



Messaging at the Local Level

C.B. Pearson, Senior Vice-President

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Big Tobacco's Playbook

1. Preemption - Number 1 Priority
2. Propaganda Machine
3. Tobacco Industry and Mobilization
4. Legislative Attempts to Divert Strong Policy
5. Implementation Challenges

Preemption

- **Removing Local Control**
 - “Statewide uniformity”
 - “Patchwork of local laws

Propaganda Machine

- Claim: JUNK SCIENCE
- Claim: ECONOMIC LOSS
- Claim: SMOKING IS A
FUNDAMENTAL RIGHT

Tobacco Industry Outreach and Mobilization

- Tobacco Retail Distribution Network
- Hospitality Industry
 - Restaurants
 - Licensed Beverage Association
- Gambling Industry
- Smokers' Rights Groups
- Front Groups

Legislative Attempts to Divert Strong Policy

- Diversion: Introduce Other Issues
- Diversion: Intimidation Tactics
- Diversion: Create a Task Force
- Diversion: Suggest “Accommodation” Alternatives
- Diversion: Propose Ventilation as a Solution
- Diversion: Delay

Implementation Challenges

- Attempt to Delay or Prevent Implementation
- Create a Sense of Controversy
- Claim Economic Loss
- Initiate Litigation
- Propose Ballot Measures to Overturn Laws
- Attempt to Unseat Supportive Legislators

Practice Coordinated Efforts

- Statewide Smokefree Community Day/Week
- Statewide Strategic Events – run with coordinated paid media & earned media
- Stick to your message – repeat, repeat and reinforce.