



Tobacco Control Coalition

c/o American Lung Association

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TCC Training Agenda

Thursday, January 15, 2009

Training for Legislative Meet and Greet for TCRP Contractors and TCC Members

American Lung Association conference room

2750 Fourth Avenue San Diego, CA 92103

12 noon to 2 p.m. (lunch provided)

I. Welcome, Introductions

Lisa Archibald

II. Training

Jack Nicholl and Vanessa Marvin
The Center for Tobacco Policy & Organizing

A. Tips on Messaging from the Center's Second Hand Smoke Poll (Nov 2008) and previous polls. Topics: Parks, Beaches, Outdoor Dining, MultiUnit Housing, Tobacco Retail Licensing

- *Identify the top messages for each of the proposed policies*
- *Discuss how different messages work with different audiences*

B. Practice writing and delivering a 30-60 second message on a topic your agency is working on.

Each participant to write a message (and then deliver it to the group) which includes the following:

- *Policy goal including the top argument which is most relevant to your community*
- *What activities are you pursuing right now in your local community.*
- *How the person you are talking to, e.g. a staffer for a state legislator, or city council person, can help you achieve your goal*

C. Respond to counter arguments or distractions

- *Offer the most common objections to the proposed policies to the group*
- *Ask for responses & discuss the best comeback arguments to common objections*

III. Evaluation



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