

It's Like A Sandwich

Creating Powerful Public Testimony

1. Greeting (the bun)

Good morning/afternoon Chairpersons and Members of the Committee. Thank you for this opportunity to speak. My name is _____. I live in _____.

I am joined by _____. OR

I represent _____ Coalition. We have ___ members that represent a diversity of interests *(feel free to mention a brief list of people on the coalition – parents, medical professionals, etc).*

2. Why you are there (the condiments)

I am here to speak about _____.

Example: I am here to speak about the threat of emerging tobacco products and why tobacco prevention and control funding is important.

3. Why this issue is important to you (the meat/alternative protein)

I brought my son Jared with me today because, as a parent, the issue of tobacco prevention is very important for me and my children. A few weeks ago, I took my son into a convenience store and he asked if he could pick out some candy. I agreed, and he brought me a bright-green package of green apple flavored little cigars that cost \$3. I asked him if he knew what it was, and he said that kids at the park smoke these all the time and it smells like a Jolly Rancher. The fact that these tobacco products are cheap and look like candy concerns me greatly as a parent.

4. Repeat why you are there (the toppings)

We are here today... because no one's child should mistake tobacco products for candy. We need to protect our kids by educating them, empowering them, and making sure that these products aren't easily accessible.

5. Close (the bun)

Thank you for this opportunity to speak to you today.