

2019



# COMMUNITY WORKSHOP 2

## MEETING REPORT

**DR. DENISE PAYAN & DR. NANCY BURKE**

NICOTINE & CANNABIS POLICY CENTER | 5200 N. LAKE ROAD, MERCED, 95343



## COMMUNITY WORKSHOP 2

### **NCPC Policy Workshop Hook, Line and Sinker: Crafting Compelling Policy Messages**

**Location:** The Branding Iron Restaurant (6340 West 16<sup>th</sup> St., Merced, CA)

**Date:** May 17, 2019

#### **Workshop Agenda (see Appendix A)**

8:30am – Welcome

8:40am – Introductions/Icebreaker

9:15am – UC Merced’s Nicotine & Cannabis Policy Center Overview

9:30am – Policy Issue Snapshot

10:15am – Stories From the Front Lines - Local Department of Health Efforts

10:45am - Crafting Compelling Messages and Meeting with your Elected Officials

11:15am - It’s your turn! Role-playing scenarios that could impact our policies

12.30pm - Stories from the Front Lines - Spotlight on Local Department of Health Efforts

1:00pm - The View from the State House

2:15pm – Wrap-up

#### **Attendees & Organizations Represented:**

Alan Gilmore	Madera County Department of Public Health
Alejandro Villegas	Fresno County Department of Public Health
Alex Mellor	NCPC Head of Operations
Alina Torres	California Health Collaborative
Alvishia Johnson	Fresno County Department of Public
Amalia Madrigal-Hernandez	Merced County Public Health Department
Ana Arteaga	Stanislaus County Health Services Agency





## COMMUNITY WORKSHOP 2

Anahí Guerrero	Kern County Public Health Services Department
Analisa Zamora	Stanislaus County Tobacco Prevention Program
Anna Epperson	NCPC Research Core / Stanford
Anna Song	NCPC Director - UC Merced
Candice O. Adam-Medefind	Healthy House Within a MATCH Coalition
Charanjit Singh	County of Calaveras Public Health
Christopher Jensen	Substance Use Prevention, Merced County
Cori Lucerno	UC Merced Government Officer
Deanna Halliday	UC Merced Grad Student
Deborah Wiebe	HSRI Director UC Merced
Denise Payan	NCPC Community Core - UC Merced
Evi Hernandez	California Health Collaborative
Gifty Kwofie	Fresno County Department of Public Health
Ginnie Day	Mariposa County Public Health / Tobacco Ed Program
Haide Medina	California Health Collaborative
<b>Assemblyman Heath Flora</b>	Heath Flora's Office
Hortencia Silva	American Cancer Society
Isabelita Vallador	Healthy House Within A MATCH Coalition
Jamie Morgan	AHA
Jasmine Gallegos	Madera County Department of Public Health
Jasmine Ochoa	Kern County Public Health Department
Jen Ramos	Youth Leadership Institute
Joanna Garcia	California Health Collaborative- Fresno ReACT
Josefina Orozco	NCPC Undergraduate Intern
Juliette Martinez	AHA
Kamlesh Kaur	Stanislaus County Tobacco Prevention Program
Kao Houa Vang	UC Davis School of Medicine REACH Program
Karina Funez	Kern County Public Health Services Department
Karina Ornelas	Healthy House Merced
Kesia Garibay	UC Merced, Public Health
Lisa Jones Barker	AHA
Liz Arakelian	UC Merced External Relations
Maria Barragan	Madera County Department of Public Health





## COMMUNITY WORKSHOP 2

Maria Galvan	California Health Collaborative - Merced County Tobacco Control Program
Mariaelena Gonzalez	NCPC Research Core Lead - UC Merced
Marina Bojorquez	NCPC Undergraduate Intern
<b>Megan Belair</b>	Assembly Member Adam Gray's Office
Megan Mouanoutoua	NCPC Undergraduate Intern
Michael Flores	Fresno County Department of Public Health
Michael Magana	Calaveras County Public Health Division
Monique Peralta	County of Fresno Department of Public Health
Morelia Marines	California Health Collaborative
Nancy Arreloa	NCPC Undergraduate Intern
Nancy Burke	NCPC – Community Core Lead - UC Merced
Nancy Tapia	Merced County Department of Public Health
Patrik White	California Health Collaborative
Perla Saucedo	County of Fresno Public Health
Raul Gonzalez	Fresno County DPH
Rebecca Nanyonjo-Kemp	Merced Co Public Health
Reeza Gonzales	NCPC Undergraduate Intern
Robin Siminoff	Behavioral and Health and Recovery Service, Merced
Sarah Alnahari	UC Merced Grad Student
Setar Testa	Stanislaus County Health Services Agency
Sheilah Brooks	Merced County of Education
Stephanie Gonzalez	California Health Collaborative
Sue B. Emanivong	Healthy House
Trevor Hirst	UC Merced / HSRI / Photographer
Tyler Knobel	NCPC Undergraduate Intern





## COMMUNITY WORKSHOP 2

### **1. Welcome. Our Collaborative Journey — Healthier lives in the Central Valley (Speaker: Deborah Wiebe, UC Merced)**

- Dr. Deborah Wiebe provided an overview of UCM's Health Sciences Research Institute and the NCPC and spoke on the potential impact of research to improve health in Merced and the broader region.

### **2. UC Merced's Nicotine & Cannabis Policy Center Overview (Speakers: Anna Song & Nancy Burke, UC Merced)**

- Dr. Anna Song described the mission of the NCPC and highlighted the 3 aims of the NCPC, including the importance of gathering data from different counties to inform local evidence-based policy, building research capacity to understand the problem, and expanding/strengthening networks to include local youth in research/practical efforts and regional organizations to collaborate on work. A primary objective is for the NCPC to provide local counties and jurisdictions with data and scientific results.
- Dr. Nancy Burke stated the purpose of the NCPC community workshops saying the first workshop focused on facilitating conversations/networking whereas this policy workshop would provide attendees with skills building around how to craft effective messages for the community/policymakers.

### **3. Introductions / Icebreaker**

#### **(Speaker: Lisa Jones Barker, American Heart Association & Attendees)**

- Icebreaker Activity – to state your name, organization, and one thing that you are most excited about in the area of tobacco or cannabis control
  - Interest expressed in: accessing local data, smoke free parks (Madera recently enacted an ordinance), highlighting policy successes in the Central Valley, cannabis control, new regional partnerships/collaborations, youth-centered projects/activities, and addressing smoking rates in the Central Valley

### **4. Policy Issue Snapshot**

#### **(Speaker: Jamie Morgan, American Heart Association)**

- Jamie Morgan provided an overview of the American Heart Association's work in tobacco control, their organizational mission, and provided up to date information on the current problem and possible federal and state-level tobacco and cannabis control policies (refer to Appendix B for slides).
  - Local opportunities for policy include - smoke-free ordinances, flavor bans, and tobacco retailer licensing



## COMMUNITY WORKSHOP 2

- *Questions and Comments:*
  - Can you tell us about effective ways to enact policies?
    - You need evidence/statistics at the local level. Personal stories also carry significant impact.
  - Who are cannabis opponents/proponents?
    - Unsure. The public health community does not yet realize the impact of Prop 64. AHA is focused on secondhand smoke.
  - The FDA has a commentary period, so we can take advantage and comment on their proposed policies.

