

Tactics Exercise

Education & Pressure Tactics

Adapted from Communities of Excellence Plus in Tobacco Control by TTAC

Make Television Commercial to Raise Awareness	50 points
Turnout 75 People to a Legislative Hearing	15 points
Poll on SF Cars Issue	15 points
Press Conference/Media Event	15 points
Send Delegation to Meet Each Law Maker	15 points
Buy Newspaper Ads	15 points
Draft the Bill	15 points
Circulate Petition of Support	15 points
Organize a Community Meeting	15 points
Secure Organizational Endorsements	15 points
Form a Speakers Bureau & Train Speakers	15 points
Door-to-Door Literature Drop	15 points
Research & Produce Community Report	15 points
Hold Lobby Day at State Capitol During Legislative Session	15 points
Pay for Callers to Contact Advocates to “Patch-Through” Calls to Lawmakers	10 points
Speak to Allies in City Governments to Support Us	10 points
Meet with Newspaper Editors to get Positive Editorial	10 points
Approach Local Churches to Support Proposal	10 points
Op-Ed by Community Leader	10 points
Phone Bank Lists of Potentially Interested People	10 points
Educate Community About the Need to Not Smoke in Cars with Minors	10 points
Feature Story (Print or TV)	10 points
Yard Signs	10 points
Leafletting	10 points
Peaceful Public Display By Youth	10 points
Sign Waving to Raise Awareness	10 points
Direct Mail Brochure to Solicit Support from Public	5 points
Web Page	5 points
Put up Signs on Major Streets/Corners & in Community	5 points
Letters to the Editor	5 points
Announcements in Newsletters of Local Organizations	5 points
E-Blast to get 100 Pieces of Testimony	5 points
Robo Call 1,000 Voters	5 points
Develop Talking Points	5 points
Meet with Local Police	5 points
Meet with State Attorney General about the Issue	5 points
Free Cards (two at 10 points each)	20 points
Total:	440 Possible Points (Including Two 10-point Free Cards)