

Action Plan

1. Spreading the Word & Educating the Public

- Social Media:

Encourage participants to share informative content on social media platforms, using easy-to-understand graphics, fact sheets, and concise messages. Create posts that highlight local control loss and health risks tied to pesticide liability protections.

- Flyers/Handouts: Distribute educational flyers in community centers, health stores, libraries, and relevant events, summarizing the key points of the bill and what it could mean for local communities.

- Local News Outlets: Suggest participants submit op-eds or letters to editors in local newspapers discussing the farm bill's impact on public health and local governance.

2. Meetings with Local and State Leaders

- Key Message: Stress the risk of losing local control and the danger of shifting liability away from pesticide companies, impacting both health and autonomy.

- How to Set Up a Meeting: Reach out to local representatives, city council members, or state legislators. Use a formal email or phone call requesting a meeting to discuss this urgent matter. Be clear about what you want from the meeting (i.e., ask them to oppose the bill or speak to US legislators).

- Building Relationships: Educate leaders on the importance of opposing liability protections and how it impacts community health and autonomy.

3. Speaking at Town Halls, City Councils, School Boards, PTA, and Nonprofits

- Target Audiences: Suggest focusing on groups that prioritize health and safety, such as PTAs, homeschool groups, environmental nonprofits, food co-ops, and community-based organizations.

- How to Prepare: Prepare a concise, respectful speech focusing on the health risks, environmental concerns, and the importance of local control. Make sure to research the audience to align with their priorities (e.g., speaking to PTAs about children's health and safe environments).

- Materials:

Provide fact sheets and handouts that can be left behind for review after your presentation.

4. Respectful Communication - Active Listening: Always listen to the concerns of the person or group you're meeting with, even if they disagree.

- Neutral Language: Avoid overly political or inflammatory language; focus on facts, health, and the protection of local rights.

- Solutions-Focused: Instead of only highlighting problems, offer actionable solutions, such as supporting alternative legislation that protects local control.

5. One-on-One Meetings

- Prepare in Advance: Research the person or group you're meeting with and tailor your message to their interests. Have specific asks, such as committing to speak to legislators or holding a public event.

- Follow-Up: After the meeting, send a thank-you note and any additional materials that could reinforce your key points.

6. Letter-Writing Campaign

- Launch the Campaign: Provide templates and talking points for letters. Letters can be directed to:

- Local and state legislators to encourage opposition to liability protections.

- US Congressional representatives to vote against the bill.

- Engagement Strategy: Encourage attendees to share the campaign on social media, community forums, and within groups (homeschool, local clubs, church congregations, PTA, etc.). We want to build urgency since the vote will be coming up in October.

- Personal Touch: Encourage people to personalize their letters by sharing how this bill could affect their health, family, or community.