



Center for Public Health  
and Tobacco Policy

# Community Leaders Toolkit

## **Educating Community Leaders:**

Materials designed to support Community Coalitions plan and prepare for meetings with community leaders.



## POS Key Messages

**The tobacco industry relies on tobacco experimentation among youth in order to establish new lifelong customers.**

**Youth tobacco use is still a problem.**

**The tobacco industry is responsible for POS marketing.**

**POS marketing is a major cause of youth tobacco use.**

**POS marketing has a disproportionate effect on youth.**

**The POS is an effective recruitment center for new youth tobacco users.**

**Most tobacco retailers have contracts with the tobacco industry that require them to advertise in certain way and that make voluntary restrictions unworkable.**



## Identifying Community Leaders

Who are the Community Leaders in our area? (list names and roles)

Where can we start building relationships with community leaders?

What relationships have we already established in the community?

Who are our political "allies"?

Where have we had prior successes (SF parks, hostpitals)?

Where do we know people who are connected to community leaders?



### Community Leader Profile

What do we know about this Community Leader:

What is his/her political party?

What is this Community Leader's role? Is this an elected official? From a community organization?

What is this Community Leader's scope of work?

What are his/her special interests/agenda/biases/pet projects?

Has he/she previously been involved in tobacco initiatives (e.g., smoke free parks and beaches)?

What is his/her track record generally on public health issues?

If it is an elected official, what is the political climate and priority? How do the constituents feel?

What is the prevalence of tobacco use in his/her community?

What other information should you keep in mind?

What other people in the community can help you get face time with the community leader or help advocate for your causes?



PRE-Meeting Planning Worksheet	
Before the meeting	What is the purpose of the meeting? What do we hope to achieve?
	Who are we meeting with?
	Is he/she familiar with the topic? If so, what do they know?
	Who will attend the meeting? Are they prepared?
	What key messages do we aim to deliver? Who will deliver each message?
During the meeting	What materials will we bring / distribute / present at the meeting?
	What materials do we already have?
	What materials do we need?
After the meeting	Who will be responsible for following up after the meeting?
	What method of communication will we use to follow up after the meeting?



POST-Meeting Review

What was successful about the meeting?

What was unsuccessful about the meeting?

What will we do differently next time?

When will we follow-up on this meeting? Who will follow up?

What are our next steps?



## Meeting Preparation Checklist

### **Before the Meeting**

The importance of preparing before meeting with a community leader cannot be stressed enough. This preparation will increase your chances of having a productive meeting.

- Think about the purpose of the meeting, meeting goals, and key messages to be conveyed during the meeting.
- Determine who will attend the meeting. Recruit individuals or representatives of groups that have influence with the community leader.
- Brief everyone that will attend the meeting on his or her role and responsibilities.
  - When conducting meetings with community leaders the role of the community coalition member is **education**. Private citizens or lobbyists may make a specific “ask” to support the adoption of a policy; VDH funded coalitions cannot.
- Establish key messages. Determine which person will be responsible for delivering which key message and create talking points.
- Know the issues. Review the factsheets in your POS Toolkit. Prepare relevant data from the community leader’s district or constituency, if possible. Anticipate questions the community leader may have and prepare answers.
- Prepare educational materials to leave with the community leader.

### **During the Meeting**

During the meeting be cognizant of the community leader’s limited availability. Try to be brief, to the point, and flexible to the community leader’s interests and questions.

- Tell the story of the POS problem. Convey key messages using personal anecdotes or stories that illustrate the problem of tobacco marketing.
- Listen to the community leader’s questions and comments so that you may respond to them immediately or through a follow up call or letter.
- Be gracious and constructive in your responses.
- Leave written resources to further educate the community leader about the issues and possible solutions.
- Be mindful of lobbying rules.
- Include a fact sheet about the Center for Public Health and Tobacco Policy for questions about policy change or related legal issues.

### **After the Meeting**

- Follow up with the community leader with any information promised or answers to questions. Thank them for their time. Keep the lines of communication open for further discussions.



## Providing legal expertise to support tobacco control policy.

The Center for Public Health & Tobacco Policy (Center) is a resource for the Vermont and New York tobacco control communities that is funded by the Departments of Health in Vermont and New York State. The Center is located at New England Law | Boston and is a project of the Center for Law and Social Responsibility.



The Center works with the Vermont and New York State Tobacco Control Programs and their community coalitions and contractors to develop and support policy initiatives that will reduce tobacco-related morbidity and mortality. Offered services include research, policy development, technical assistance, and educational programming.

### What we do –

#### Research & Information Services.

- provide the latest news on tobacco law and policy through our legal and policy reports, fact sheets, quarterly newsletters, and website

#### Policy Development & Technical Assistance.

- respond to specific law and policy questions from the Vermont and New York State Tobacco Control Program and their community coalitions and contractors, including those arising from their educational outreach to public health officials and policymakers
- assist local governments and state legislators in their development of initiatives to reduce tobacco use
- develop model ordinances for local communities and model policies for businesses and school districts

#### Education & Outreach.

- hold an annual conference for government employees, attorneys, and advocates regarding critical initiatives and legal developments in tobacco policy
- conduct smaller workshops, webinars, and presentations focused on particular policy areas
- impact the development of tobacco law through *amicus curiae* (“friend of the court”) briefs in important litigation

### Find us online

#### [www.tobaccopolicycenter.org](http://www.tobaccopolicycenter.org).

The Center’s website provides information about recent tobacco news and case law, Vermont and New York tobacco-related laws, and more. Current project pages include: tobacco-free outdoor areas; tobacco product taxation; smoke-free multiunit housing; and retail environment policies. The website also provides convenient access to reports, model policies, fact sheets, and newsletters released by the Center.

#### <http://twitter.com/CPHTP>.

Follow us on Twitter for informal updates on the Center and current events.

#### Requests for Assistance.

The Center is funded to support the Vermont and New York State Tobacco Control Programs and community coalitions. The Center also assists local governments and other entities as part of contractor-submitted requests. If we can help with a tobacco-related legal or policy issue, please contact us.

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