

CAMPAIGN CHRONICLES

A CAMPAIGN NEWSLETTER FOR COMMUNITIES

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The CENTER FOR TOBACCO POLICY & ORGANIZING

TOBACCO LEGISLATION NEARING APPROVAL

By Julie Bradley-Hart,
Policy Coordinator

The following tobacco related legislation continues to move as the September 12th close of this year's legislative session draws near.

TOBACCO TAX

An attempt to pass a tobacco tax bill continues. Although the details of the bill are still being worked out, it is anticipated that the tax increase will reflect the Coalition for a Healthy Future's proposal of \$1.50 with 20 cents earmarked for tobacco prevention and control. The bill may be heard on the Senate floor as early as the week of September 2, 2003.

AB 71 - STATEWIDE TOBACCO LICENSING (J. Horton, D-Inglewood)

On August 20, AB 71 was amended in the Senate Health and Human Services Committee, in an attempt to address the issue of linking the illegal sales of tobacco to minors to suspension and revocation of the tobacco license. The American Cancer Society, The American Heart Association and the American Lung Association of California are opposed to AB 71 in its current form, stating that the amendments are, "flawed and detrimental to tobacco control."

The amendment proposes a procedure that would make convictions under the STAKE Act or PC308 a violation of the state tobacco license only when the state sales to minors rate exceeds 13 percent as determined by the Department of Health Services annual Statewide Youth Tobacco Purchase Survey. In years when the survey shows that the sales rate is greater than 13 percent the following penalties are activated for convictions under either the STAKE ACT or PC 308:

- First conviction within 12 months is a warning letter is issued and the retailer and its employees will receive

tobacco control law training conducted by TCS.

- Second conviction within 12 months is a \$500 fine.
- Third conviction within 12 months is a \$1,000 fine.
- Fourth through the seventh conviction within 12 months is a 90-day suspension of the license.
- Eighth conviction within 24 months includes revocation of the retailer's license.

The revenue generated by the fees imposed within AB 71 was included in the recently enacted 2003-2004 Budget Act. Because these revenues

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RECRUIT FOR POWER

By Vanessa Marvin,
Organizing Coordinator

Strengthening local coalitions for policy or enforcement campaigns - this has been one of the most common types of short-term assistance requests the Center has been receiving.

These requests are coming in part because coalition membership has dwindled, remaining members are tired, have little time, or lack the focus and energy of an exciting policy or enforcement campaign. In addition, it often seems as if the big battles have been won. Yet the tobacco control movement in California has many important local policy issues before us, such as smokefree housing, tobacco retailer licensing, smokefree entryways, and others.

But, if you are reading this article, chances are you already know all this.

You probably also know that building a stronger coalition isn't only about getting more people to show up at your meetings. A large part of putting the power back into your coalition includes recruiting the right type of new members rallied around your most pressing tobacco control issue.

So how do you attract the kind of people that will give your coalition influence and power over decision makers? Simple. Have an issue that demands their attention, utilizes their skills and connections, and gives them something in return.

Simple, yes...easy, no. Here are some suggestions.

- Do some research on the individuals you want to approach. Learn everything you can about their backgrounds,

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affiliations, and interests. If possible, learn about their styles. For example, will you be dealing with a direct, bottom-line type or someone who values getting to know you (and vice-versa) before talking business?

- Know what you are going to ask people to do before you talk to them. Do you want someone who will be a full, engaged participant on your team? Someone you would like to have as a speaker at events or press conferences? Have a second, third and fourth participation option prepared if the person is not interested.

- Think about the connection between your interests and their interests. Think about how you can connect with this person. "I noticed in your last newsletter... that's an important issue to me too... here's why..." Try to get them to realize they have a connection to your issue.

- Be sure these people will bring something to your campaign – resources, clout, other members, name recognition, etc.

- Invite people to do something active, don't recruit them to come to a meeting. Have them come to a turnout event, a petitioning activity, or a news conference. Meet with them before hand one on one to bring them up to speed on what you are working on.

- Make sure everyone, including the new members, are assigned tasks and homework, so that they will stay involved.

- When meeting with people ask them for advice. And always ask for suggestions of other people to talk with.

- Finally, give them room to say no. Don't try to force someone to get involved — they won't follow through.

Decision makers respect power and influence. Strengthening your coalition through attracting the right type of new members is a critical step to exerting the type of pressure you may need for your next campaign.

The Center Team Short-term TA

Besides helping coalitions prepare for policy work, the Center provides other areas of short-term technical assistance such as developing action plans, recruitment trainings, and leadership development.

Another popular area for short-term TA includes facilitating coalition meetings to review and select a local campaign issue.

Wherever you are in your campaign, don't hesitate to call any of the Center's team members for technical assistance at

(916)442-4299. Or if you prefer email, here are our individual addresses.

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have already been anticipated by the state (spent), there is a great deal of pressure from legislative leadership to quickly get the bill passed into law. AB 71 contains an "urgency" clause that means should it pass and be signed. The bill would go into effect immediately.

Until these latest amendments, AB 71 focused solely on combating tobacco tax evasion, smuggling and counterfeiting. These provisions remain in the bill, as does the original fee schedule, including a one-time \$100 fee on retailers. If the governor signs the bill, The Center for Tobacco Policy and Organizing will provide a comprehensive analysis of AB 71 and a guide for local tobacco retail licensing efforts

AB 846 – SMOKE-FREE ENTRYWAYS TO PUBLIC BUILDINGS (Vargas, D – San Diego)

Smoke-Free Entryways to Public Buildings (Vargas, D – San Diego) Assembly Bill 846 passed both the Assembly and the Senate and is now

on its way to Governor Davis for his signature.

AB 846 would:

- Prohibit smoking within 20-feet of main exits, entrances or operable windows of public buildings. Public buildings include buildings owned or leased by any city, county, the state, every campus of the California community colleges, the California State University and the University of California.

- Allow efforts that are more restrictive. Strong anti-preemption language specifies that cities, counties, universities and college campuses may adopt and enforce more restrictive Smoking and tobacco control ordinances, regulations, or policies.

AB 846 does not include funding for enforcement, education or signage. If signed by the governor, the law would go into effect on January 1, 2004.

- Julie Bradley-Hart has been providing Policy research and TA for the Center since November 2002.

Contact us: **THE CENTER FOR TOBACCO POLICY & ORGANIZING**

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