1. **Articulate a Clear Policy**
   Focus on clear policies that are known to SAVE LIVES!

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2. **Recruit Supportive Stakeholders**
   A BROAD RANGE of SUPPORT AND PERSPECTIVE IS CRITICAL.

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People and organizations in our state to begin contacting:

   ______________________________________________________
   ______________________________________________________
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National organizations committed and willing to help our state:

   ______________________________________________________
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3. **LET THE DATA SPEAK**
   You cannot win on pure emotion. FACTS will carry the policy.

4. **COMMUNICATE EFFECTIVELY**
   Votes depend on lawmakers’ UNDERSTANDING of the policy.

5. **THERE WILL BE OPPOSITION. STAY ON MESSAGE – SAVE LIVES!**
   **PREPARE FOR / RESPOND TO OPPOSITION**

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**QUESTIONS? LET ME KNOW HOW I CAN SUPPORT YOUR EFFORTS ...**

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