

MAY 17

No Menthol

SUNDAY

Awaken

2020 Community Event Toolkit

“ Beloved, I pray in all respects you may prosper and be in good health even as your soul prospers. ”
- 3 John 1:2



NAATPN Faith-based Initiatives

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1-888-7NAATPN

Awaken!

NAATPN's annual No Menthol Sunday is an exciting time for faith communities to effect change in the health of their congregations. Each year we encourage faith leaders to talk about the importance of living healthfully—not only for the sake of one's own sacred physical body, but for the sake of the African-American community as a whole. We emphasize the role of menthol in quitting tobacco, but we don't stop there. We speak loudly against social, economic and governmental systems that perpetuate health disparities and keep tobacco use at status quo.

Our 2020 theme, *Awaken!*, encourages us not be deceived by the ill intentions of others. It exclaims that we must awaken ourselves to the truth so that we may be wise and expose deception and complacency (Ephesians 5:5-15). In essence, the passage calls us to stay woke!

This is fitting guidance as we work to expose the tobacco industry's deceptive practices. The tobacco industry has:

- spread unsubstantiated falsehoods about the effect menthol restrictions will have on police interactions
- developed aggressive marketing tactics targeting Black communities
- addicted a young generation to nicotine through e-cigarettes and vaping products

What's worse is that the current pandemic has exacerbated African Americans' health outcomes, increasing their risk for more severe COVID-19 and death related to the virus.



When it comes to protecting our young people and our most vulnerable communities, we must not grow weary or turn a blind eye to any of these things!

No Menthol Sunday is the perfect time to raise our consciousness about these important issues. When people of faith remain vigilant, educate youth, and inspire community action, we will begin to move toward total health justice.

Why we Fight

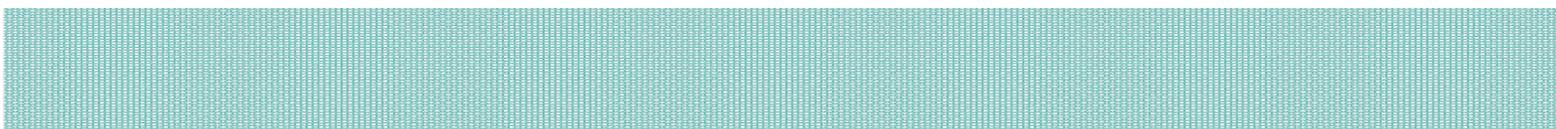
After a 10-year fight, the US House of Representatives has finally passed the Youth Vaping Epidemic Act. This is a major win as it eliminates the sale of all flavored tobacco products including menthol!

But this is no time to sleep!

We must now win over lawmakers in the Senate and ensure this bill goes into effect.

We are excited about the potential for flavor restriction laws like this. That is why we must dedicate ourselves to supporting cities like Berkley, Boston, New York City and Minneapolis who are implementing similar policies restricting the sale of tobacco.

No Menthol Sunday is our time to awaken our communities! We must remain vigilant, standing *in* faith and *for* one another.



Menthol Quick Talking Points

- Menthol is a candy flavor that makes it easier to smoke cigarettes.
- Most African American smokers smoke menthols.
- Most minorities who are smokers smoke menthols.
 - More than half of Asian American youth smokers smoke menthols
 - Nearly half of Latino youth smokers smoke menthols
 - Most menthol smokers are women
- Most kids who start smoking try menthols first.
- The tobacco industry intentionally tries to get African Americans to buy menthol cigarettes.
 - Menthol cigarettes cost less in Black communities
 - There are more and larger advertisements for menthols in Black communities
- Menthol cigarettes are harder to quit!
- The FDA has the power to ban menthol from tobacco products.
- Banning menthol would save lives.
 - If menthol were banned, a lot of people would never start smoking
 - If menthol were banned, a lot of African Americans would not die from a smoking-related disease

Sermon Topics & Speaking Points

For Christian Congregants:

A Spiritual Battle

Tobacco is a defining issue for our time. It has been proven to be one of the causes of preventable death, but also a struggle for the nation's soul. With much research and health science, we see the bridge between the ethical, mythic, and spiritual nature of the struggle among congregations around the world. The Bible says in

III John 2:2, "Beloved, I wish above all things that thou may prosper and be in health, even as thy soul prospers." In this passage the writer is letting us know that he not only wants us to prosper in life, but he also wants us to also live a healthy life free from all types of addiction.