### **5. Stories From the Front Lines - Local Department of Health Efforts (Facilitator: Juliette Martinez, American Heart Association)**

- Juliette Martinez mentioned tobacco use statistics and disparities, highlighting the lack of data available for certain racial/ethnic groups and sub-groups (refer to Appendix B for slides).
- Mariposa County Department of Public Health (Speaker: Ginnie Day)
  - Provided a detailed example of the development of a youth coalition in Mariposa who are now involved in local data collection efforts and in developing interventions to address tobacco and cannabis use. Also mentioned the value of collecting local data because county-level data may not be accurate for smaller or rural counties.
- Calaveras County Department of Public Health (Speaker: Michael Magana)
  - Described the anti-tobacco youth programs and policies in Calaveras County where efforts have increased youth engagement and have led to public health education projects. Collecting and accessing local data mentioned as a challenge.
- Stanislaus County Department of Public Health (Speakers: Setar Testa, Analisa Zamora, Kamlesh Kaur, and Ana Arteaga)
  - Mentioned the importance of engaging with youth as partners and provided examples of youth engagement activities (e.g., Zombie “Butt” hunt)
- Fresno County Department of Public Health (Speaker: Gifty Kwofie)
  - Do not have a youth coalition, but have partnered with CHC to train and engage with youth. E.g., They have incorporated youth in data collection efforts related to tobacco control projects and advocacy projects (e.g., Smoke free in Selma), including training youth to communicate to elected officials. Referenced use of the Community Action Model to enact policy change.



### 6. Crafting Compelling Messages and Meeting with your Elected Officials — Hook, Line & Sinker

**(Speakers: Lisa Jones Barker & Jamie Morgan, AHA)**

- Lisa Jones Barker and Jamie Morgan presented steps to prepare for meeting with a policymaker and strategies to effectively communicate a policy position/request. Key takeaways included the importance of connecting with a policymaker/staff as a constituent in a specific area, presenting personal stories/statistics, and making a specific request (refer to Appendix B for slides).

### 7. It's your turn! Role-playing scenarios that could impact our policies

- *Exercise:* Each table was given a handout with tobacco use statistics and information. Small groups spent time reviewing the data and tobacco control policies (e.g., flavor tobacco bans), and role-played to practice crafting an effective policy message to a policymaker.
  - 2 groups practiced in front of the audience and presented messages to 1) restrict the sale of flavor tobacco products and 2) invite a policymaker to attend a youth-oriented tobacco control program event
  - *Feedback:*
    - The value of being prepared and practicing what you/others will say during a meeting beforehand
    - Establishing a personal connection with the policymaker can help make your message more effective (i.e., knowing if a policymaker is a parent and has children who attend local schools who are impacted by the issue)
    - Important to think about who is presenting the information and including various individuals in a meeting (e.g., coalition representative, parent who is a constituent, etc.)
    - May be helpful to provide more information, like a packet/handout, at the end of a meeting
    - Have a specific request/ask as opposed to a general request

### 8. Stories from the Front Lines— Spotlight on Local Department of Health Efforts (Facilitator: Juliette Martinez, AHA) – refer to Appendix B for slides

- Madera County Department of Public Health (Speakers: Maria Barragan and Jasmine Gallegos)
  - Spoke about the S.W.A.T (Students Working Against Tobacco) who engage in community service to educate the community about tobacco use and outcomes. Activities, such as cleaning up tobacco butts at local parks, are engaging and activate students to get further involved and advocate at the local level.
- Kern County Public Health Services Department (Speaker: Jasmine Ochoa)



## COMMUNITY WORKSHOP 2

- Youth conferences (e.g., Leaders in Life Conference) are opportunities for engagement and training. An engaging health education activity for youth is to have them develop a PSA.
- Merced County Department of Public Health (Speakers: Nancy Tapia and Stephanie Gonzalez)
  - Mentioned their collaboration with the California Health Collaborative and presented on tobacco control programs in Merced County and youth coalitions and their goals, which include local data collection, collaborating, and policy advocacy.
- *Activity:* What resources does your organization have that would benefit others in this room? [continued at the wrap-up]
  - List 2-4 tools or resources that your organization has that would benefit other attendees
    - Share one resource with your table
    - Do other attendees have similar resources?
  - Rank the resources and be ready to share your table's top 2 with the group
    - What resources do you need?
    - Share one resource with your table that you need
    - Does another attendee have the resource?
    - Rank the resources needed and share your table's top 1 with the group

### 9. The View from the State House

**(Speaker: Heath Flora, CA State Assembly & Megan Belair, CA State Assemblyman Adam Gray's Office)**

- Assemblyman Heath Flora (R-12<sup>th</sup> District) spoke on the importance of health education and policy and the need for research and data (particularly for cannabis products/use) to develop policy.
  - *Questions and Comments:*
    - We need more regulation on [e-cigarette] pens or cartridges because it's a new industry and there isn't much happening on who processes the pens, what's in them, and there are cases of people who are making fake cartridges for a cheaper price which leaves youth at a higher risk of exposure because of the convenience.
    - How as a collective voice can we come together so that we are heard?
    - We don't have data on cannabis. We need more funding to do research and outreach that shows what it does to your body.
    - ...advertising mostly affects minorities and there should be maps that are analyzed because liquor stores are now being replaced by



## COMMUNITY WORKSHOP 2

dispensaries. There is a high normalization of it. We also need to stop advertising in stores because if a kid is walking home from school or walking around their neighborhood and they are going through a tough time and all they see are these ads about smoking ...it becomes enticing.

- A lot of [young] people self-medicate because there isn't access to reliable and affordable medications...what can legislators do to help improve mental health?
- Stores that sell tobacco are also now selling CBD oils and 'batteries' for marijuana. Under Prop 64, tobacco and marijuana should be treated separately but...much of the items used to smoke tobacco are also used to smoke marijuana and they go hand in hand, such as blunts.
- When NCPC research comes out how can we collaborate with each other to present?
- Assemblyman Adam Gray (D-21<sup>st</sup> District) Staff member, Megan Belair, spoke on the importance of meeting with policymakers and their staff, communicating personal stories to build relationships, and the value of using data to support a policy position.
  - *Question:*
    - Do you think the tobacco industry has too much say in politics?

### 10. Wrap-up

- *Activity:* Groups concluded the activity on their list of resources/needs and presented their lists.
  - CHC
    - Tools - Leadership and training opportunities; Youth Leadership Summit (Summer camp training); Programs tailored to specific populations (API pact and Unidos) cultural/regional; Tobacco control/prevention (across different counties; RX and OTC prevention (Fresno); Cannabis prevention (Fresno); Fiscal, administration, and grant development; Access to youth groups; Communications/ Public Relations; Advocacy representative
  - American Cancer Society
    - Tools - Advocacy – city council, board of supervisors, etc.; Can write; Meet with decision makers
    - Needs - More volunteers/advocates
  - Healthy House
    - Tools - Interpretation and translation services; Cultural competency trainings



## COMMUNITY WORKSHOP 2

- Needs
- Merced Behavioral Health
  - Tools - History of oppression trainings; Addiction training
  - Needs - Policy/community champs; Transit/outreach
- Stanislaus & Merced
  - Tools - Partnership with Modesto Junior College (Large number of students who decide to serve the community; Strengths of coalition; Community capacity to address tobacco-related issues); Meet with and get to know elected officials and their staff (Community connections; Decision maker awareness of the issues you are working on)
  - Needs - Staff/people with energy invested in work and serving the community
- UC Merced
  - Tools - Students to help with data collection; Disseminating from the field/ real world experiences (publishing, presenting at conferences); Data analysis (all kinds); Getting data to the community
- Fresno
  - Tools - Community Health Needs Assessment; Community Action Model “CAM”
  - Needs - Translation service on educational materials; Local data; Increase access for cessation programs
- Unknown
  - Tools - Access to different groups and resources; New grant with department of justice, tobacco laws with sheriff department (enforcement); Active and engaged adult coalition, Lung health at MJC program; Asthma coalition; Open minded and jump on any opportunity to network; Bilingual staff
  - Needs - Community Connections
- Unknown
  - Tools – Technology; iPads; Programs; Campaign materials; Letters of support; Survey templates; Sample advertisement
- Unknown
  - Needs - Grant development/grant writing; Materials translation and health literacy; Community/grassroots organizing; Marketing/ads/materials development
- Unknown
  - Needs - Community info/workshop on dual use tobacco/cannabis by youth; Cessation services for youth; Community health worker-curriculum to provide cessation services to community members in





