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Grassroots Guide

ARIZONA

Election 2016

**Pushing back
against
legalization in
your state:
Working Together
for Success!**

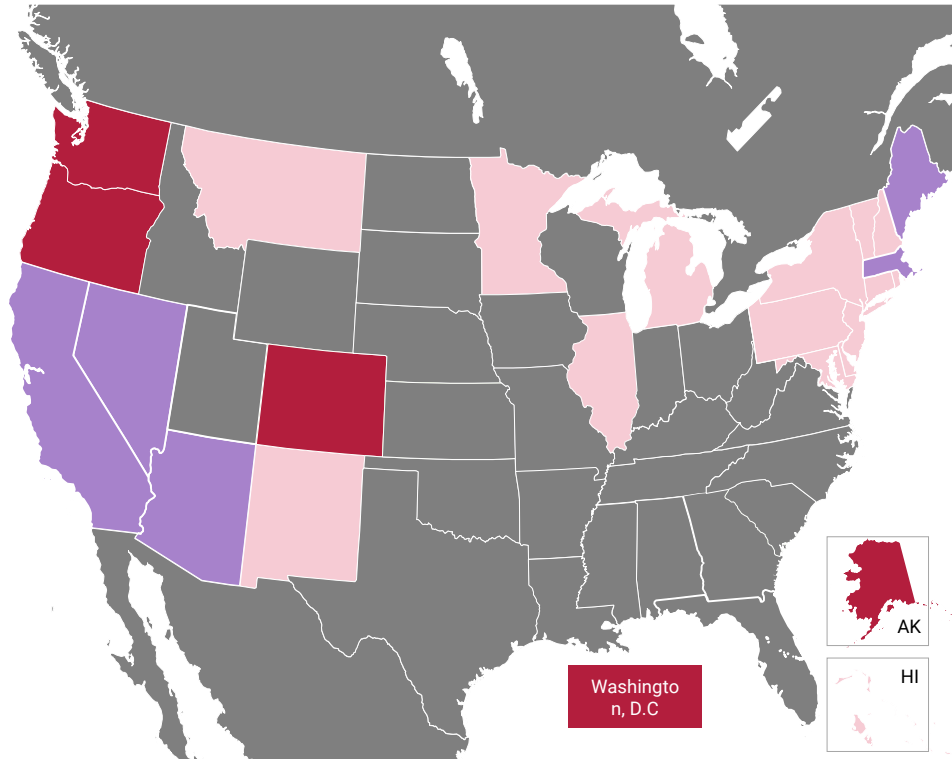
Overview

1 What is at stake

2 The talking points to emphasize

3 How to be heard

A structured outreach campaign to defeat legalization is key



Legend:

- = "Recreational" use legalized
- = "Medical" use legalized
- = "Medical" use legalized; 2016 initiative to legalize "recreational" use

- Working with your state campaign and SAM Action, **this presentation has information to help you get involved.**
- To be effective, it is important to:
 - **Have discipline** in following the main talking points of the campaign; and
 - **Deliver these talking points** via (free) traditional and social media in your state.

You can make a difference!

- Despite the rhetoric, legalization in Arizona is **NOT inevitable**
- The marijuana lobby's last two big pushes **failed** – in **Ohio (2015) and Vermont (2016)**
- This happened because of **focused campaigns and disciplined grassroots activism**
- **You can be a part of this success!**

The Arizona initiative: basics

- **Title:** Arizona Regulation and Taxation of Marijuana Act Initiative
- **Full text:** Available [here](#)
- **Sponsor:** The Marijuana Policy Project, a Washington, D.C.-based special interest group with strong ties to the marijuana industry

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Stick to a few main Arizona talking points

- Legalization in Arizona is all about one thing: **money – it's about making a few people rich. It's Big Tobacco all over again.**
- The initiative **allows pot shops in your neighborhoods**—where your children live—to sell **kid-friendly pot products like lollipops and gummy bears** that are easily mistaken for ordinary candy. Since Colorado legalized marijuana, **it has the highest rate of youth pot use in the nation—a rate 70% higher** than the national average.
- The initiative **allows 12 plants to be grown at home, enough for thousands of joints a year, and unlimited smoking in one's backyard**—no matter how close neighbors are or if there are kids around.

Stop here if you are writing a letter to the editor, short article, social media post, or giving a quote to a media outlet – it's important to be brief and stick to just a couple of talking points, especially in the age of digital media

If you need more material...

- The ballot question imposes **no limits or restrictions on potency** and expressly authorizes edible products.
- The ballot question allows for **unlimited advertising and promotion** by the pot industry.
- And it **packs the state oversight committee with pot industry representatives**, who can be expected to block attempts to enact health and safety regulations

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How can you be heard?

- **Write the editorial board** of your local newspaper and ask to meet with them about this issue
- Send [opinion pieces to your local paper](#) or appear on your local radio station
- Write and [submit letters to the editor](#) (these are shorter than opinion pieces, typically ~200 words)
- **Speak to local civic organizations**, parent groups, community coalitions, etc. to help spread the word and educate the public to speak out against this measure
- **Write your state and local elected officials** and ask them to publicly oppose the ballot initiative
- Write short **Facebook & [social media posts](#)**
- Ask local **health and medical organizations** to speak out (see, e.g., [this resolution by the National Alliance on Mental Illness](#))
- **Speak at city councils, neighborhood councils, city commissions or city boards** about marijuana issues (see this [sample city council resolution](#))

Press outreach

- **Arizona Daily Star**
 - Bobbie Jo Buel, Editor
 - Email: bbuel@tucson.com
 - Phone: 520-573-4217
- **Arizona Republic**
 - Joanna Allhands
 - Opinions Digital Editor
 - Email: joanna.allhands@arizonarepublic.com
 - Phone: 602-444-8000
- **Yuma Sun**
 - Roxanne Molenaar, Editor
 - Email: rmolenaar@yumasun.com
 - Phone: 928-539-6862



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