Smoking is undoubtedly very bad for your health. Smoking has been proven to damage the lungs and the heart. God has come to help us with the fight of addictions. In 1 Corinthians 9:22, Paul says, "To the weak I became weak, that I might win the weak. I have become all things to all people, that by all means I might save some." This scripture suggests that we should help one another with our weaknesses. On No Menthol Sunday, focus on being supportive. Be the person someone can turn to if they are struggling, just like Christ wants us to do.

Your Body as the Temple of the Holy Spirit

The apostle Paul teaches that our bodies are the temples, or the dwelling place, of the Holy Spirit (1 Corinthians 6:19). In this way, the body does not belong to the believer; rather, the body belongs to God. It is His home and the place whereby he gives the believer His power.

This in mind, believers must not do as they will with their bodies, using it carelessly for their own pleasures. 1 Corinthians 6:20 states that believers were "bought with a price" and should, therefore, honor God with their bodies. In the Christian sense, even the smallest acts may be a part of the ways in which

he or she honors God. In 1 Corinthians 10:31, Paul says “whether you eat or drink, or whatever you do, do it all for the glory of God.” In the Christian sense, maintaining a healthy body can be a form of worship (Romans 12:1-2). No Menthol Sunday presents an opportunity to discuss the ways in which followers of Jesus Christ can take particular care with their own health and well-being. This means quitting smoking and not allowing an addiction to destroy God’s temple.

The Power to Overcome Temptation

One fundamental teaching of Christianity is that God is willing to help believers to resist temptation. No Menthol Sunday is a good time to discuss the difficulty in resisting temptations such as cigars and cigarettes, but also how it is possible to rely on the Holy Spirit for help. In 1 Corinthians 10:13, Paul states that “no temptation has overtaken you that is not common to man.” This means that no one is alone in their fight against temptation. He goes on to say, though, that God is faithful to provide a way out so that one may endure it. This can be very encouraging for Christian believers. Further, it may be insightful to merchants in your congregation. They can help to be “a way out” by discontinuing the sale of mentholated tobacco products.

Quitting smoking is a struggle that can contribute to mood swings and other withdrawal symptoms. It is easy to want to give up. Prepare those who want to quit smoking by sharing the words in Psalms 34:18: “The Lord is near to the brokenhearted and saves the crushed spirit.”

Reaping the Benefits of a Healthy Lifestyle

The Gospel cautions that whatever a person sows, he or she will also reap (Galatians 6:7-8). Specifically, Paul’s warns that if one sows into the fleshly desires (or gives in to the cravings of the body), that one will reap corruption. Alternatively, if one sows into the Holy Spirit, giving attention to it instead, that he or she will reap eternal life. This kind of cause-and-effect is unavoidable when it comes to smoking. On No Menthol Sunday, talk to your congregation about the “corruption” and poor health that comes from smoking. But be sure to emphasize the “life” or healthy benefits that come from quitting. Remind your congregation that just because things like cigarettes are legal does not mean they are good for you. One should not be enslaved to anything (1 Corinthians 6:12).



For Muslim Congregants

Do Not Harm Yourself or Others

Teachings in the Qur'an clearly express the importance of taking care of one's health. According to Qur'an 2:195, a follower must not make their own hands contribute to their own destruction. On No Menthol Sunday, discuss the ways in which smoking destroys the body. In addition, remind congregants that smoking tobacco can spoil prayer, the pillar of Deen, by emitting an offensive odor. Most importantly, discuss how second-hand smoke does great harm to others. Followers of the Islamic faith should remember the teachings of the Prophet: "There shall be no infliction of harm on oneself or others." For those who desire to quit smoking, invite them to start with the fast of Ramadan.

For Jewish Congregants

Watch Yourself Scrupulously

In Judaism, care for one's health is not only a vital religious value, but a halachic obligation (Deot 4:1). While we know that the Lord takes care of the simple, or those with childlike faith (Psalm 116:6), it is important to exercise wisdom when it comes to health. According to Deuteronomy 4: 9, Jewish people must "watch [themselves] scrupulously". A part of this means protecting one's self from the harmful effects of smoking. On No Menthol Sunday, remind your congregation that "a person must distance himself from things which destroy the body and accustom himself to things which heal the body" (Maimonides' Mishneh Torah).

Get Back Up Again

Quitting smoking is often one of the most challenging things that a smoker can do. It is common for a person to explore several methods and try multiple times before finding success. The Torah teaches that a good person is not one that finds immediate success; rather, a good person is one that perseveres. On No Menthol Sunday, encourage those who want to quit by reminding them of King Solomon's words in Proverbs 24: 16: "A righteous man falls down seven times and gets up."



