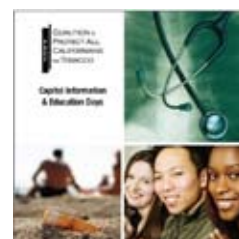




RELIVE THE I&E EXPERIENCE



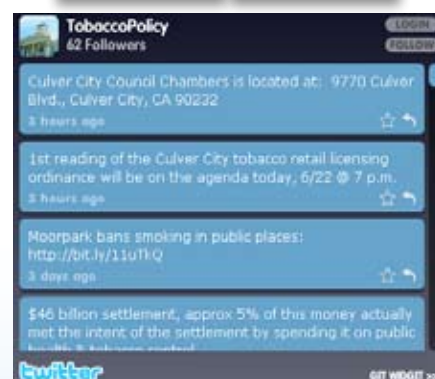
With the help of Maureen Pacheco from CYAN, the Center team decided to try something

new and different by capturing I&E Days on the Center's Twitter page. Tweets included Chief of Staff for Senator Padilla, Bill Mabie's tips on conducting effective meetings, along with pictures from throughout the two-day event.

FOLLOW THE CENTER AT:

<http://twitter.com/TobaccoPolicy> or view our tweets on the Center's website home page:

www.center4tobaccopolicy.org



A reminder: Capitol I&E Days photos can be viewed and downloaded on the Center's Flickr page

<http://www.flickr.com/groups/tobaccopolicy/>

2009 CAPITOL I&E DAYS

On April 27th and 28th, tobacco control advocates came to the State Capitol to educate legislators on state and local tobacco issues. This year's event took place at the new Citizen Hotel located in downtown Sacramento. The building itself was built in 1926 and was the first skyscraper in Sacramento. This year's event hosted 150 tobacco control representatives from around the state with the Los Angeles region boasting the largest delegation with 24 participants!

Kicking things off on training day, the participants heard from Kunal Merchant, Chief of Staff for Mayor Kevin Johnson; Roger Dunstan, Principal Consultant, Senate Health Committee; along with members of the Center and American Lung Association of California team. In the afternoon, participants were divided into regional breakouts, which provided an opportunity to strategize with colleagues from their region and prepare for the next day's meetings.

PACT MEET & GREET



For 20 years, California's tobacco control program has been responsible for saving lives and creating a healthier California. On the evening of the 27th, Capitol I&E Days participants and colleagues from partnering organizations gathered at the Citizen Hotel for an evening of networking and celebration.

Speakers included April Roeseler and Colleen Stevens of CTCF along with advocates Carol McGruder and Dian Kiser who all shared some of their favorite stories from the last 20 years.

DAY TWO: AT THE CAPITOL

Day two of Capitol I&E Days gave tobacco control advocates the opportunity to educate legislators on issues in their area and around the state. Morning kick-off speaker Senator Alex Padilla (D-Pacoima), the author of several tobacco-related bills, joined advocates in the tent on the Capitol grounds, to thank and motivate participants before they headed to their legislative visits.

Organized under the Coalition to Protect all Californians from Tobacco (PACT), participants met with legislators and staffers, educating all 120 legislative offices on local and statewide tobacco policy. The key messages for this year's meetings focused on the 20th anniversary of Proposition 99 and all the great successes the tobacco control advocates

have achieved around the state and the challenges that they still face with the tobacco industry.

As part of the legislative meetings, participants asked legislators to sign the PACT Resolution supporting the five objectives of the TEROC Master Plan. During the legislative visits, Assembly Member Curren Price signed the PACT Resolution and through efforts of many during the legislative visits and follow up with the legislator's offices, Senator Loni Hancock, Senator Mark DeSaulnier and Assembly Member Tom Ammiano have also signed the PACT Resolution. To date, a total of 29 current or former legislators have signed the PACT Resolution. Nice job everyone!



WHY YOU SHOULD EDUCATE ELECTED OFFICIALS

- There is limited institutional memory in the Legislature
- Everyone thinks the tobacco problem is solved
- There is an immediate budget crisis and a looming health care crisis
- There are many competing legislative issues and priorities
- A tobacco tax is a declining revenue source
- You know tobacco issues in your district the best

MARK YOUR CALENDARS FOR LOCAL LEGISLATIVE DISTRICT DAYS WEEK OF OCTOBER 19-23

As a way of continuing the dialogue with legislators and their staff, the Center is planning a week of coordinated district visits throughout the state in the fall. Local Legislative District Days will take place the week of October 19-23. This is an excellent opportunity to follow up with legislators in their district offices and continue building relationships at the local and state level.

<http://www.center4tobaccopoly.org/districtdays>