## COMMUNITY WORKSHOP 2

rural communities; Disparities research on rural communities  
dual/policy use of vape devices

- Lisa Jones Barker concluded with strategies to advocate for issues you care about (refer to Appendix B for slides):
  - Gather information and strategies
  - Contact your elected officials
  - Get involved with elections
  - Work with news media
- Strategic Planning
  - Where will you go from here?
  - What steps can you take next?
- *Comments:*
  - The importance of collaboration and looking to successful partnerships as examples (e.g., CHC and Healthy House)
  - Learn about successes and programs in other counties
  - Build on collaborations to create change
  - Strengthen relationships with policymakers



## APPENDIX A

 <h1>POLICY WORKSHOP</h1> <h2>"HOOK, LINE &amp; SINKER: CRAFTING COMPELLING POLICY MESSAGES"</h2>		
<h3>AGENDA</h3>		
8:30am - 8:40am	<b>Welcome.</b> Our Collaborative Journey – Healthier lives in the Central Valley	<b>Dr. Deborah Wiebe</b> , MPH, Director, UC Merced Health Sciences Research Institute
8:40am - 9:15am	<b>Introductions / Icebreaker</b>	<b>Lisa Jones Barker</b> , SVP of Health Strategies, American Heart Association & <b>Attendees</b>
9:15am - 9:30am	<b>UC Merced’s Nicotine &amp; Cannabis Policy Center Overview</b>	<b>Dr. Anna Song</b> , NCPC Director <b>Dr. Nancy Burke</b> , NCPC Community Core Lead
9:30am - 10:15am	<b>Policy Issue Snapshot</b>	<b>Jamie Morgan</b> , State Govt. Relations Director, American Heart Association
10:15am - 10:45am	<b>Stories From the Front Lines -</b> Local Department of Health Efforts: - Madera County Department of Public Health - Mariposa County Department of Public Health	<b>Juliette Martinez</b> , Community Impact Director, American Heart Association
10:45am - 11:15am	<b>Crafting Compelling Messages and Meeting with your Elected Officials – Hook, Line &amp; Sinker</b>	<b>Lisa Jones Barker</b> SVP of Health Strategies, AHA & <b>Jamie Morgan</b> State Govt. Relations Director, AHA
11:15am - 12:00pm	<b>It’s your turn!</b> Role-playing scenarios that could impact our policies	<b>Attendees</b>
<b>12:00pm - 12:30pm</b>	<b>BUFFET LUNCH</b>	
12:30pm - 1:00pm	<b>Stories from the Front Lines—</b> Spotlight on Local Department of Health Efforts	<b>Juliette Martinez</b> , Community Impact Director, American Heart Association
1:00pm - 2:15pm	<b>The View From the State House</b>	<b>Assembly Member Heath Flora</b> , 12th District, Ripon, CA <b>Megan Belair – Asm. Adam Gray’s Office</b> , 21st District, Merced
2.15pm - 3:00pm	<b>Wrap Up</b>	<b>Attendees</b>





## COMMUNITY WORKSHOP 2

### APPENDIX B

#### **UC MERCED “HOOK, LINE & SINKER: CRAFTING COMPELLING POLICY” PRESENTATION**

**PRESENTED IN COMBINATION WITH THE  
AMERICAN HEART ASSOCIATION**





UC Merced Nicotine & Cannabis Policy Center  
**POLICY WORKSHOP**

**“HOOK, LINE & SINKER: CRAFTING COMPELLING POLICY  
MESSAGES”**

**MAY 17, 2019**

# Welcome

Our Collaborative Journey —  
Healthier Lives in the Central Valley



**Deborah Wiebe, Ph.D, MPH, Director,**  
UC Merced Health Sciences Research Institute



# Introduction/Icebreaker

- **Name**
- **Organization**
- **One thing that you are most excited about in the area of tobacco or cannabis control?**



# UC Merced Nicotine & Cannabis Policy Center (NCPC)

**Anna Song, Ph.D,  
NCPC Director**

**Nancy Burke, Ph.D, NCPC  
Community Core Lead**

# Policy Issue Snapshot



**Jamie Morgan, *California Government Relations Director***

# Why Advocate?

“Unless someone like you cares  
a whole awful lot, Nothing is  
going to get better. It's not.”  
- Dr. Seuss, The Lorax



# UPDATED PRESIDENTIAL ADVISORY – PUBLISHED MARCH 2019

## Circulation

### AHA PRESIDENTIAL ADVISORY

## New and Emerging Tobacco Products and the Nicotine Endgame: The Role of Robust Regulation and Comprehensive Tobacco Control and Prevention

### A Presidential Advisory From the American Heart Association

**ABSTRACT:** The advent of new tobacco products such as electronic cigarettes and the dramatic rise in their use, especially by adolescents and young adults, are significant public health concerns. Electronic cigarettes have become the most popular tobacco products for youth and adolescents in the United States and are attracting youth to new avenues for nicotine addiction. Although these products may have benefit by helping some smokers quit or to move to a less harmful product, the long-term health effects of these products and the net public health effect associated with their use remain unclear and widely debated. There is increasing concern that the use of newer tobacco products may catalyze transition to the use of other tobacco products or recreational drugs, particularly in young adults. Therefore, there is urgent need for robust US Food and Drug Administration regulation of all tobacco products

Aruni Bhatnagar, PhD,  
FAHA  
Laurie P. Whitsel, PhD,  
FAHA  
Michael J. Blaha, MD,  
MPH  
Mark D. Huffman, MD,  
MPH, FAHA  
Suchitra Krishan-Sarin,  
PhD  
John Maa, MD  
Nancy Rigotti, MD  
Rose Marie Robertson,  
MD, FAHA

# THIS PAPER DESCRIBES...

- Changing patterns of tobacco use in the US
- Latest science on newer tobacco products
- Disturbing rise of these new means of nicotine delivery in youth and other vulnerable populations
- Population health implications
- Tobacco regulation and control and prevention efforts
- Provider and patient education, comprehensive cessation therapies
- The position of the AHA on an ultimate end to tobacco and nicotine addiction in the US
- The importance of maintaining our long-standing evidence-based tobacco prevention and control strategies that have significantly reduced tobacco use and initiation in the US



# MAKING TOBACCO TRENDY AGAIN: JUUL, HOOKAH AND "SMOKELESS" PRODUCTS



## Seeing Through the Smoke Screen

Tobacco companies have grown bolder in their efforts to keep people addicted and misinformed:



They fund lawsuits to prevent or weaken tobacco-control policies.



They spend millions lobbying lawmakers to oppose such policies.



They target products and promotions to youth and at-risk populations.



They support watered-down and less effective tobacco-control measures as a public relations ploy.



They fund organizations and groups that claim to address the tobacco epidemic but instead divert attention from proven measures.



