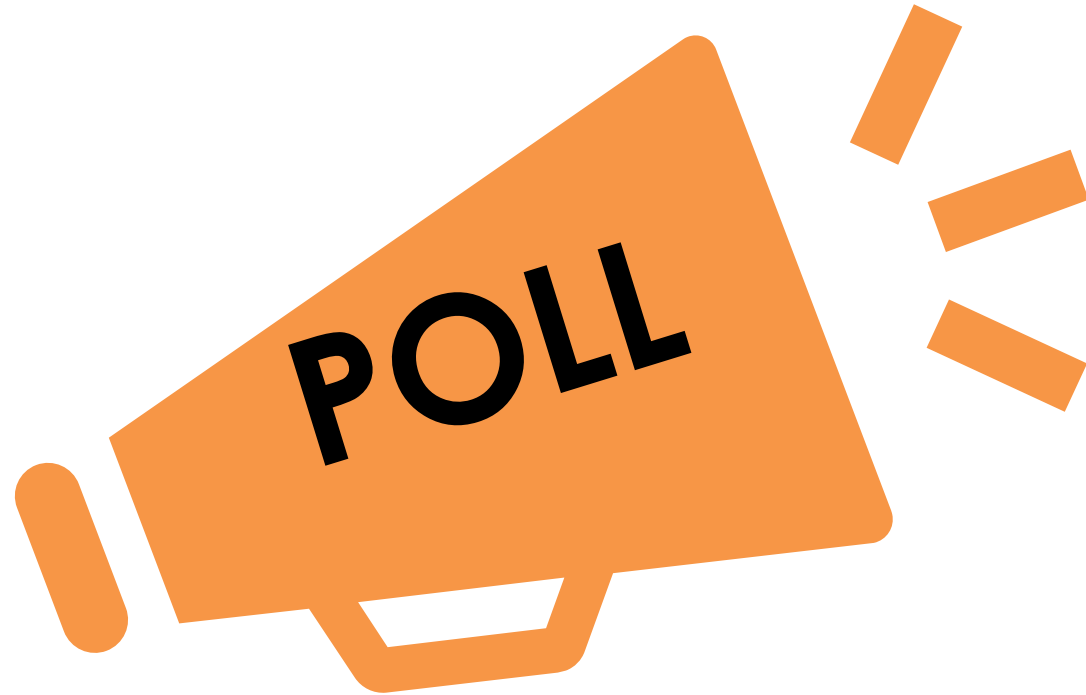
- Introduction
- Defining the Problem
- Foundations of Change
- Coalition Best Practices

Part 2: 5 Phases of Effective Policy Campaigns

- Phase 1:
Research & Assessment
- Phase 2:
Strategic Planning

Part 3: 5 Phases

- Phase 3:
Recruiting,
Training and
Engaging the
Community



Agenda

Phase 4 – The Campaign

- Time to Review the MASC
- Engage Media Advocacy Tactics
- Handling Opposition
- Last Minute Media Tactics
- Decision Maker Engagement
- Classifying Decision Maker Positions
- When to Take the Policy Up for a Vote

Phase 5 – Reflection and Next Steps

- If the Policy Does Not Pass
- If it DOES Pass – Implementation
- Using Media to Celebrate or Hold Accountable

Building and Sustaining the Movement

PHASE 4 – THE CAMPAIGN

The community goes public with the campaign, generating large-scale awareness, media coverage, and support leading up to decision-maker debates and votes.

A Campaign is a Dynamic Process

- Time to Review the MASC
- Make Adjustments
- Great Time to Reach Out to the Center for TA on the MASC





Engage Media Tactics



Do you get Google Alerts or similar global search engine media alerts with keywords “tobacco” and your jurisdiction?



Monitor Your Coverage



Media Monitoring
Software



Search engine daily
alerts (Google Alerts)



Social Media (Social
Listening)



Handling the Opposition

How Will You Frame Your Issue?



OBJECTIVES



AUDIENCE



VISION



Discussion

How has your coalition responded to opposition?

Scenario #1:

Tobacco Industry Spokesperson makes false and misleading statements on morning radio news show.

Call the radio station and have campaign spokesperson on air the next day or get supporters to call into the radio station.

Scenario #2:

Retailer sends letter to the editor saying they'll go out of business if policy passes

Campaign drafts op-eds under policy-friendly business owner name and pitches paper to publish, if not submit as LTE and/or share on social media.

Scenario #3:

Industry sends council news report showing bad economic impact resulting from policy proposal

Campaign sends news release criticizing report, asking council to ignore. Shows flaws in industry report.



3 Minute Break



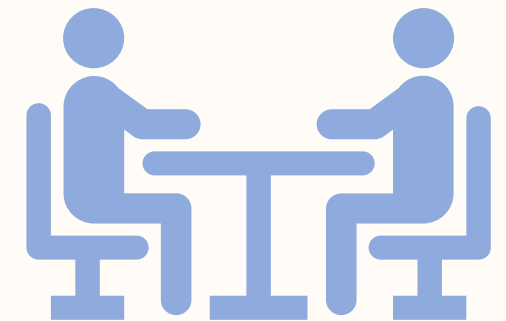
Decision Maker Engagement

The Coalition will hold meetings with the individual Decision Makers

- The Funded Projects can EDUCATE
- The others can LOBBY and MAKE THE ASK

The Formula for a successful meeting

- HOOK
- LINE
- SINKER



The Importance of Geography



Classifying Decision-Maker Positions

01

Supporters

02

Opponents

03

Undecideds



Timing is Everything



PHASE 5 – REFLECTIONS AND NEXT STEPS

Win or lose, it's important to acknowledge the hard work of the coalition, the Champion and any other key players who contributed to the campaign.

If the Policy Does Not Pass



- **Conduct Key Informant Interviews**
- **Decide if the coalition wants to run another campaign**
- **Consider alternate policy issue campaigns**
- **Celebrate the work!**

If the Policy DOES Pass!!



- **Celebrate!**
- **Appreciate!**
- **Recognize!**
- **There is Still Work for the Coalition**
- **Assist with Implementation as appropriate**
- **Consider alternate policy issue campaigns.**



Jacquelyne Marianno

Just now · 📍

Thank you Assemblymember Laura Friedman for listening to our concerns and partnering with us! #BigBadTobacco #VoicesAgainstTobacco



👍 Like

💬 Comment



WS - California Tobacco Endgame Center - ...

now

We know @LegislatorHandle is busy. We want to send a special thank you to [HIM / HER/ THEM] for learning how we can work together to save CA lives from the deadly harms of tobacco. #VoicesAgainstTobacco



💬 🔄 ❤️ ✉️



Organizing to End Tobacco: *Building and Sustaining the Movement*



Training tobacco endgame in **intersectionality** with new non-traditional partners is the road to long-term sustainability of the movement.

Recruiting and engagement of organizations and community constituencies **not currently at the table**, such as those communities targeted by the Tobacco Industry.

Activating non-traditional **organizations that have organizational infrastructure** – members, political supporters, offices, and organizing wherewithal.

Building & Sustaining the Movement

Thank you for attending!

https://www.surveymonkey.com/r/CenterTraining2023_2

<http://organizingtoendtobacco.org>

