

FIFTY (NOT SO) SIMPLE WAYS TO BEAT BIG TOBACCO AT THE STATE LEVEL

April 2005

1. Research tobacco campaign contributions to your state legislators.
2. **Never** accept state preemption of local ordinances.
3. Get to know your media — state and local, TV and print.
4. Prepare your argument BEFORE the battle begins (i.e. if you're promoting a Smokefree Air law, prepare the economic impact information ahead of time).
5. Get to know any non-tobacco opponents or potential opponents beforehand.
6. Get your coalition's act TOGETHER: When we work together we win; when we don't we lose — it's that simple.
7. Prioritize your goals and then focus — we can't do everything at once.
8. Measure public support.
9. **Never** accept preemption.
10. Draft your legislation right. Read any draft language the way a \$600/hour Philip Morris attorney would.
11. Think the way a \$600/hour Philip Morris attorney would as you develop strategy for your campaign.
12. We are most effective when our campaign is inclusive and diverse (i.e. age, race, gender, religion, culture, political party).
13. Prepare your coalition to say NO, even to legislative friends. State legislators who mean well but don't understand the issue create some of our biggest problems.
14. We don't have the luxury of holding a grudge against those on our side.
15. Go home at 5:00 or 6:00 on most days. Avoid burnout.
16. **Never** accept preemption.
17. Realize you're going to make mistakes.
18. Forgive yourself once they've been made.
19. Learn from your mistakes. Never make the same one twice.
20. Realize that others on your side will make mistakes.
21. Forgive them their mistakes. Pray they learn from them.
22. Try *very* hard not to say, "I told you so."
23. **Never** accept preemption.
24. Follow the money. Track opposition campaign funds back to the tobacco industry.

25. Don't forget to breathe.
26. Keep a log of the journey. Share it with others.
27. Get enough exercise.
28. Expose tobacco industry front groups.
29. Enlist youth into your campaign. They are fabulous activists.
30. Never turn your back on your state legislature — the worst deals are made in the dark.
31. Walk softly and carry a big flashlight.
32. Accept that if your state legislature is owned by Big Tobacco, your best role may be defeating bad bills before they harm us.
33. **Never** accept preemption.
34. Get enough sleep.
35. Use <http://www.protectlocalcontrol.org> and ANRF's Tobacco Industry Tracking Database,[©] <http://www.tidatabase.org/>
36. Avoid the golden handcuffs. Advocacy groups and activists should not let funding needs drive their agendas. Seek and accept only that money which furthers your goals.
37. Learn what a grassroots campaign really is. Conduct one.
38. Don't let the other side frame the issue.
39. Don't neglect your own children while you're saving the world.
40. Economic impact is on OUR side.
41. Focus on your goal — it's too easy to get distracted.
42. To activists, with love: When you write ANYTHING, keep it as short and simple as possible. Use paragraphs and margins.
43. Decide beforehand where you're willing to compromise. Never get so attached to a bill that you can't walk away, or change to an opposing position if it gets out of hand.
44. Don't trade preemption for the false promise of money.
45. Eat enough vegetables.
46. When choosing a strategy or goal, always ask yourself: "How will the world be different if this succeeds?" Make sure it's worth the cost in resources.
47. Use the tobacco industry's own propaganda and tactics against them.
48. Remember: Just because we're paranoid doesn't mean they're not out to get us.
49. Make diversifying your coalition a top priority.
50. There is **never** a good reason to accept preemption.