For Buddhists Followers

Choose the Path that Leads Away from Suffering

In Buddhism, it is honorable to remain open to cravings while not giving in to them. Use No Menthol Sunday as a time to acknowledge the presence of the temptation, but to encourage resistance. Additionally, discuss the ways in which overcoming addiction can lead to freedom and clarity of mind. Remind congregants that smoking is a path that leads to suffering. Encourage those who would like to quit smoking to take time on No Menthol Sunday to meditate and stay with the feeling, knowing that it will pass naturally. Talk to followers about how ending the sale of mentholated tobacco products can be the path that leads away from the suffering of others.

For Hindu Followers

Embrace a Life of Bliss

Hinduism discourages vyasana, or unhealthy dependence on substances such as tobacco. In fact, caring for the body is a sacred spiritual practice. Hindu teachings compel followers to achieve a spiritual life that is free from suffering and full of bliss. On No Menthol Sunday, remind followers that smoking tobacco cannot lead to such a spiritual life. Discuss the ways in which quitting smoking and ending the sale of mentholated tobacco products can be essential in doing good to others.



No Menthol Sunday Activities

Make a Pledge

Whether for a day or a week, challenge your congregation to join the movement by not using tobacco in observance of No Menthol Sunday. Provide plenty of copies of our Abstinence Pledge and make a sincere request for your members to sign it. Plan to follow up with everyone's progress and provide support to those who need it.

Video Prayer Call

Quitting smoking is a big step in a larger effort to be healthy. Encourage your entire faith community to gather via video conference for a time of prayer and support. Suggest that members read specific scriptures and adages from your faith before the call so that you may discuss as a group. It may be a great social time that serves as a fun way for members to encourage one another to stay strong—and stay home!

Pathways to Freedom DVD Screening

Invite your congregation and faith community to view Pathways to Freedom: Leading the Way to a Smoke Free Community© from their homes on the same evening. Then host a Twitter or Facebook live to discuss. This educational cessation video may be your community's first step in reducing the use of tobacco and supporting one another in quitting smoking altogether. Request your hard copy DVD at www.naatpn.org.

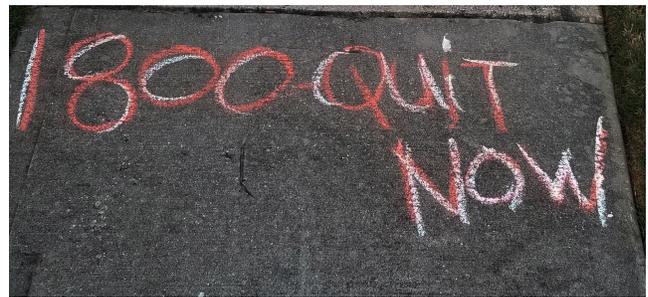
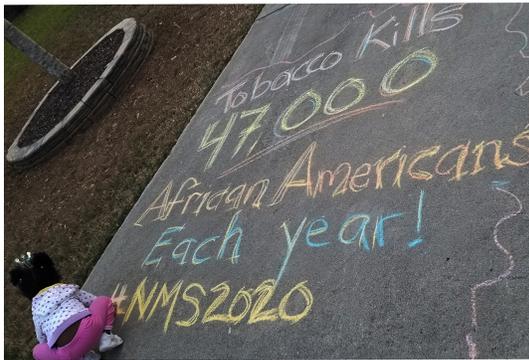
Delivering Quit Support

If your place of worship is actively delivering food or supplies, include printed information such as palm cards that direct them to resources for quitting. Remember that volunteers not have all of the facts and stats on tobacco. They can always point community members to 1-800-QUIT-NOW (1-800-784-8669). This number will connect with them with certified cessation counselors who can help callers develop a personalized plan to quit smoking.



NMS Sidewalk Chalk Campaign

Even through social distancing, people are encouraged to walk and exercise near their homes. If neighborhoods or subdivisions have safe, well-maintained sidewalks, use this space as a canvas for educating the community about No Menthol Sunday. Scribble facts, hashtags and words of encouragement to walkers, runners and passersby. Be sure to involve kids who are expert sidewalk chalk artists.



More Social Distancing Ideas

Keep it old school

Just because everyone is going digital doesn't mean your church should. Create a phone tree and ask deacons or volunteers to call everyone with encouraging words. Remind them to observe personal prayer time and stay on track with a scripture reading plan.

