

Čanlí Coalition of CRST

Talking Points for Press



Pre-interview questions

- Who is the audience of this interview?
 - What is my goal for this audience?
 - What is *my* story?
 - What story does the interviewer want to tell?
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Things to remember

- You don't have to be an expert. You can always say, "I don't know."
 - Stick to your key message, don't get lost in the details.
 - Don't be afraid to answer the question they should have asked. It's okay to say something like, "I don't know about that, but what I do know is..."
 - Try not to frame your comments around a "law" or "ordinance." Those words sound restrictive. You're not talking about passing a law, you're talking about clean air. Instead of referring to "the smoke-free ordinance," say "going smoke-free in public places."
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Overall Message | What is the one take-a-way for your intended audience?

It's only been a month since CRST went smoke-free, but we're already seeing the positive impacts. Everyone I talk to loves the new clean air in public spaces and this is a great opportunity for us and other tribes across the country to take the next step toward more healthy communities.

Three Key Points | What evidence can you provide to support your overall message?

- 1) *Over 75% of tribal members support making our public places smoke-free and the program has wide support among our tribal leadership.*

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- 2) *The reason over three-fourths of our community members support this program is because the young people and tribal elders in our communities led the efforts to go smoke-free*
- 3) *Because we've seen such support for this smoke-free effort on CRST, I think other tribes in South Dakota might consider going smoke-free. When our young people and tribal elders work together, public health will continue to improve.*

Example Answers

Question: What do you say to those who oppose this new law

*I don't really know many people who oppose the **new clean air in public places**. Over 75% of tribal members support making our public places smoke-free and the program has wide support among our tribal leadership. Research has shown that a 100% smoke-free environment in enclosed public places is the only way to prevent the harmful effects of secondhand smoke.*

Question: Why did it take so long to pass this ordinance?

*Before the introduction of commercial cigarettes, tobacco was a part of our religious and social ceremonies. We wanted to go smoke-free in a way that respected traditions and honored our heritage so we took our time to get it right and it really paid off -- **the vast majority of our community supports the new clean air in public places**.*

Question: Why don't you think people should be able to free to decide if they smoke or not?

I agree with the majority of the tribal members that like the new clean air in our public spaces. I think people should be able to decide whether or not they smoke and before we went smoke-free, employees who worked in public spaces had no way of escaping the second-hand smoke. Now if people want to smoke, they can just step outside. And if people don't want to smoke, they have that option.

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