



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

Tips for Engaging with Decision Makers

We would like to extend our thanks to Mayor Helen Tran and Councilman Elect Mario Flores for generously sharing their valuable insights on effectively engaging with decision makers at our most recent Affinity Call. Their expertise and practical tips are invaluable to our ongoing efforts in tobacco prevention and advocacy.

Tips from San Bernardino Mayor Helen Tran and Councilman-Elect Mario Flores:

1. Build relationships with Decision Makers
2. Keep Trying – Be persistent
3. Follow up, follow up, follow up
4. Have presence
5. Get to know the staffers
6. Invite them to your activities and events
7. Provide presentations and public comments
8. Emphasize the importance of voting with your communities
9. See if anyone in your network has a connection or “in”