# WHY FOCUS ON FLAVOR RESTRICTIONS?

## RECENT SURVEILLANCE ON YOUTH USE AND INITIATION



- E-cigarettes are now the most used tobacco product by youth and adolescents (except in blacks who are using more cigars/cigarillos)
- Not only are kids using e-cigarettes, but they are using them more frequently
- During 2017–2018 alone, e-cigarette use rose by 78% in high school students and 48% in middle school students
- In 2018, e-cigarette use nearly doubled in high school students. This is the largest one-year increase seen for any substance in the history of the survey

VIDEO: <https://youtu.be/gjYT4YG7jOk>



# URGENT NEED FOR A PUBLIC HEALTH RESPONSE

- Political time clock for the current FDA nicotine reduction strategy
- Surge in youth uptake
- Industry is trying to control the public health debate
- Nicotine delivery of these pod devices is designed to increase addictiveness. Special susceptibility in the adolescent brain



# KEY TAKEAWAYS

## FDA REGULATION OF NEWER TOBACCO PRODUCTS

- FLAVORINGS
- NICOTINE REDUCTION
- MARKET REVIEW
- NEWER PRODUCTS AND TOBACCO CESSATION
- CIGARS, CIGARILLOS, AND LITTLE CIGARS
- MARKETING AND ADVERTISING
- WARNING LABELS
- ILLICIT MARKET
- COORDINATING GLOBAL EFFORTS



# TOBACCO CONTROL IN CALIFORNIA

- VIDEO—HISTORY OF TOBACCO CONTROL IN CALIFORNIA



Video:

<https://tobaccofreeca.com/ca-story/>

# TOBACCO PREVENTION: EVIDENCE-BASED POLICIES THAT WORK

## WE MUST ALSO CONTINUE TO SUPPORT PROVEN STRATEGIES AND PUBLIC POLICY:

- PUBLIC EDUCATION CAMPAIGNS ✓
- FLAVOR BANS
- SMOKEFREE MULTI-UNIT HOUSING
- YOUTH PREVENTION PROGRAMS ✓
- ADVERTISING RESTRICTIONS ✓
- CLEAN INDOOR AIR LAWS ✓
- ACCESS TO AND COVERAGE OF EVIDENCE-BASED METHODS TO QUIT TOBACCO USE AND NICOTINE ADDICTION ✓
- TOBACCO EXCISE TAXES ✓
- ENDING THE SALE OF TOBACCO IN PHARMACIES AND HEALTH-RELATED BUSINESSES
- RAISING THE TOBACCO SALES AGE TO 21 (TOBACCO 21 LAWS) ✓

# STATE OF TOBACCO CONTROL REPORT 2019 – CA GRADES

CALIFORNIA STILL A LEADER IN THE COUNTRY BUT MORE CAN BE DONE!

**A:** SMOKE-FREE AIR

**B:** TAXES

**B:** TOBACCO PREVENTION & CESSATION FUNDING

**B:** ACCESS TO TOBACCO CESSATION SERVICES

**B:** TOBACCO TO 21

# CALIFORNIA LEGISLATIVE UPDATE – TOBACCO CONTROL

- **ASSEMBLY BILL 739 (MCCARTY)**

- Bans the sale of flavored tobacco products
- Currently in the Assembly Governmental Organization Committee – the Chair did not hear the bill but stated he wants to work with the author on it.

- **ASSEMBLY BILL 1625 (RIVAS)**

- Require the Attorney General to establish and maintain a list of tobacco product brand styles that lack a characterizing flavor
- Currently in the Assembly Governmental Organization Committee – the Chair did not hear the bill but stated he wants to work with the author on it.

- **SENATE BILL 8 (GLAZER)**

- Bans smoking in state parks and coastal beaches
- Passed the Senate Natural Resources and Water Committee and the Senate Appropriations Committee. Currently on the Senate Floor.



# CALIFORNIA LEGISLATIVE UPDATE – TOBACCO CONTROL CONT.

- **SENATE BILL 38 (HILL)**
  - Bans the sale of flavored tobacco products
  - Passed the Senate Health and Appropriations Committees with amendments to exclude Hookah from the bill. Currently on the Senate Floor.
- **SENATE BILL 39 (HILL)**
  - Strengthens requirements one must meet in order to sell tobacco products online
  - Passed the Senate and pending referral to committee in the Assembly.
- **SENATE BILL 424 (JACKSON)**
  - Prohibits the sale, giving or furnishing of single filter tobacco products
  - Passed the Senate Health, Environmental Quality and Appropriations Committees. Currently on the Senate Floor.
- **SENATE BILL 538 (RIVAS)**
  - Requires E-Cigarette Manufacturers to provide a written physical description and photo of each E-Cigarette they sell in the State to the Department of Public Health to include on their website
  - Passed the Senate Health and Appropriations Committees. Currently on the Senate Floor.



# Overview of Cannabis Taxes Under Proposition 64

## *Proposition 64 Imposes Various Taxes on Cannabis.*

- These include two state excise taxes on cannabis: a retail excise tax and a cultivation tax.
- The revenues from these taxes are deposited in a special fund, the Cannabis Tax Fund.

## *Provides Tax Revenues to Three Categories of Activities in Priority Order:*

- ***Allocation 1—Regulatory and Administrative Costs.*** First, revenues are used to pay back certain state agencies for any cannabis regulatory and administrative costs not covered by license fees.
- ***Allocation 2—Specified Allocations.*** Second, after regulatory and administrative costs are covered, revenues are provided to certain specific research and other programs (such as researching the effects of cannabis and the effects of the measure).
- ***Allocation 3—Percentage Allocations.*** Funding for Allocation 3 is based on the balance of tax receipts from the prior year and are provided on a percentage basis to three broad categories of activities: 60% for youth programs, 20% for environmental programs, and 20% for law enforcement.

# Governor's May Revision Cannabis Expenditure Package

<b>Cannabis Tax Fund—Expected Revenues and Planned Allocations</b>		
<i>(Dollars in Millions)</i>		
<b>Revenues</b>	<b>2018-19</b>	<b>2019-20</b>
Beginning balance	\$83.9	\$198.8
Cannabis tax revenues	288.0	358.8
General Fund loan repayment	-120.0	-59.3
<b>Total Revenues</b>	<b>\$251.8</b>	<b>\$498.3</b>
<b>Allocations—Department/Program</b>	<b>2018-19</b>	<b>2019-20</b>
<b>Allocation 1: Regulatory and Administrative</b>		
Bureau of Cannabis Control—Equity Program administered by Go-Biz	—	\$15.6
Fish and Wildlife	\$9.2	9.2
Pesticide Regulation	2.3	2.3
State Water Resources Control Board	7.6	7.4
Employment Development Department	3.7	2.5
Tax and Fee Administration	4.8	7.3
Finance	0.4	—
Statewide General Administration	—	0.2
<b>Total Allocation 1</b>	<b>\$28.0</b>	<b>\$44.5</b>
<b>Allocation 2: Research and Other Programs</b>		
Go-Biz—community reinvestment	\$10.0	\$20.0
Public universities—evaluation of effects of measure	10.0	10.0
Highway Patrol—establishment of methods for determining impaired driving	3.0	3.0
University of San Diego—cannabis research	2.0	2.0
<b>Total Allocation 2</b>	<b>\$25.0</b>	<b>\$35.0</b>
<b>Allocation 3: Percentage Allocations</b>		
Youth Education, Prevention, Early Intervention and Treatment Account		
Education—child care slots	—	\$80.5
Health Care Services—local prevention programs	—	21.5
Public Health—cannabis surveillance and education	—	12.0
Resources Agency—youth community access grants	—	5.3
Subtotal, Youth Account	(—)	(\$119.3)
Environmental Restoration and Protection Account		
Fish and Wildlife—environmental cleanup and enforcement	—	\$23.9
Parks—program development, ingress and egress, and restoration	—	15.9
Subtotal, Environmental Restoration and Protection Account	(—)	(\$39.8)
State and Local Government Law Enforcement Account		
State and Community Corrections—local grants for public health and safety	—	\$26.0
Highway Patrol—impaired driving and traffic safety	—	13.8
Subtotal, State and Local Government Law Enforcement Account	(—)	(\$39.8)
<b>Total Allocation 3</b>	<b>—</b>	<b>\$198.8</b>
<b>Total Expenditures</b>	<b>\$53.0</b>	<b>\$278.3</b>



**American  
Heart  
Association.**

**THE MAY REVISION ESTIMATES \$198.8 MILLION  
WILL BE AVAILABLE AND ALLOCATES THEM FOR  
THE FIRST TIME IN 2019-2020 - OUTLINED BELOW:**

- **Education, prevention, and treatment of youth substance use disorders and school retention—60 percent (\$119.3 million)**
- **Clean-up, remediation, and enforcement of environmental impacts created by illegal cannabis cultivation—20 percent (\$39.8 million)**
- **Public safety-related activities—20 percent (\$39.8 million)**

# CDPH LET'S TALK CANNABIS PROGRAM



The California Department of Public Health (CDPH) is committed to providing you with the facts you need to make safe and informed choices.