Go love from your couch

Go beyond the pulpit. When leadership is ready, have them present short sermons in real time using Facebook or Instagram live. Doing it from your own couch creates a sense that leadership is observing the same social distancing recommendations as everyone else in the church.

Parking lot church

Grab a classic FM transmitter and invite congregants to the church parking lot to listen to the day's sermon from their vehicles. Allow everyone to dress up and enjoy the ritual of going to church. Check your local ordinances for rules and details.

Put service before service

Even if you're not having service, your church can still be of service. Identify needs in your community and encourage your low-risk members to help deliver carefully handled meals or supplies to their neighbors' doorsteps.

Church in a box

Coordinate a church unlock day so that low-risk admins may enter the church to package and mail out supplies for communion or other sacraments. Members will appreciate the chance to observe meaningful rituals at home. Be sure no more than five people are in the building at once.

Video sing-along and small group study

Use web applications like Zoom or Google Hangouts so that teams or small groups can meet "in person" via video. This way, they may sing together, study together, and most of all, be together.

Text to give

Passing the plate has never been easier these days. Use mobile apps like Tithe.ly, Easy Tithe or Push Pay to help members to continue their worship through giving.

Coronavirus Prayer Walk

Schedule a date and time when members can pray collectively while walking through their respective neighborhoods. Knowing that everyone is praying at once can be powerful.

Car Parade

Send an email inviting members to decorate their cars and join a church car parade. Set a meet up spot, crank up gospel music and start the caravan. Don't forget to publicize the route so that members at home can be waiting with their own cheerful signs! Be sure to observe social distancing.

Stand Against the Tobacco Industry

Merchant Outreach Webinar

Just before No Menthol Sunday, invite local merchants to join a webinar designed to offer ways to help them be of support during COVID-19 changes. Discuss the current policies; how to create signage encouraging mask-wearing; reminding patrons to protect WIC designated food; and consider pledging not to sell mentholated tobacco products for No Menthol Sunday. This means that they will agree to remove all mentholated products and associated advertising from their store on No Menthol Sunday. Approach stores that are within 500 feet of schools to start. Be sure to have the Menthol Fact Sheet ready to send!

Boycott Juul

In the 1990s the African American community was effective in boycotting a cigarette brand that had plans to aggressively target African American demographics. Black organizations and thought leaders came together in a



unified effort to reject the intrusion of such a deadly product. The efforts were successful, and the brand launch failed. The tobacco industry is now planning to infiltrate our communities and our young people with Juul and other e-cigarette. Because these products are now beginning to sweep our neighborhoods as in White communities, we must make efforts to keep them at bay. Our neighborhoods battle the presence of every kind of vice. We must not allow Juul to be among them.

Make it Your Own

No Menthol Sunday is about finding unique and effective ways to educate your community and raise awareness about the need to quit smoking and end the sale of mentholated tobacco products. Use your own creativity to engage your faith community in this campaign. Don't forget to let us know how it is going by emailing your stories to thenetwork@naatpn.org and using the hashtag #NoMentholSunday or #NMS2020.



No Menthol Sunday Abstinence Pledge

In observance of
No Menthol Sunday
on May 17, 2020

I do hereby resolve to protect my health, the health of my family, and the health of my community by pledging to abstain from tobacco products for:

_____ 24 hours

_____ 3 days

_____ 1 week

By taking this pledge, I hope to stand as a model to my family and my faith community.

Print Name

Signature

Date



Tobacco-Free Commitment

Whereas: The American Heart Association (AHA), in collaboration with NAATPN, Inc. and No Menthol Sunday, recognizes that smoking is the #1 risk factor for heart disease and stroke. We are keenly aware of the importance of being an example to all individuals and committed to educate all communities against the dangers of tobacco and second-hand smoke. By promoting tobacco-free communities and connection to cessation resources the AHA is helping to build a culture of health in such environments where individuals live, learn, work, play, and pray.

AHA's Tobacco-Free Initiative has established the following policy concerning tobacco use in and around all environments that directly affects our communities.

Scope: The term "tobacco use" refers to all forms of tobacco, including cigarettes, e-cigarettes, cigars, pipes, dip, and snuff.

Expectations: Community members are to be responsible for following and maintaining this policy. This includes reminding individuals of this existing policy, requesting appropriate disposal of tobacco/smoking materials, and advocating the dangers of tobacco and second-hand smoke.

Incentives: By recognizing, agreeing, and implementing the AHA Tobacco-Free Initiative, active communities will receive Tobacco-Free window clings and guidance to connect with local tobacco cessation programs.

