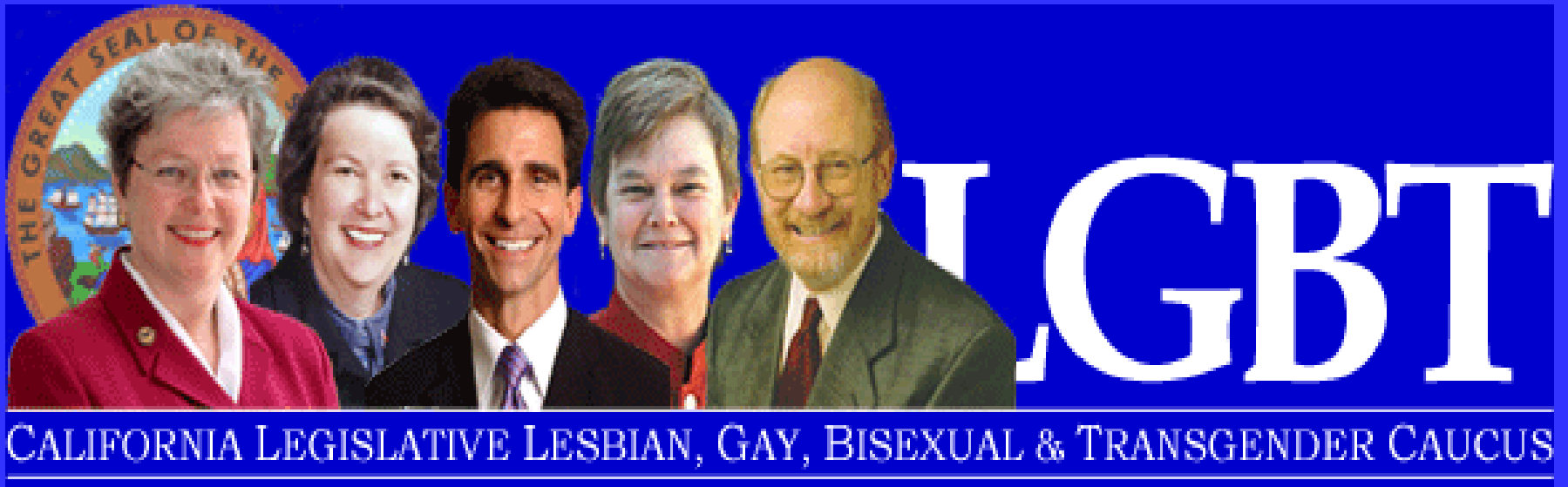


California Legislative LGBT Caucus



Justification for project

- Curtail tobacco industry influence
- Research indicates politicians who take tobacco \$ more likely to support industry
- Elected officials serve as LGBT role models
- “Inoculate” politicians before they take \$

Activities toward goal

- Surveyed Pride attendees on support for officials to sign a no-tobacco money pledge (84% of 989)
- Developed pledge form and list of tobacco companies and affiliates
- Visits with staff at state capitol and in the local districts

Research legislative record

- We found that one LGBT Caucus member took \$25,000 from Philip Morris in 2000.

Strategies for success

- Start with most likely legislator, then proceed to least likely
- Explain how tobacco is a queer issue
- Be firm, polite, and organized

Barriers to success

- Many are loathe to sign *anything*
- Competing issues may keep them from focusing on our issue

Success

Assemblymember Mark Leno
13th Assembly District
State Capitol, Room 3146
Sacramento, CA 95814
phone: 916-319-2013
fax: 916-319-2113
assemblymember.Leno@assembly.ca.gov

Steven Rickards, President
Coalition of Lavender-Americans on Smoking and Health (CLASH)
1800 Market Street, PMB #4
San Francisco, CA 94102

Dear Mr. Rickards:

As an elected official in the state of California, I pledge to accept no money from the tobacco industry or its affiliates.

Tobacco kills about 450,000 Americans every year. It is the only legal product when used as intended that exacts such a toll, killing more than a third of its customers. It also drains the nation of billions of dollars each year in related costs.

As the tobacco control movement has exposed the long-term unethical practices of the tobacco giants, the industry has attempted to rehabilitate its image by increasing its philanthropy and other public giving.

By not accepting contributions from the tobacco industry, I am denying the industry the legitimacy and respectability it seeks. It is my hope that isolating the industry will help de-normalize smoking and promote the public health.

Best regards,



Assemblyman Mark Leno

4.10.05

Date



Bob Gordon
Project Director

www.lgbtpartnership.org