



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 for 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 dedication to this important work!

### Meeting Lead Responsibilities

- Organize and lead their group's meetings with legislators
- Ensuring effective communication and smooth execution.
- Schedule meetings in April for preparation, role assignments, and practice.

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

#### 1. Introductions of each group member to each other

#### 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 27<sup>th</sup>), 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.