Policy:

- This site will not permit any tobacco use on its grounds.
- This site will post an easily visible "Tobacco-Free Ground" sign to promote community awareness.
- This site will establish a system to promote tobacco use prevention and cessation efforts within the community or connect to the national hotline 1-800-QuitNow.
- This site will educate families of all ethnic and racial diversities about the benefits of tobacco-free living.
- This site will educate and empower community members to live healthy lifestyles.
- This site will utilize the strength of its advocacy and education to overcome tobacco related health disparities that impact the community.
- This site will host a Community Dialogue on Vaping (e-cigarettes)

Community/Organization Name _____

Community/Organization Leader Name _____

Primary Contact, Email address and phone number _____

Address _____

of Congregants _____ # non- congregants _____

Signature _____



Take the Citywide or Statewide Pledge

No Menthol Sunday is a unique way to engage your area coalitions in tobacco control efforts. It is an excellent opportunity to build a faith-based network and get to know key leaders and influencers within your state's African American communities. In addition, there are many ways to promote No Menthol Sunday and use the observance day activities to build awareness about important tobacco-related community initiatives. It is even possible to use No Menthol Sunday to create buy-in for a new policy or reinforce an existing one.

Consider the many ways you may coordinate No Menthol Sunday events across your city or state. Keep in mind that participation in No Menthol Sunday is partnership activity with NAATPN, Inc., will fulfill requirements of RFA-DP20-2001.

Our goal is to see participation in all 50 states.

Submit your city or state pledge to participate and register your events at NoMentholSunday.com.

There are many ways for states to observe the day:

- Build your network of faith-based organizations to educate communities about importance of tobacco-free policies
- Offer free NRT during the week of No Menthol Sunday
- Promote your state's 1-800-QUIT-NOW phone line and take note of calls during No Menthol Sunday
- Promote the COVID-19 Big Quit sharing information about the ways in which smoking and vaping can increase your risk of severe COVID-19 infection and event death

Contact Michael Scott at mscott@naatpn.org to confirm your intention to participate! Then, use the planning guide below to get started with your plans. Register your event at www.NoMentholSunday.org.



Download the planning guide by clicking the image below.

No Menthol SUNDAY

City & State Planning Guide

30-Day Runway to No Menthol Sunday

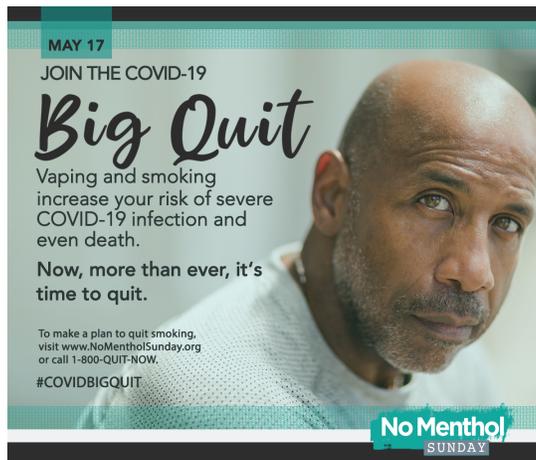
- DAY 1-3**
Pass along the NMS announcement or form letter to leadership for approval.
- DAY 4-5**
Submit your State Pledge to Participate and then download the toolkit. Select 2 activities your state can help execute. Be sure to contact your local Quitline and health dept. for collaboration.
- DAY 6-10**
Announce NMS by placing a badge on your website and in your e-newsletter. Send personal notes to coalition members.
- DAY 11-16**
Develop a list of local churches and begin cold calling or emailing them to invite them to host a NMS event. Request face-time with leaders to discuss or make a presentation directly to faith groups.
- DAY 17-20**
Support churches and coalitions in planning their NMS activities and registering events online. Help them identify the most feasible activity for the size of their group.
- DAY 21-25**
Contact your local media. Update the press release template and email it to newspapers. Ask local news stations and podcasters place 15 sec. audio spots for free. Contact your city officials to make a proclamation.
- DAY 26-28**
Rally local youth to post about NMS on social media. Share videos, photos, and graphics. Use #NomentholSunday and #NMS2020
- DAY 29-30**
Enjoy a day of educating congregants and unifying the community under one cause. Document the day and plan to take a survey later this week. We can't wait to hear from you!

