Setting up a Preemption Strike Force

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 Strike Force?

- 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
- Partners from organizations that support public health and may also face preemption threats, such as menu labeling and nutrition.
- Elected officials who are known champions of smokefree air and local control

What Does a Strike Force do?

- Proactive planning and rapid response
- 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
- Educate the media
- Help bring people to the capitol for citizen lobby days and critical hearings

Resources on Protecting Local Control

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