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Grassroots Guide **MASSACHUSETTS** *Election 2016*

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

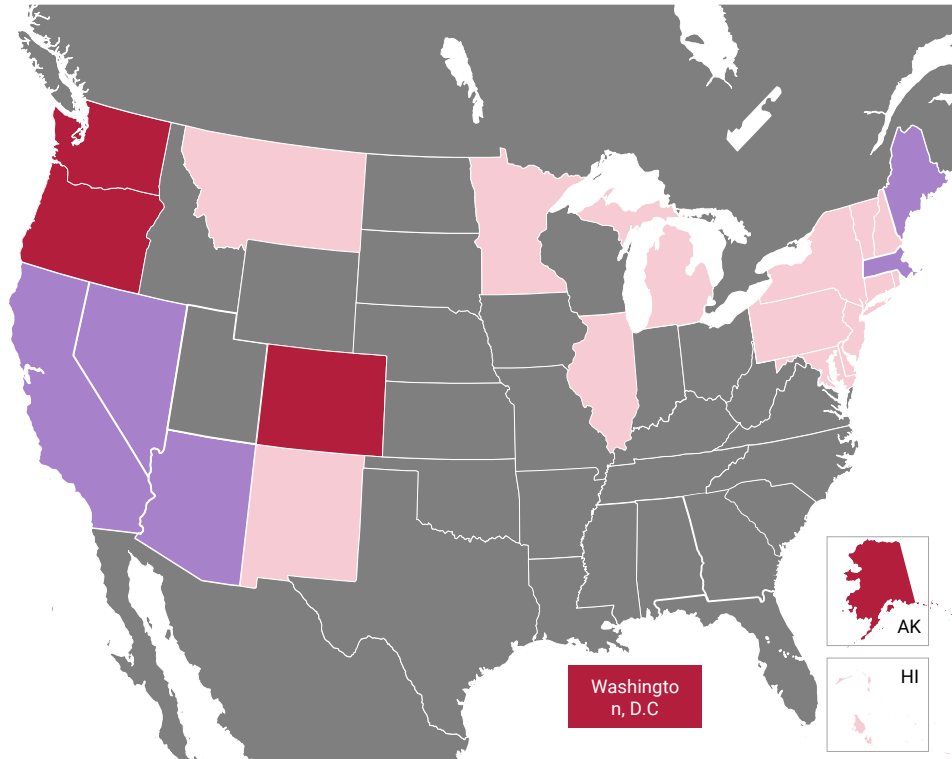
Overview

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 Massachusetts 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 Massachusetts initiative: basics

- **Title:** The Regulation and Taxation of Marijuana Act
- **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 Massachusetts talking points

- Legalization in Massachusetts 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 is **opposed by Governor Baker, Attorney General Healey, and Boston Mayor Marty Walsh**, along with the MA Superintendents and the MA Hospitals Association.

Stop here if you are writing a letter to the editor, short piece, social media post, or giving a quote to a media outlet, and use these talking points

If you need more material...

- Marijuana is **already decriminalized and “medicalized”** in Massachusetts. Do we really need to legalize it outright?
- A recent Suffolk University/Boston Globe poll showed that **voters oppose legalization** – 46 percent to 43 percent.
- The ballot question imposes **no limits or restrictions on potency** and expressly **authorizes edible products**.
- And it **packs the state oversight committee with pot industry representatives**, who can be expected to block attempts to enact health and safety regulations
- More information at <http://samaction.net/massachusetts/>

Agenda

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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

- **Boston Globe**
 - Marjorie Pritchard, Op-Ed Page Editor
 - Email: m_pritchard@globe.com
 - Phone: 617-929-3041

- **Boston Herald**
 - Rachelle Cohen, Editorial Page Editor
 - Email: oped@bostonherald.com
 - Phone: 617-426-3000

- **Telegram & Gazette**
 - Anthony J. Simollardes, Editorial Page Editor
 - Email: janthony.simollardes@telegram.com
 - Phone: 508-793-9163

- **The Republican (masslive.com)**
 - Robert Genest, Editorial Page Editor
 - Email: rgenest@repub.com
 - Phone: 508-793-9200



<http://www.safeandhealthyma.com>



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