



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

CAPITOL INFORMATION & EDUCATION DAYS



Hook, Line & Sinker: Legislative Meeting Talking Points

You do not need to be an expert on the issue; however, you ARE an expert on your own experience, your story, and why you care. Decision makers are concerned about what is happening in their district so it is important throughout the meeting to communicate local impacts, data, and personal stories, including your "why."

HOOK: SETTING THE STAGE

- Meeting leader introduces themselves, thanks the legislator or staff for their time, and briefly introduces the topic of the meeting.
- Everyone in the group introduces themselves.

LINE: MESSAGE POINTS

- Share local impacts, data, and personal stories, including your "why."
- 40,000 Californians die every year, 110 a day .
- Tobacco Industry targets marketing and advertising at historically and currently marginalized communities.
- Taxpayers bear the cost of smoking, at \$18.1 billion a year, with costs to the Medi-Cal program of \$3.85 billion annually.
- Costly to the environment -- more than \$41 million each year in clean-up costs.

SINKER: MAKING THE ASK

Considering all the information that shows commercial tobacco is even more costly than you think...

“Would you be willing to write a statement or letter in support of a tobacco prevention issue in your district?”

WRAPPING UP THE MEETING

- Thank the legislator or staff again for making the time to meet.
- Re-cap any follow-up that is needed or future communications that will be made.
- Ask if they would take a photo with the group that could be posted on social media.
- Remember to submit the Legislative Feedback Form!