By sharing science-based information, CDPH is working to increase awareness about cannabis and how it affects our bodies, minds and health.

LET'S TALK CANNABIS – VIDEO

[HTTPS://WWW.YOUTUBE.COM/CHANNEL/UC5I25EKZ6JFZ34FGZSZG7AW](https://www.youtube.com/channel/UC5I25EKZ6JFZ34FGZSZG7AW)



# CALIFORNIA LEGISLATIVE UPDATE - CANNABIS

- **ASSEMBLY BILL 1356 (TING)**

- Allows any local jurisdiction that wants to establish a lower amount of these local licenses to submit an ordinance or other law, that clearly specifies the level of participation in the retail commercial cannabis market it would allow, to the electorate of that local jurisdiction at the next regularly scheduled local election following the operative date of this bill.
- Passed the Assembly Business and Professions and Appropriations Committees. Currently on the Assembly Floor.

- **ASSEMBLY BILL 1465 (BLOOM)**

- Creates a new cannabis license type for a “consumption cafe/lounge,” in which customers may consume cannabis and cannabis products onsite within an establishment that may also prepare and sell non-cannabis products.
- 2 year bill.

- **ASSEMBLY BILL 3 (COOPER)**

- Establishes the Adolescent Cannabis Prevention Fund to be available for the purposes of preventing persons under a certain age from accessing cannabis and cannabis products.
- Passed the Assembly Business and Professions Committee and held in the Assembly Appropriations Committee.

- **SENATE BILL 475 (SKINNER)**

- Allows a licensee to designate cannabis or a cannabis product as a trade sample at any time while the cannabis or cannabis product is in the possession of the licensee and would impose specific requirements on the licensee making the designation.
- Passed the Senate Business, Professions and Economic Development, Governance and Finance and Appropriations Committees. Currently on the Senate Floor.

- **SENATE BILL 625 (HILL)**

- Exempts the ingestion of cannabis products by a passenger in bus, taxicab, or limousine only if there are under 21 and the driver is sealed off from the passenger compartment.
- Passed the Senate and pending referral in the Assembly.

no passengers



American  
Heart  
Association.

# LOCAL OPPORTUNITIES AND RESOURCES

## ***SMOKE-FREE ORDINANCES:***

- MULTI-UNIT HOUSING: [HTTPS://YOUTU.BE/RPWBMLLYAJW](https://youtu.be/rpwbmllyajw)
- OUTDOOR VENUES

## ***FLAVOR BANS:***

- [HTTPS://WWW.CDPH.CA.GOV/PROGRAMS/CCDC/DCDC/CTCB/CDPH%20DOCUMENT%20LIBRARY/COMMUNITY/TOOLKITSANDMANUALS/CDPH-FLAVORED-TOBACCO-TOOLKIT-FINAL.PDF](https://www.cdph.ca.gov/Programs/CCDC/DCDC/CTCB/CDPH%20DOCUMENT%20LIBRARY/COMMUNITY/TOOLKITSANDMANUALS/CDPH-FLAVORED-TOBACCO-TOOLKIT-FINAL.PDF)
- [HTTPS://YOUTU.BE/OFLNXZZNETC](https://youtu.be/oflnxzznetc)

## ***TOBACCO RETAILER LICENSING:***

- [HTTPS://WWW.CHANGELABSOLUTIONS.ORG/PRODUCT/CALIFORNIA-COMPREHENSIVE-TOBACCO-RETAILER-LICENSING](https://www.changelabsolutions.org/product/california-comprehensive-tobacco-retailer-licensing)

## ***CTCP WEBSITE:***

- [HTTPS://WWW.CDPH.CA.GOV/PROGRAMS/CCDC/DCDC/CTCB/PAGES/CALIFORNIA\\_TOBACCO\\_CONTROL\\_BRANCH\\_H.ASPX](https://www.cdph.ca.gov/Programs/CCDC/DCDC/CTCB/PAGES/CALIFORNIA_TOBACCO_CONTROL_BRANCH_H.ASPX)
- [HTTPS://TCFOR.CATCP.ORG/INDEX.CFM?FUSEACTION=WEBSITES.HOME](https://tcforg.catcp.org/index.cfm?fuseaction=websites.home)



A stylized graphic of a torch with a white handle and a white flame, set against a dark red background. The flame is composed of several curved, overlapping shapes in a lighter shade of red. The torch is positioned on the left side of the image, with the handle pointing downwards and the flame pointing upwards and to the right.

# STORIES FROM THE FROM THE FRONT LINES

Juliette Martinez

Affiliate Community Impact Consultant

# Stats from the Front Lines

The 2016 tobacco use prevalence rate among African American youth in CA was **11.7 %**

The 2016 tobacco use prevalence rate among Asian American youth in CA was **8.9%**

The 2016 tobacco use prevalence rate among Alaska Native/Native American youth in CA was **29.5%**

The 2016 tobacco use prevalence rate among Caucasian youth in CA was **18.5%**

The 2016 tobacco use prevalence rate among Hispanic/Latinx youth in CA was **13.5%**

Of those wanting to quit, 69.4% are Asian American, 67.5% are Caucasian, 72.8% are African American, 67.4% are Hispanics, and 55.6% are American Indians/Alaska Natives.



# Faces from the Front Lines: Rogelio's\* Story

- **Rogelio, a Native American of the Ohlone tribe, lives near Fresno, CA.**
- **At 10, he began smoking tobacco for non-ceremonial uses.**
- **Now 16, Rogelio has progressed to smoking marijuana with his cousin.**
- **Rogelio sells tobacco products to younger children to support his habit. His adult cousin supplies him with the tobacco products.**



\* Representative of a real-life story

# Stories from the Front Lines

- **Mariposa County Public Health Department:** *Innovation in Vaping Prevention*
  - **Ginnie Day**, MPH, CHES, *Public Health Educator*

# Innovation in Vaping Prevention: Mariposa County Tobacco Education Program

Mariposa County Public Health / HHSA

- Mariposa Safe Families FNL Coordinator
- MCHS Friday Night Club Youth
- Mariposa County Tobacco Education Program

2017

- 2018
- March: SF Outdoor Dining obs survey training
  - June: Youth Leadership Summit sponsorship (2)
  - August: Back to School night booth collaboration
  - Fall: TEP attends FNL Fundraising events, FNL club meetings: Vaping is a big concern, would like to present at school
  - TEP assists MCHS Admins with e-cigarette/vaping info –

- March: TEP provides spokesperson training to 5 youth
- April: Youth conduct MCHS peer surveys
- April: 4 FNL youth trained and assist with HSHC data collection
- June: Youth Leadership Summit sponsorship (TBD)

2019



## GOALS: FALL 2019

- FNL youth present to Mariposa County Board of Supervisors meeting on Flavored Tobacco/Vaping
- FNL youth hold a Community Town Hall on Flavored Tobacco/Vaping
- FNL Youth Tell Their Story!
  - Current research on youth e-cigarette use, local peer survey data, Mariposa County CSTS Report, Youth Leadership Summit and Healthy Stores for a Health Community data collection experiences.



