

“WHY I ADVOCATE”



Use the prompts below to create your “high five” elevator speech that you will use to film your selfie video. Utilizing these 5 prompts will help you integrate a personal story, briefly outline what the program, identify a solution, and incorporate a concise call to action.

1: Who you are

2: What you hope to change

3: Why you care

4: What you are going to do

5: What you are asking others to do

STATE LEGISLATOR RESEARCH



Use the worksheets on the next page to learn about your state legislators.

Learn about your state legislature

Each state's legislature operates uniquely in terms of how many chambers there are, how long legislators' terms are, when legislative sessions take place, and how bills become law. Find your state's BallotPedia page at https://ballotpedia.org/List_of_United_States_state_legislatures - click on your state to read about your state's legislature and how it works.

Learn about your state legislators

On your state's BallotPedia page you'll find the link to the legislature's official website in the red summary box on the right-hand side. Most state legislature websites have a "find my legislator" feature that is easy to use, but if you can't find it you can also find your state legislators at https://openstates.org/find_your_legislator/. Most state legislators have their own website with a bio and other key information that you can use to complete these worksheets.

MY STATE/LOCAL LEGISLATORS



GENERAL INFO

Type of Legislator (i.e. State Senator, Council Member): _____

Legislative Body (i.e. California Assembly, Pleasanton City Council, etc.): _____

Representative's Name: _____ Political Party: _____

In current office since: _____ Next election: _____

Committee membership (if applicable): _____

PERSONAL INFO

Hometown: _____ Currently Lives In: _____

High School: _____

Colleges/Universities: _____

Previous jobs: _____

Other interesting/relevant info: _____

POLITICAL INFO

Legislative Interests: _____

How have they voted on tobacco issues in the past? _____

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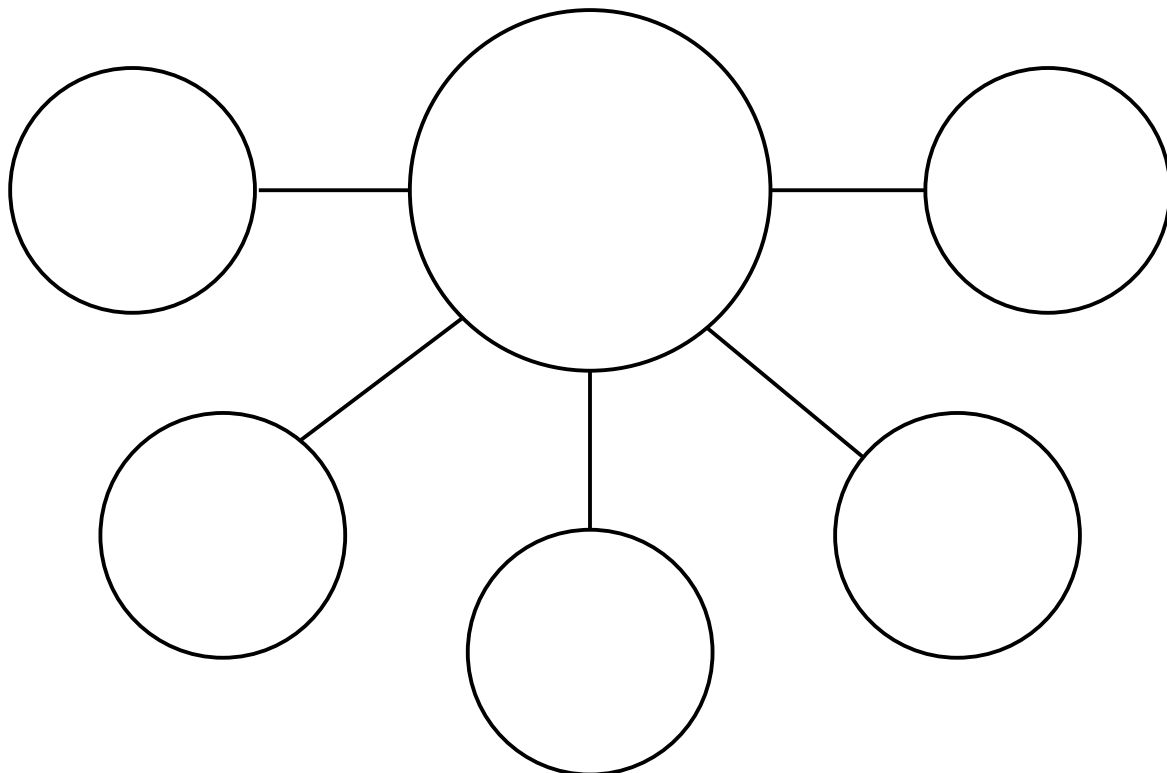
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POWER MAPPING



1. Write your issue in the large central circle. In the smaller circles around it, identify the people or groups (decision-makers, influencers, interest groups, people affected by the issue, etc.) that could help create the change you want to make. Draw more circles if necessary!
1. Designate each person as an ally, opponent, or undecided/unknown. You can color-code the circles if you'd like.



POWER MAPPING - OUTREACH STRATEGY



Name of Ally	How can we keep them on our side?	How can they influence opponents or undecideds?	How should we engage with them?
Name of Opponent	Why don't they support our cause?	What is needed to to help move them to an ally?	How should we engage with them?

POWER MAPPING - OUTREACH STRATEGY



Name of Unknown/ Undecided	If undecided, why haven't they made a decision yet?	Who or what information is needed to help move them to an ally?	How should we engage with them?

NETWORK BUILDING



POWER OF 3

Person/Group to Engage	How to Engage / How They Can Help My Cause

SOCIAL MEDIA PLANNING

Your posts should include: Text TAKEDOWN to 88709

Using **Canva** to create social media content:

- Create a free account at [Canva.com](https://www.canva.com)
- Utilize Canva's template social media images to quickly create great images to post, including Instagram posts and stories, Twitter posts, and Facebook posts
- Download images you design as JPG or PNG files for the best quality

TOLL OF TOBACCO IN MY STATE



To find your state toll factsheet, go to <https://www.tobaccofreekids.org/problem/toll-us> and click on your state

TOLL OF TOBACCO IN _____	
High school students who smoke	
Male high school students who smoke cigars (females smoke much lower)	
High school students who use e-cigarettes	
Kids (under 18) who become new daily smokers each year	
Adults who smoke	
Proportion of cancer deaths attributable to smoking	
DEATHS IN _____ FROM SMOKING	
Adults who die each year from their own smoking	
Kids now under 18 and alive who will ultimately die prematurely from smoking	

TOLL OF TOBACCO IN MY STATE



SMOKING-CAUSED MONETARY COSTS IN _____	
Annual health care costs directly caused by smoking	
Medicaid costs caused by smoking	
Residents' state + federal tax burden from smoking-caused government expenditures	
Smoking-caused productivity losses	
TOBACCO INDUSTRY INFLUENCE IN _____	
Annual tobacco industry marketing expenditures nationwide	
Estimated portion spent for your state on marketing each year	