



Preparing for a Legislative Briefing

7 Easy Steps

- 1.** Schedule the meeting
- Contact the legislative office to set an appointment (in-district)
 - Recruit 5-7 coalition volunteers
 - Meet / talk ahead of time to prepare

- 2.** Determine your specific goals for the meeting
- Gain legislator support for long-term tobacco funding
 - Educate lawmaker about tobacco's costs to Wisconsin
 - Assess legislator position on tobacco funding, short- and long-term

- 3.** Designate a lead spokesperson

- 4.** Determine message/focus
- Tobacco kills
 - Tobacco costs taxpayers, businesses and communities money
 - Tobacco prevention works
 - Tobacco prevention must be sustained over time to truly make a difference
 - Wisconsin has made a great beginning, but hasn't made the commitment to sustain its effort over time

- 5.** Compile data that supports your message
- Wisconsin health care bills to treat smoking-related illnesses cost \$1.3 billion annually
 - About 7,800 people die every year from smoking-related illnesses in Wisconsin
 - More than a quarter of Wisconsin's high school students smoke (28%)
 - The U.S. tobacco industry spends an estimated \$100 million a year in Wisconsin to promote cigarettes and other tobacco products

- 6.** Prepare legislator packets
- One-page background sheet on the local coalition
 - Tobacco Fact Sheet
 - CDC Guidelines – what we need

- 7.** Design debriefing worksheet (for notes & reporting)
- Legislator name
 - Coalition name
 - Names of those attending
 - Telephone numbers
 - Does (legislator) support long-term funding?
 - Is legislator willing to sponsor a budget amendment and ask Joint Finance Committee to ensure long-term dollars?
 - Comment section

At the Legislative Visit

1. Introduce those present
2. Have a spokesperson provide a brief summary of tobacco prevention efforts in the area
3. Explain your tobacco messages (Parts 3 & 4 above)
4. Legislator comments – ask the lawmaker(s) to share their views and their willingness to help
5. Q & A (assess support)