Contact Information:  
Ginnie Day, Project Director  
Mariposa County Tobacco Education Program  
[gday@mariposacounty.org](mailto:gday@mariposacounty.org) / 209-966-3689

# Stories from the Front Lines

- **Calaveras County Public Health Department:** *Anti-Tobacco Youth Programs and Policies*
  - **Michael Magana,** *Health Education Manager*

# *Anti-Tobacco Youth Programs & Policies: Calaveras County*



## **REDUCE THE AVAILABILITY OF TOBACCO**

- TOBACCO RETAIL LICENSING
- MENTHOL AND OTHER FLAVORED TOBACCO PRODUCTS

## **YOUTH ENGAGEMENT**

- YOUTH TOBACCO, VAPING, CANNABIS SURVEY WITH ANGELS CAMP POLICE DEPARTMENT (DOJ GRANTEE)

## **2017-2021 WORK PLAN - CITY OF ANGELS CAMP**

- ONLY INCORPORATED CITY

# Stories from the Front Lines

- **Stanislaus County Public Health Department:**

*Intervention Highlights*

- **Setar Testo, Project Director**
- **Analisa Zamora, Health Educator**
- **Kamlesh Kaur, Health Educator**
- **Ana Arteaga, Health Educator**

# *Intervention Highlights:* Stanislaus County Public Health Department's Tobacco Prevention Program

- PHAST Partnership
- Youth Advocacy Trainings
- Young Adult Tobacco Purchase Survey
- Tobacco “Butt” Hunts



# Stories from the Front Lines

- **Fresno County Public Health Department:** *Bringing the Community Action Model to Life*
  - **Gifty Kwofie**, MPH, CHES, *Health Education Specialist*

# *Bringing the Community Action Model to Life*: Fresno County's Work in Engaging Youth in Tobacco Control

- ✓ **Partnerships with community based organizations**
  - ✓ Smoke-free parks
  - ✓ Comprehensive smoke-free law
  - ✓ Store observation survey
- ✓ **Implementation of the Community Action Model**

A stylized graphic on the left side of the page. It features a white hook and line, with a white cylindrical base. The hook is curved upwards and to the right. The line is a thick, white, curved shape that follows the hook. The background is a solid red color. There are also some faint, dotted white lines in the background, forming a curved path.

# HOOK, LINE, & SINKER

American Heart Association

May 2019

Adapted from Soapbox Consulting, Christopher Kush

# Hook, Line & Sinker

- **Simple strategy**
- **Covering the key points**
- **Creating strong and compelling messages for legislators and others**



# Agenda

- **The Basics**
- **Developing the Hook**
- **Throwing the Line**
- **Landing the Sinker**

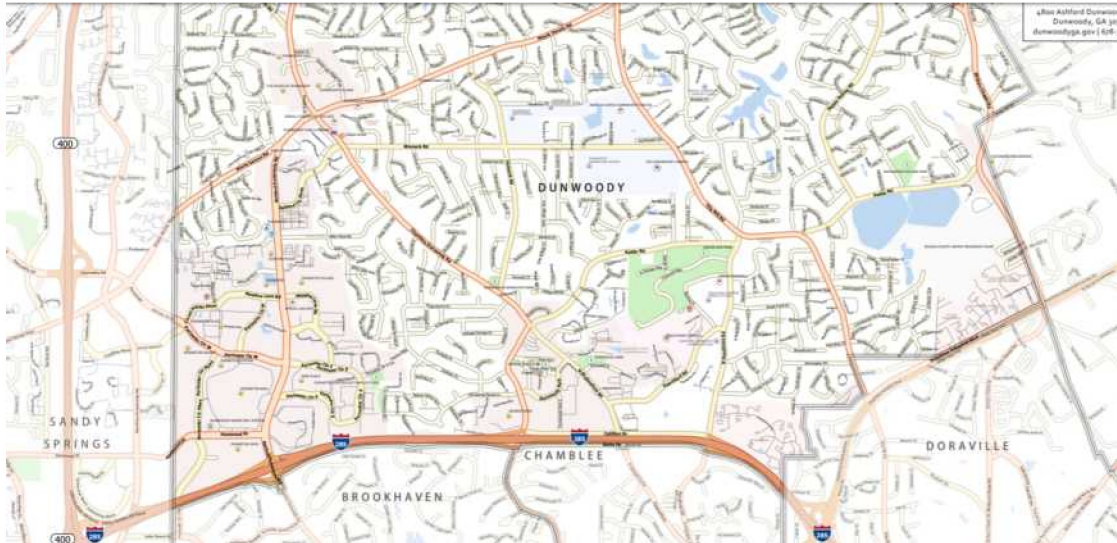


# The Basics

- **Do your homework, know who you're talking to**
- **Don't discount a meeting with staff**
- **Don't fail to show up**
- **Don't lie or bluff**

# Hook

- **Your geography**
- **Policymakers care about where you live**
- **Are you a constituent?**



# Hook

- **Tobacco flavor bans**



# Line

- **Put a human face on the issue**
- **Local stories--Might include personal stories and experiences**
- **Basic statistics**
- **Real-life examples**



# Sharing Your Story

1. Take a walk in my shoes
2. Facts vs. reasons & feelings
3. Make it personal



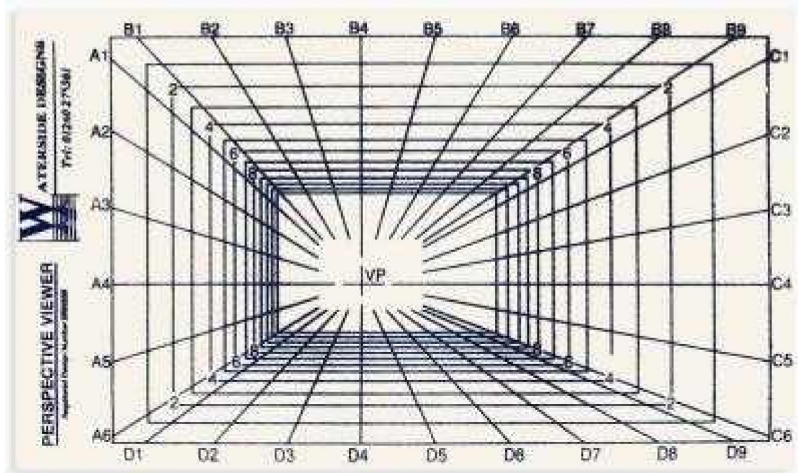
# Personal Story

- **How are you personally connected?**
- **How has this impact you, your family, your health?**
- **Highlight most relevant and compelling facts**
- **Be brief**



# Take a Walk in My Shoes

- **Sharing a point of view**
- **Helping others “see” something they’re not seeing**
- **The tour of another perspective**



# The Power of the Story vs. Facts

- Think of facts as a sack
- For a fact to “stand up” it needs reasons and feelings that caused it in the first place



# The Power of the Story vs. Facts

- **Fact:** more than 1 in 4 high school students and about 1 in 14 middle school students in 2018 had used a tobacco product in the past 30 days
- How to package that fact?



# Sinker

- **Clearly state the request**
- **Stay on message-no unrelated issues!**



*Thank You!*

# Sinker

- **Ask for a commitment**
- **Listen carefully to the response**
- **Maybe not an immediate yes/no, but what insights can you glean?**



*Thank You!*

# Sinker

- **“Thank you!”**



*Thank You!*

# It's Your Turn

- **What's your hook**
- **Throwing the line**
- **Landing the sinker**



# LUNCH



A stylized graphic of a torch with a white handle and a white flame, set against a dark red background. The flame is composed of several curved, overlapping shapes. A dotted white line curves around the torch and extends towards the top right corner of the page.

