

## Placer County Youth Commission Meeting

Wednesday, September 20, 2021

Granite Bay Library -6475 Douglas Blvd, Granite Bay, CA 95746

6:00-7:30pm

### 1. Welcome

### 2. Public Comment:

Please limit comments to 3 minutes per person. This is an opportunity for members of the public to address the Youth Commission on an item of interest to the public that does not appear on the agenda, no action or discussion shall be undertaken on any item not appearing on the posted agenda.

i. Any comments shared: None

### 3. County Update

a. Supervisor Holmes

i. Brief notes on information shared: None Shared

### 4. Icebreaker/Get-To-Know-You Activity:

a. Alex Wride

i. Brief description of activity: Would you rather - Halloween Edition

### 5. Presentation: Lobbying v. Educating

a. Notes on presentation:

SB 793 & the Referendum

- Senate bill 793 a law prohibiting most flavored tobacco in California scheduled to go into effect in January 1, 2021
- but it August 31st submitted a referendum by asking the people to uphold or repeal a law, they needed 5% of the people who voted collected 623,212 and 781,000 legal signatures
- People want to ban them, 103 policies in local counties were passed in CA
- They got enough signatures by spending \$21 million on the referendum and lied about what the petition was for
- They spent so much money because they made \$1,100,000,000 in the delay time
- Aug 28 SB 793 signed by Gov Newsom, Aug 31 Industry Submits Referendum Proposal, Oct 2020 Tobacco Companies Sue, 2021 Nov 8 2022 Voters will vote on the bill
- We can educate individuals about the vote
- Lobbying is when you try to convince someone on what they should vote
- Education gives strictly facts
- Educate Community members on flavored tobacco the harms and second hand smoke - Talk about what happened with the Referendum - We cannot tell people how to vote
- Game - Is it Lobbying or Educating?
- Why can't we lobby? We are funded by taxes (Prop 99 and prop 56) and represent the people, and it's not fair to be biased.
- When is it okay to lobby? When you are on your own time with family members or not associated with PCYC or using the taxpayer money

When you are not at a event or place being backed by the youth board and not being funded

- How to Share Your Message
  - Knowing your audience - know what your audience cares about so it is relevant appeal to their values
  - Know your message - connect your message to audience and make your message clear how does their values aline with your message Rural vs Urban Single vs Families
  - Know your ask & solution - The solution: Vote to ban flavored tobacco, present facts that are supporting and relevant You can tell people to vote and give information but as long a you don't tell people how to vote
- Activity Time
  - Tabling role play
  - Debrief - difficult to remain neutral, hard to come up with things on the spot, hard to say don't smoke without actually saying don't smoke, difficult to argue with an opinion on a fact, hoping that information will help make them make a thoughtful information, knowing to walk away

## 6. Break Into Subcommittees:

### 7. Report Back:

- a. Equity/Diversity Subcommittee
  - i. Brief notes:
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- b. Mental Health Subcommittee
  - i. Brief Notes:
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- c. Vaping Subcommittee
  - i. Brief notes:
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## 8. Adjourn