

SETTING UP A PREEMPTION STRIKE FORCE

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Passing preemption is a key strategy of the tobacco industry. A preemption strike force will help to combat industry legislative tricks by allowing for quick and easy communication among proponents of local control.

GOALS OF A PREEMPTION STRIKE FORCE?

- Constant communication and quick mobilization
 - A strike force makes communication easy by getting a message out to a large number of people by only talking to a few
 - Because a strike force allows for quick communication, it is easier to plan a rally or get advocates to the capitol on short notice
- Role delineation
 - Many people, not just tobacco advocates, support local control
 - A strike force will assign roles so that efforts to defeat preemption are not being duplicated and so that everyone is working together, as a team



WHO SHOULD BE A PART OF A STRIKEFORCE?

- Coalition members from around the state who can rally advocates
- Coalition lobbyists
- Lobbyists from the American Heart Association, Lung Association and Cancer Society
- Lobbyists from organizations like municipal leagues and other groups that care about protecting local control
- Elected officials who are known “champions” of smokefree air

WHAT DOES A STRIKEFORCE DO?

- Brainstorm new partners and new strategies for defeating preemption
- Collect resolutions on protecting local control from municipalities and from organizations
- Assign lobby targets based on districts from around the state
- Meet with editorial boards
- Help bring people to the capitol for citizen lobby days and critical hearings
- Proactive planning and rapid response

RESOURCES ON FIGHTING PREEMPTION

-  Visit www.protectlocalcontrol.org
-  Contact ANR for more information and to answer any questions, at (510) 841-3032.

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