Join the COVID BIG QUIT

The current pandemic has created a greater need, now more than ever, for African Americans to seek and obtain cessation services to help them to quit smoking. Studies have shown that African Americans want to quit smoking and yet they are unsuccessful. Experts attribute this struggle to menthol which 1) know to be most often smoked by African Americans, and 2) is known to make it more difficult to quit.

Smoking rates in the African American community are particularly concerning since the risk of severe COVID-19 infection

Help support a movement for quitting by amplifying the campaign. Click images to download.



Church Announcement

Today is No Menthol Sunday, and we would like to take time to talk about protecting Black health and Black lives.

Smoking kills 47,000 African Americans per year. That's more than homicides, suicides, AIDS-related death, car accidents and police brutality combined.

Most teens and African Americans who smoke choose menthols because the minty flavor helps make it easier to start smoking -- it also makes it harder to quit smoking. Now, in the midst of an international pandemic, it's more important now than ever to urge our people to quit. Smoking and vaping increase your risk for more severe COVID-19 and even death.

If you are a smoker but haven't talked to anyone about it, now is the time. There are many resources available and we know there is no cookie-cutter way to do it. We just want to encourage you to find your way to freedom. We are prepared to love and support you as you become healthier.

We want to take time today to pray with you about it because we know it is hard to quit smoking and can take several tries before quitting for good.

You can also call 1-800-QUIT-NOW for free resources and coaching. Feel free to ask me more after service. Thank you.



Event Day Resources and Templates



Church Fan

Church fans commemorating No Menthol Sunday 2019 are available. They serve as both factsheets and cooling mechanisms. Visit www.NoMentholSunday.org to submit a purchase order. To ensure your fans arrive on time, be sure to place your order as early as possible. Click the image to download print ready files if you would like to print your own.

Social Media Graphics

Remind congregants of the observance day by posting these graphics to your website and social media outlets. Use the hashtag #NoMentholSunday or #NMS2020. Visit www.NoMentholSunday.org to download.



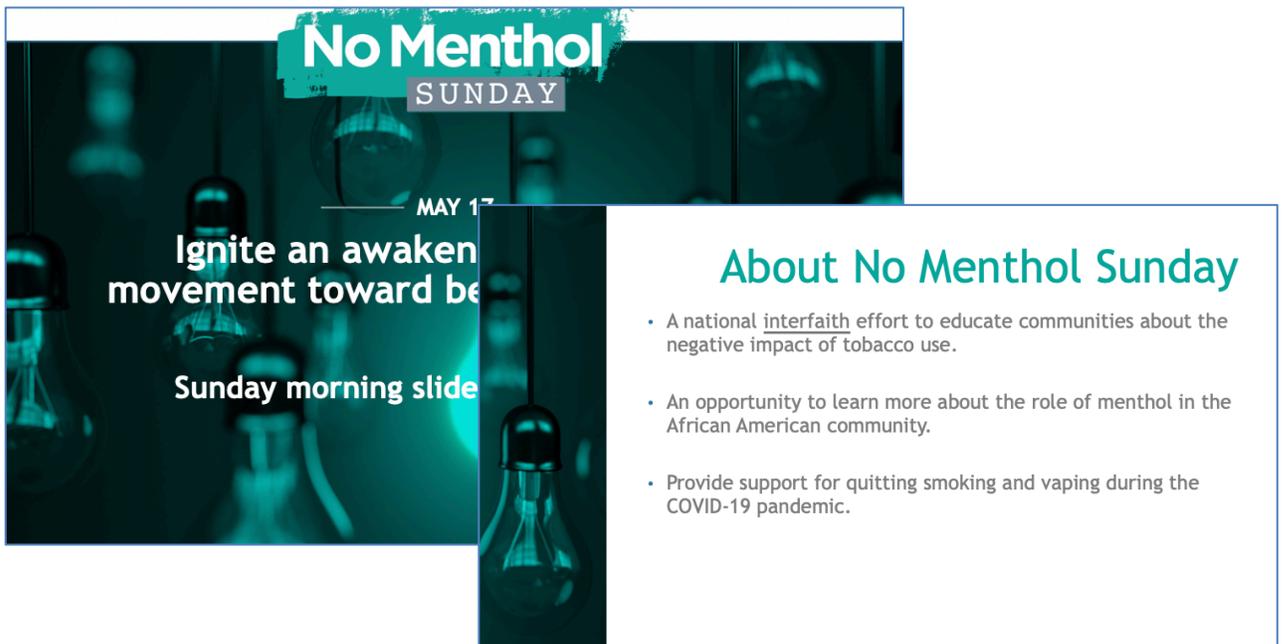
Social Media Cover Image

Help us promote the event by adding this image to your Facebook and Twitter profile. Use the hashtag #NoMentholSunday or #NMS2020. Visit www.NoMentholSunday.org to download.