# STORIES FROM THE FROM THE FRONT LINES

Juliette Martinez

American Heart Association

# Stories from the Front Lines

- **Madera County Public Health Department:** *Empowering Anti-Tobacco Youth Advocates*
  - **Maria Barragan,** *Health Education Coordinator*
  - **Jasmine Gallegos,** *Community Health & Wellness Assistant*

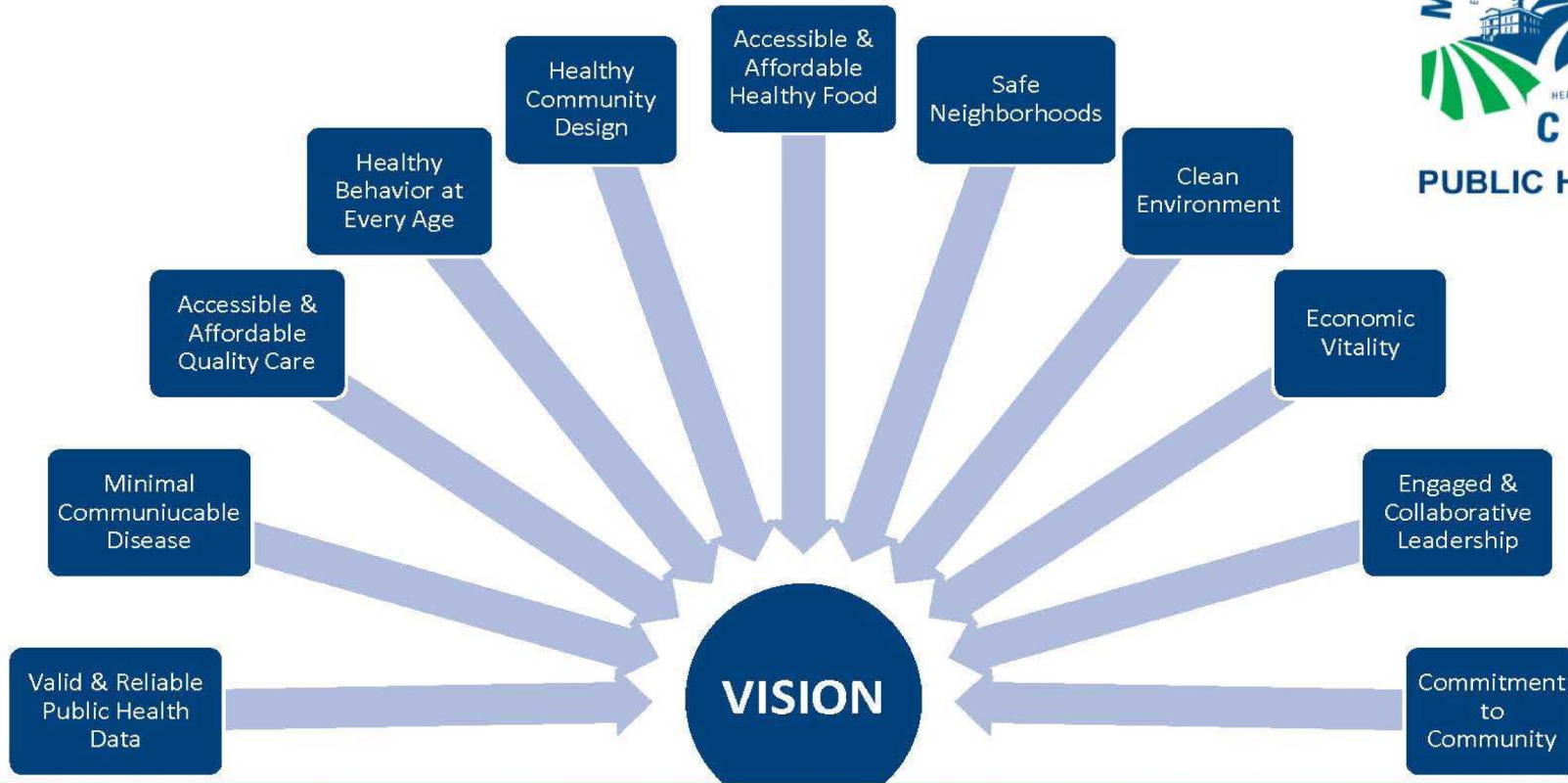


# **STUDENTS WORKING AGAINST TOBACCO (S.W.A.T.) YOUTH COALITION**

**Madera County Department of  
Public Health**

**Madera County Tobacco Control Program**

**MISSION: LEAD. PROTECT. EMPOWER.**



## Guiding Principles

Culture of Honor · Innovation · Service · Quality Improvement  
Partnerships & Collaboration · Equity & Health in All Policies

Integrity Collaboration Accountability Respect Equity



# OVERVIEW OF STUDENTS WORKING AGAINST TOBACCO (S.W.A.T.)

The coalition is designed for young people in Madera & Chowchilla to lead:

- Tobacco Control Advocacy Efforts
- Tobacco Prevention Activities
- Participate in Statewide Rallies & Conferences

Community Service Opportunities:

- Speak to City Council Members
- Participate in Meetings/Trainings
- Educate the Community
- Conduct Cigarette Butt Clean-ups
- Attend Outreach Events
- Conduct Surveys
- Participate in Media opportunities



**Mission: Engage. Inform. Change.**



Lead. Protect. Empower

# OVERVIEW OF THE RECRUITMENT PROCESS

## Collaboration:

- Faith-Base Organizations
- Madera Unified School District
- Chowchilla Unified School District
- Youth Serving Organizations

## Recruitment Process:

- 10 recruitment presentations
- Over 200 youth reached
- Outreach events



Lead. Protect. Empower

# S.W.A.T. YOUTH COALITION



*Mission: Engage. Inform. Change.*



Lead. Protect. Empower

# THANK YOU!

## Any Questions?

Madera County Department of Public Health  
14215 Road 28  
Madera, CA 93638  
(559)675-7893

Jasmine Gallegos  
Community Health & Wellness Assistant  
[Jasmine.gallegos@maderacounty.com](mailto:Jasmine.gallegos@maderacounty.com)

Graciela Valdez  
Community Health & Wellness Assistant  
[Graciela.Valdez@maderacounty.com](mailto:Graciela.Valdez@maderacounty.com)

Maria Barragan  
Health Education Coordinator  
[Maria.barragan@maderacounty.com](mailto:Maria.barragan@maderacounty.com)



Lead. Protect. Empower

# Stories from the Front Lines

- **Kern County Public Health Services Department:**  
*Program Highlights*
  - **Jasmine Ochoa, MPH** *Senior Health Educator/Project Director*

# *Program Highlights:* Kern County Youth

## TOBACCO/VAPING

- LEADERS IN LIFE CONFERENCE
  - Workshops
  - Booth
- PSA DEVELOPMENT- USB OR TOBACCO?
- PRESENTATIONS IN CLASSES
- DREAMBUILDERS
  - National Vape Awareness Week in Bakersfield



# Stories from the Front Lines

- **Merced County Department of Public Health**  
*Collaboration Strategies*
  - **Nancy Tapia**, *Health Education Specialist*  
Merced County Department of Public Health
  - **Stephanie Gonzalez**, *Program Manager*  
California Health Collaborative

