



CALL TO ACTION

Suggested Strategies for Advocates

ADVOCATING FOR LAWS

Identify and compile a list of stores that sell marijuana-flavored candy in your community. Identify the legislative districts in which the candy is being sold or where the stores are located.

Identify an elected official with a strong record of addressing issues relating to:

- Children/youth
- Substance abuse/tobacco use prevention
- Crime prevention and law enforcement

Invite the identified elected official(s) to a community forum about the candy issue. Provide examples of how elected officials around the country are creating laws banning the sale of the candy.

Give the elected official(s) a copy of the [Briefing Book for Elected Officials](#) and the list of stores.

Ask the elected official(s) to introduce a law banning the sale of marijuana-flavored candy.

If an elected official agrees to introduce a law, ask him/her what the next steps should be (i.e. mobilizing public support for the law, etc.). NOTE: **It is important for the elected official to address how the law will be enforced.**

When the elected official introduces the law at a city council, county commission meeting or in a state legislature, it will be very important for your supporters to be in attendance. Your attendance will demonstrate to other elected officials that there is widespread public support for the law.

If you can't find an elected official willing to create a law, then we recommend the following:

Educate the public about the candy issue and the need for a law. It is easier to give presentations to various organizations, schools and faith-based institutions (i.e. churches) than to have multiple community forums.

Ask concerned citizens to contact their local and state elected officials about the need for a law.

Identify a media spokesperson who will do interviews on radio, TV and for newspapers, ask audiences to contact their elected officials. Please use the key concerns listed on the Chronic Candy Fact Sheets. Try to keep the candy issue in the media. -Please see the [media tips document](#).

Distribute information about the candy and the need for a law at community and faith based events. The information should include contact information for local and state elected officials.

Ask clergy to encourage their congregations to contact their local and state elected officials and ask for laws banning the candy.

To find your Local Elected Official (City Council members and County Commissioners) please visit: www.congress.org/congressorg/dbq/officials/?command=local

To find your State Elected Official (State Senator and House Representative) please visit: <http://www.congress.org/congressorg/dbq/officials/?lvl=L>



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REACHING MERCHANTS

Look for ways to work with a variety of partners, i.e., educators, clergy, community leaders/activists, youth advocates, business leaders, legislators, and other concern citizens representing various ethnic communities.

Develop a strategy (with a time line) that includes the following components:

- Media advocacy (i.e. public education)
- Direct action (grassroots organizing)
- Policymaking (creating laws/resolutions)
- Goal(s) & objectives

Identify stores that sale marijuana-flavored candy. Visit stores such as gas stations, community or convenient stores and shopping malls. Determine the legislative district in which each store is located.

Many (but not all) stores that sell the candy have advertisements and stickers on or near windows, doors, and cash registers. Chronic (Kronic) Candy boxes/buckets can be found near cash registers. The boxes/buckets serve as product displays.

A word of caution: Please be careful, travel in pairs and do not argue with merchants. Wear jeans and sneakers and not business attire. You want to fit in and look like a regular customer. Please use the [Information gathering form](#) to help you track stores.

Prepare letters to merchants. List the names of organizations that endorse your efforts on the letters. The names will demonstrate to merchants that there is widespread public support of your efforts to stop the sale of marijuana-flavored candy. The letters should be hand delivered to all stores that sell the candy. Please use the sample [letter to merchants](#) in crafting your letter. **NOTE Merchants who sell the products are not the enemy they need to be educated and encouraged to do the right and responsible thing.**

Certificates of appreciation should be presented to merchants who voluntarily stop the sale of marijuana-flavored candy.

Plan direct action activities targeting stores that refuse to respond to your letters. Direct action activities could include but are not limited to a community call to action/protest. **NOTE:** If you picket a store, you must stand on the sidewalk and not on store property. You will need at least 20 people to participate in the event. You want to demonstrate to the merchant that there is widespread public support for stopping the sale of the candy. [Please read the letter from a gas station owner.](#)

Write letters to the editor of daily, weekly and ethnic newspapers.

Identify a media spokesperson (Please see the [media tips document](#)).

Interview on radio talk shows, for TV (including public broadcasting/cable TV) and for newspapers (including daily, weekly and ethnic newspapers, newsletters, etc).