PowerPoint Presentation for Special Services

Ready to use presentation slides with facts to kick off your sermon or No Menthol Sunday talk. Click to download.



The image shows a PowerPoint presentation slide for No Menthol Sunday. The slide features a teal background with a blurred image of light bulbs. The text "No Menthol SUNDAY" is prominently displayed in white and teal. Below this, the date "MAY 17" is visible. The main text on the slide reads "Ignite an awakened movement toward better health" and "Sunday morning slide". To the right of the slide, there is a white box with the title "About No Menthol Sunday" and a list of bullet points:

- A national **interfaith** effort to educate communities about the negative impact of tobacco use.
- An opportunity to learn more about the role of menthol in the African American community.
- Provide support for quitting smoking and vaping during the COVID-19 pandemic.

Content Worth Sharing

CDC's Tips from Former Smokers



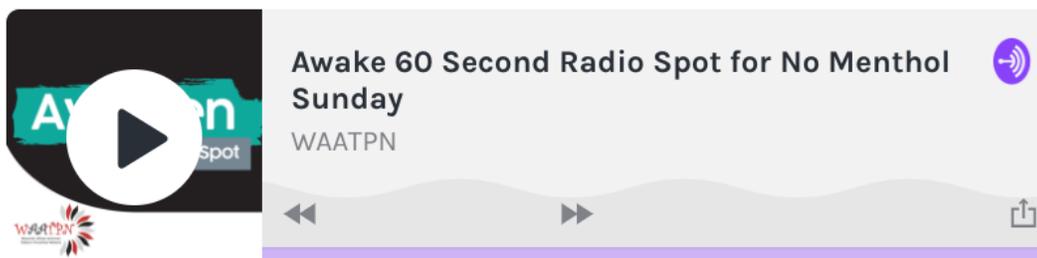
While most Americans understand that smoking cigarettes causes serious health effects, those who start smoking as youth or young adults may not realize smoking-related disease can happen relatively early in life. Illness may also cause them

to miss important life milestones and can deeply affect the daily lives of their family members and friends.

The new stories featured in this year's *Tips From Former Smokers*® (*Tips*®) campaign offer two perspectives: people living with serious illnesses caused by smoking, and those caring for loved ones with smoking-related disease. These hard-hitting ads can be used to spark conversation.

Audio files & Poetry from Wisconsin

Listen to La'Ketta Caldwell's "Awaken" 60 Second Radio Spot. Her original poem-turned radio commercial can be recited live, posted to your website or placed on your local radio or podcasting outlets.



[Learn more about the artist and download audio](#)





California's We are Not Profit

It's time to end Big Tobacco's strategic killing of the Black community with menthol cigarettes. California's We are Not Profit campaign features facts about how the tobacco industry uses African American civic leaders to manipulate the Black community.

Share videos, audio clips and graphics to help your entire community stay woke.

After No Menthol Sunday: Advocacy

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In order to create or change a policy, such as Tobacco-Free Church Grounds, you must first develop and implement a strategic advocacy campaign. This is a quick guide to developing an effective advocacy campaign to achieve public health policy change in your church or your community.

1. Gather background information

Before you begin an advocacy campaign, do your research. You need to be certain that policy change is the best way to solve the problem. You'll also need to know the latest science and evidence in support of your public health issue, the current laws and regulations, and what gaps may exist. Research any past advocacy efforts on the same issue, so you know what worked... and what didn't.

2. Set clear policy objectives

A successful campaign starts with clear objectives that are specific, measurable, achievable, relevant, and time-bound. Make sure your objectives are linked to policy change and existing evidence, and that they include the following: a policy actor(s) or decision-maker(s), the action or decision you want them to take, and a timeline by which you want them to act or decide.

3. Build strong partnerships

Working in coalition or partnership with others is the best way to demonstrate support for your issue. Identify a core group of organizations that will work together to drive the campaign forward on a day-to-day basis. Next, identify a range of old and new allies willing to speak out in favor of your objectives. To identify those allies, look to civil society and professional or business groups from the health, education, and economic and scientific sectors.

4. Know the political landscape

A wide, solid teal bar at the bottom of the page.

