

2016 Education Packet Tips for Use

The tips below can help guide your use of the education packet during stakeholder meetings and when communicating with media, posting to social media or conducting other sustainability activities.

The education packet can be used to:

- Educate stakeholders, coalition, and community members.
- Provide as a hand out at community events.

Supplemental resources that might be helpful to review:

- [OTP Toolkit](#)
- [Health Equity Toolkit](#)

The customizable template can be used to incorporate local context supplement the Education Packet's statewide data with local context.

Paint a picture of tobacco's impact on your community.

- [Responsible Retailer Toolkit](#)
- **Discuss new products in your community.**
 - Share the results of environmental scans.
 - Show products or list some of the flavors you've seen in the community.
 - Talk about where you've seen the products displayed. Provide pictures if possible.
- **Illustrate local disparities.**
 - Give examples of products that are being marketed to the community.
 - Share examples about how tobacco industry advertising targets the community and/or specific population(s).
 - Talk about what you've seen in the community. Are young people attracted to certain products? Are stores selling? Use environmental scan results, if you have them.
- **Mental health and AODA.**
 - Share examples of collaborations or need to collaborate with mental health/AODA facilities.
- **Highlight First Breath local efforts.**
 - Share local data or mention that Wisconsin's pregnant smoking rate is above the national average.
 - Talk about some of the effects that smoking during pregnancy can have on the baby
- **Discuss FACT activities.**
 - Discuss your efforts in the community.
 - Share what youth prevention looks like in your community.

Story prompts to inspire personal stories from your volunteers:

- What is special or concerning about tobacco use or impact in your community?
- How is/could your MJC/Network address the problem?
- What is a local success that you're proud of? (Show a good return on investment.)

How to Set Up Informational Meetings with Candidates

Key Steps & Tips

- Find candidate contact information online or through the Government Accountability Board.
- Call candidate office and ask for a 15-30 minute meeting.
- Be ready to propose a location if candidate asks for suggestions (coffee shop, library, candidate's office, office of a coalition member or volunteer).
- Plan for at least 2-3 volunteers, with or without the MJC/Network Coordinator.
- Contact advocacy partners (ACS, ALA, AHA, HFW). They may also have local volunteers who can attend the meeting.
- Assign volunteer roles (lead spokesperson, note taker) and talking points ahead of time.
- Use this as a general meeting outline:
 - Introductions
 - Brief MJC/Network description
 - Current efforts (i.e., candidate education materials and supplements)
 - Candidate thoughts and question
 - Wrap up
- After the meeting:
 - Hold volunteer debrief and review notes.
 - Send thank you note and any requested follow up to candidate.
- **Reminder:** All candidates must have the same opportunity to meet with you. If you call one candidate for a meeting, you must call every other candidate. Not every candidate will meet with you, but it is important to reach out to all.

Other considerations

- Make sure the individuals attending your meeting are reflective of the community/population(s) affected.
- Is it the right level of detail for the audience?
- Is there time to adequately address any supplemental material?