# MERCED COUNTY TOBACCO CONTROL EFFORTS



California  
Health Collaborative

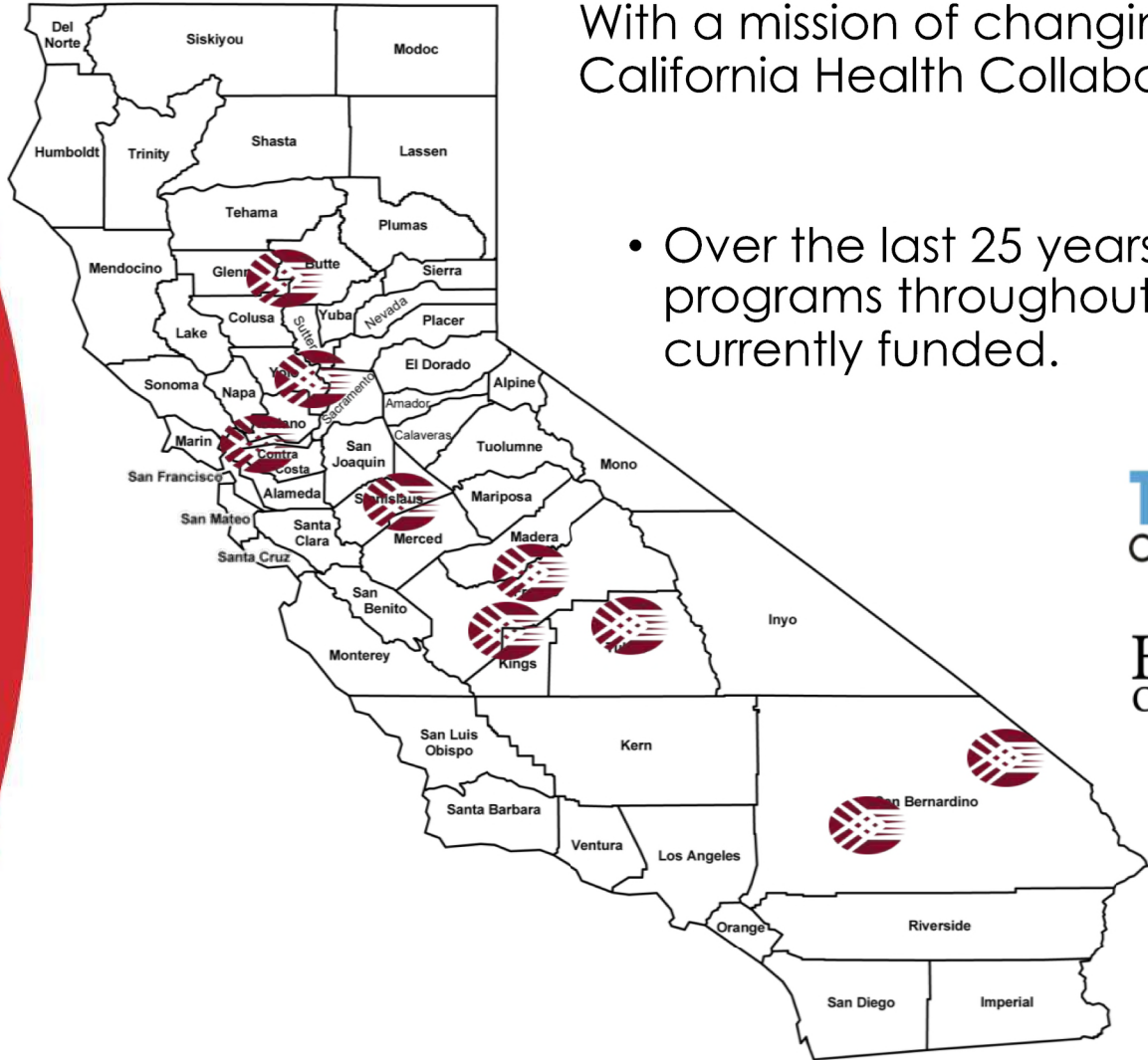




# California Health Collaborative

With a mission of changing lives by improving health and wellness, the California Health Collaborative (CHC) was founded in 1982 as a nonprofit

- Over the last 25 years, we've implemented 18 tobacco control programs throughout California. 8 of these tobacco programs are currently funded.



# TOBACCO CONTROL PROGRAMS IN MERCED COUNTY



## Local Lead Agency (LLA)

- Dedicated to reducing/preventing tobacco use and decreasing exposure to secondhand smoke in Merced County
- Youth & adult coalition
- **Policy Objectives**
  1. TRL with provisions to eliminate flavors
  2. SHS in outdoor public areas



## Regional Programs

- Dedicated to reduce health disparities & improve health equity among priority populations
- Central Valley: Merced, Kern, Fresno, Kings, Tulare, Mariposa, Madera
- **Policy Objective – API PACT**
  1. Flavors zoning ordinance (Livingston)
- **Policy Objective – Unidos Por Salud**
  1. Flavors zoning ordinance (Dos Palos)

# THE POWER OF YOUTH

GOAL: Empower youth as partners & leaders in creating policy & making decisions in their local communities.

- **CHC – Youth Coalitions**

- *middle school, high school, and college students*

- Advocate for policy change

- Project a powerful voice

- Invoke creativity and innovation

- Mobilize their peers



# YOUTH & TOBACCO CONTROL EFFORTS

- **Policy Work**

- *Working with decision makers & elected officials to implement policies*

- **Community Involvement & Data Collection**

- *Key informant interviews*
- *data collection – cigarette litter clean up, POPs, HSHC data collection*
- *Educational presentations*
- *community outreach*
- *summer camps*

- **Media & Art Projects**

- *YouTube Mini-Series*
- *Photo Voice*



# TOBACCO CONTROL COLLABORATIONS IN MERCED COUNTY

- Leveraging tobacco control efforts with other public health activities in the county
- Building local capacity among community partners and youth
- Engaging decision makers and elected officials to implement policies aimed to reduce access to tobacco



# Survey Results from the Front Lines

## What is your organization currently doing?

- Advocating for anti-vaping and anti-cannabis legislation with 1,000 feet of where schools and other locations where children reside
- Conducting educational presentations to inform community members on the dangers of flavored tobacco and how it entices youth to initiate tobacco use
- Collaborating with other organizations to learn from their successes and how to replicate in the county to build anti-vaping initiatives
- Promoting anti tobacco/cannabis/vaping on Social Media
- Working with youth coalitions to have peer-to-peer evangelization around the dangers of vaping

# Survey Results from the Front Lines

## What resources do you need?

- How to conduct a youth survey around tobacco (and to be able to repeat annually)
- Culturally appropriate materials for parents to understand the dangers of youth tobacco
- Trainings on how to recruit, build and maintain an anti-tobacco youth coalition
- Centralized site where resources can be shared such as handouts, infographics
- Localized data that is current and timely on youth cannabis and vaping usage

# Stories from the Front Lines: Activity

**What resources does your organization have that would benefit others in this room?**

- List 2-4 tools or resources that your organization has that would benefit other attendees
- Share one resource with your table
- Do other attendees have a similar resources?
- Rank the resources and be ready to share your table's top 2 with the group

# Stories from the Front Lines: Activity

## **What resources do you need?**

- Share one resource with your table that you need
- Does another attendee have the resource?
- Rank the resources needed and share your table's top 1 with the group

A stylized graphic of a torch with a white handle and a white flame, set against a dark red background. The flame is composed of several curved, flame-like shapes. The torch is positioned on the left side of the image, with the handle pointing downwards and the flame pointing upwards and to the right.

# VIEW FROM THE CAPITOL

**Assemblyman Heath Flora,**

12th District, Ripon, CA

**Megan Belair — Asm. Adam Gray's**

Office, 21st District, Merced

# Capitol Interactive

- **Role play**
- **Expert feedback and expertise**



# 15 POWERFUL ACTIONS YOU CAN TAKE TO FIGHT FOR THE ISSUES YOU CARE ABOUT

Team

# Gather Information and Strategies

- **Learn How Grassroots Advocacy Works**
- **Pick Your Issues and Your Angle**
- **Identify Your Representatives**
- **Join an Interest Group**
- **Create a Legislative Agenda**
- **Analyze a Bill**
- **Conduct Opposition Research**

Excerpted from “The One-Hour Activist”, Christopher Kush, Soapbox Consulting



# Contact Your Elected Officials

- **Write an Effective Letter**
- **Send a Powerful E-Mail**
- **Make a Compelling Phone Call**
- **Persuade Others to Act**

Excerpted from “The One-Hour Activist”, Christopher Kush, Soapbox Consulting

# Get Involved with Elections

- **Get Out the Vote**
- **Contribute \$\$ to Candidates Who Support Your Cause**

Excerpted from “The One-Hour Activist”, Christopher Kush, Soapbox Consulting



# Work the News Media

- **Start a Press Clippings File**
- **Write a Letter to the Editor**

Excerpted from “The One-Hour Activist”, Christopher Kush, Soapbox Consulting



# Super-Powerful Actions that Take a Little More Time

- **Have a Face-to-Face Meeting with Your Representative**
- **Testify at a Public Hearing**
- **Participate in a Protest**
- **Volunteer for a Political Campaign**
- **Pitch a News Story or Interview**

Excerpted from “The One-Hour Activist”, Christopher Kush, Soapbox Consulting



# Strategic Planning

- **Where will you go from here?**
- **What steps can you take next?**