Understanding the policy-making process and which decision-makers and influencers to target is key to achieving your objectives. Once you understand the political landscape, strategize about when during the process you can successfully engage, intervene, and influence your targets. You will also need to know decision-makers' positions on your policy change objectives and identify any opposition you will encounter

5. Help develop legislation or regulations

Early on in the process, you'll want to prioritize drafting of the actual policy, using the strongest wording possible. As an advocate, the role that you will play during this phase is likely to vary. Having a lawyer or policy expert as a resource is very important. At a minimum, they can help you analyze the strengths and weaknesses of existing or emerging policies in accordance with evidence-based best practices.

6. Determine what is non-negotiable

Compromise is sometimes necessary in advocacy. However, it is important to know your limits. You won't necessarily help your cause if you support the passage of weak policies. You and your core partners will need to determine together what is non-negotiable, ideally early in the advocacy process.

7. Identify legislative sponsors and policy champions Strong

Strong sponsors willing to champion a policy throughout the process are valuable assets for any campaign. Seek out influential and respected policymakers on relevant committees or in key positions who you can trust to act as loyal partners and effective champions. Remember that it takes time to cultivate such champions. Meet with them regularly to understand their concerns and needs, agree on how best to work together, and share information. Always be available to act as a resource for your champion.

8. Develop your key strategies

Persuading decision-makers to take action is essential for affecting changes in policy. There are many ways this can be done, but most successful campaigns employ some combination of the following three strategies: 1) direct interaction with decision-makers and influencers, 2) using media and social media to influence decision-makers and the public,

and 3) grassroots mobilization to engage a strong base of supporters and organizational allies to encourage change and counter opposition or indifference.

9. Prepare to communicate effectively

Effective communication underpins every successful advocacy campaign. First, define your different audiences and work to understand their information needs, interests, concerns, and the best communication channels to reach them. Using this information, you can then design targeted, persuasive messages and identify the most compelling messengers and spokespeople. Finally, it's important to monitor media and social media engagement on your issue so you know what is being said about your campaign and can respond quickly

10. Formulate your campaign action plan

The campaign action plan is your roadmap for the campaign, leading from objectives to strategies and then to messages. Carefully consider all the elements of your plan in collaboration with your core group of partners. In addition to key activities, the action plan should also outline the necessary resources, responsible persons, and timeline. Remember that your plan is a living document that should be reviewed regularly and updated as the political landscape changes.

11. Run your campaign

With a detailed plan in place, it's time to implement. Keep in mind that a successful campaign requires strategic planning alongside strategic implementation. The campaign process is dynamic and ever changing, and every campaign will require you to respond to unanticipated events, disagreements within your network, changing decision-makers and new opposition. Don't be afraid to be flexible, revisit your plan and update it as needed.

12. Monitor and evaluate progress

Monitoring and evaluating implementation of your advocacy plan will be one of the most critical activities of your campaign, but is often overlooked. Reviewing your progress at regular points will not only help to hold you and your partners accountable for planned actions, but will also



reveal whether or not your actions are accomplishing your goals. If your campaign is not making progress, you'll need to reassess and adjust your plan.

13. Celebrate success and remain engaged

Successful advocacy campaigns take time. Even if you don't secure your policy change right away, you will have made progress in educating decision-makers, the media, and the public on your issue. Celebrate milestones both big and small, and make sure you thank supporters for their ongoing commitment. Once you have achieved your policy change, ensuring successful implementation is the next objective. A campaign doesn't end with the change in law or policy change: Now it's time to push for implementation

Advocacy Tools. (2019, August 20). <https://www.tobaccofreekids.org/advocacy-tools>

After No Menthol Sunday: Support

- ✓ Encourage tobacco users to call 1-800-Quit-Now. They can talk to a Quit Line coach who can help develop a plan for quitting. Callers may also receive free Nicotine Replacement Therapy (NRT).
- ✓ Get involved by spreading the word about the harms of menthol. This may be through social media or by continuing to provide our tools and information at your services.
- ✓ Build relationships with local officials who are interested in supporting the health marginalized communities. Ask them to support measures that are proven to reduce tobacco use such as restricting the sale of mentholated tobacco products within 500 feet of a school.



- ✓ Support congregants who want to quite tobacco with prayer and patience. Help members to reduce stress and find ways to join in on efforts to be healthier.
- ✓ Talk to youth about the importance of staying tobacco free and living out the values they believe in. Encourage them to check out the Fresh Empire campaign on Twitter.

If you have any additional questions or would like to start a community-wide movement, visit www.NAATPN.org. Join the NAATPN mailing list and follow them on Facebook and Twitter.

