



Five Steps to Creating Powerful Public Testimony

It's Like a Sandwich

1. Greeting (the bun)

Good morning/afternoon Chairpersons and Members of the Committee. Thank you for this opportunity to speak. My name is _____. I live in _____.

2. Why you are there (the condiments)

I am here to speak about _____. (education) *OR*

I am here to speak in support of _____. (lobbying)

I am joined by _____. *OR*

I represent _____ Coalition. We have ___ members that represent a diversity of interests (feel free to mention a brief list of people on the coalition – parents, medical professionals, etc).

Education Example:

I am here to speak about the threat of emerging tobacco products and why tobacco prevention and control funding is important.

Lobbying Example:

I am here to ask for your support to increase funding for the state tobacco prevention and control program.

3. Why this issue is important to you (the meat)

I brought my son Jared with me today because, as a parent, the issue of tobacco prevention is very important for me and my children. A few weeks ago, I took my son into a convenience store and he asked if he could pick out some candy. I agreed, and he brought me a bright-green package of green apple flavored little cigars that cost \$3. I asked him if he knew what it was, and he said that kids at the park smoke these all the time and it smells like a Jolly Rancher. The fact that these tobacco products are cheap and look like candy concerns me greatly as a parent.

4. REPEAT: Why you are there *OR* if lobbying, ask for what you want (the toppings)

Education:

We are here today...because no one's child should mistake tobacco products for candy. We need to protect our kids by educating them, empowering them, and making sure that these products aren't easily accessible.

Lobbying:

Jared and I are here to ask the JFC to support increased funding for Tobacco Prevention and Control. At the current funding levels large portions of Wisconsin don't receive the youth community education that is so important to make sure our kids stay tobacco-free.

5. Close (the bun)

Thank you for this opportunity to speak to you today.