



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

CAPITOL INFORMATION & EDUCATION DAYS



Meeting Leads Facilitator Guide

This guide helps Meeting Leads prepare and facilitate legislative meetings at I&E Days 2025 (May 27-28). Meeting Leads will be introduced to their team members via email by Endgame Center staff in early April. Thank you for your leadership and dedication to this important work!

Meeting Lead Responsibilities

- Organize, facilitate, and lead group meetings with legislators
- Ensuring effective communication and smooth execution of meetings.
- Schedule and coordinate preparatory meetings in April for role assignments and practice sessions.

Preparation: Meet with Your Legislative Group Two - Four Weeks Before the Event

1. Introductions

- a. Have each group member introduce themselves during the meeting.

2. Define Meeting Goals:

- a. Understand the legislator's priorities and stance on tobacco prevention.
- b. Address district priorities, concerns, and relevant local data.

3. Review the "Hook, Line, and Sinker" Method

- a. Adapt this strategy to your district's priorities.

4. Assign Roles:

- a. Decide who in your group will volunteer to open the meeting, support speakers, take notes, take photos, provide leave-behind, and handle other tasks.
- b. Schedule another virtual meeting a week prior to event to practice roles.

5. Review Logistics and Coordination

- a. Plan arrival times and consider creating a text message group to effectively communicate with your group.

On-Site Meeting Prep in Sacramento

On Day 1 (May 27th), each participant will receive a printed “Leave Behind” (for legislators), and there will be time for your group to review and practice your meeting strategy. Review the meeting schedule during both Day 1 and Day 2. **Last-minute meeting time changes may occur** due to sudden changes from the legislative office.

Day of the Legislative Meeting: Leading a Successful Visit

1. Meeting Logistics – Know Where to Go and When

- Designate a meeting spot for your group prior to the scheduled meeting (e.g., in front of the building or on a specific floor). Arrive at least 15 minutes before the scheduled meeting time to allow for security procedures.
- The meeting location will be available on the “Legislative Schedule” on the I&E Days Resources Page.

2. Conducting the Meeting

- Meetings are scheduled for 15 minutes, so it’s crucial to stay on point and concise. Follow the “Hook, Line, and Sinker” method to guide the discussion.
- Make sure each participant understands their role in the meeting. A smooth and coordinated meeting will leave a lasting impact.
- At the conclusion of the meeting, present the legislator or their staff with the I&E Days “Leave Behind” document, along with other relevant materials.
- Don’t forget to take a photo with the legislator or staffer!

3. Debriefing with Your Group

- After the meeting, take 10-15 minutes to debrief with your group. Discuss what went well and areas for improvement.
- Complete the “Legislative Feedback Form”. One form should be filled out per legislative meeting.

4. Follow-Up

- After the event, follow up with the legislator or staffer to thank them for their time. Provide any additional information or materials requested during the meeting.