



PREEMPTION CREATIVE TOOLKIT



American
Heart
Association.

American Heart Association.



INTRODUCTION

This Preemption Creative Toolkit was designed to complement the Preemption Message Manual.

The purpose of the Toolkit is to help Voices for Healthy Kids grantees and collaborators creatively execute the strategic recommendations in the Preemption Message Manual. The Toolkit contains sample campaigns, assets, and creative guidance to help you talk about preemption overall or as it relates to your issue area. We have used the two issue areas of sugary drinks and tobacco as examples of how to tailor the creative guidance to your issue area. Each campaign is based on a concept of the Message Formula found in the Preemption Message Manual.





Local Ideas, Local Solutions

This campaign idea relates most directly to **SHOW LOCAL ACTION** from the Local Decision-making Message Formula in your Preemption Message Manual. More information about this concept can be found on page 7 of the Preemption Message Manual.

CREATIVE CONSIDERATIONS

Use **images of community members cooperating to make their communities better**. If photos of community members are not available, ensure that stock images look real and not posed. People should be cooperating and seem happy to be working together, not angry or upset. Before using photos of people from the community, **be sure to have a signed photo release**.

In addition to the images, the creative uses **quotes from community members about the effects of preemption in their communities**. Quotes should be identified to a person. Use of first name and organization or issue is fine. Quotes do not need to be from the person featured in the image.

Strong shapes and colors show authority. The **background of the creative is obscured** by the color aqua to **draw attention to the people who are working to make their communities better**. Aqua is the color of healing, empathy and care.

Taking local knowledge and applying it to local problems is the crux of the anti-preemption movement and it is expressed through the tagline:

Local Ideas, Local Solutions



Twitter / LinkedIn



Facebook / Instagram



Ad



CAMPAIGN NARRATIVE

The Campaign Narrative below conveys the overarching story for all of the creative assets. It highlights the tone and key points that should be carried through all creative materials—from social media posts to posters—and can help you design additional creative materials or modify those contained in the Toolkit. It is meant to ground internal marketing teams, but can be edited to be external-facing if needed.

Gathering knowledge for policymaking should start in the community, not in the committee room. Local people know what is best for their communities. They understand their challenges and cooperate with their neighbors, local leaders and state leaders to find solutions that work.

But too often it is the lobbyists and corporations who have the ear of the statehouse. And too often they are getting laws passed that override decisions that have been made locally—decisions to protect our children by curbing youth access to tobacco and sugary drinks. These special interests and corporations are limiting communities from having a say in their own public health initiatives.

By using local ideas to find local solutions, we make policies that help communities move forward.

Local Ideas, Local Solutions



Policymaking starts in the community, not in the committee.

Local people know what is best for their communities. They understand their challenges and cooperate with their neighbors, local and state leaders to find solutions that work.

But it is the lobbyists and big corporations who have the ear of the statehouse. And too often they are getting laws passed that override smart decisions being made locally—decisions to protect our children and increase the health and well-being of our communities.

*Local Ideas
Local Solutions*





ISSUE RELEVANT CREATIVE

Policymaking starts in the community, not in the committee.

Local people know what is best for the health of their communities. They cooperate with their neighbors, local and state leaders to find solutions that work like policies that help reduce sugary drinks to fight obesity, heart disease and diabetes. But big soda corporations and retailers with power in our statehouses are getting laws passed that override smart decisions being made locally.

Stop big soda from preempting the health of our children and our communities.

*Local Ideas
Local Solutions*



Policymaking starts in the community, not in the committee.

Local people know what is best for the health of their communities. They cooperate with their neighbors, local and state leaders to find solutions that work like policies that help reduce teen access to tobacco. But big tobacco corporations and retailers with power in our statehouses are getting laws passed that override smart decisions being made locally.

Stop big tobacco from preempting the health of our children and our communities.

*Local Ideas
Local Solutions*



"For us, this is not a debate about whether or not soda should be taxed. This is about whether citizens should relinquish local authority."

Tri-City Herald Editorial Board,
Kennewick, WA

*Local Ideas
Local Solutions*



"For us, this is not a debate about whether or not soda should be taxed. This is about whether citizens should relinquish local authority."

Tri-City Herald Editorial Board,
Kennewick, WA

*Local Ideas
Local Solutions*



"We should have influence over all systems that impact the health outcomes over the lives of Maryland residents. If we can alter the negative impact of tobacco, we can do anything."

Willie Flowers
NAACP of MD

*Local Ideas
Local Solutions*



"We should have influence over all systems that impact the health outcomes over the lives of Maryland residents. If we can alter the negative impact of tobacco, we can do anything."

Willie Flowers, NAACP of MD

*Local Ideas
Local Solutions*



Soda

Tobacco



Policymaking starts in the community, not in the committee.

Local people know what is best for the health of their communities. They cooperate with their neighbors, local and state leaders to find solutions that work like policies that help reduce sugary drinks to fight obesity, heart disease and diabetes. But big soda corporations and retailers with power in our statehouses are getting laws passed that override smart decisions being made locally.

Stop big soda from preempting the health of our children and our communities.

Local Ideas
Local Solutions



“There is a rising tide of corporate interests trying to change laws at the capitol to prevent local decision making. We need to remind our lawmakers that local communities matter! We deserve the right to decide what we want for our own neighborhoods.”

Erica Phung
American Heart Association

Local Ideas
Local Solutions

FONTS

Headline
Gotham Black

Content
Gotham Medium
Gotham Bold

Tagline
Gotham Medium Italic
Gotham Black Italic

Quote
Gotham Bold

Quote Attribution
Gotham Bold
Gotham Medium Italic

BACKGROUND COLORS

Background Blue
HEX 45B0BF
CMYK 68 / 10 / 24 / 0
RGB 69 / 176 / 191

Tagline Red
B70E21
183 / 14 / 33
19 / 100 / 100 / 11



Community First

This campaign idea relates most directly to **PUT COMMUNITIES OVER CORPORATIONS** from the Local Decision-making Message Formula. More information about this concept can be found on page 8 of the Preemption Message Manual.

CREATIVE CONSIDERATIONS

Use images that are **action-oriented**. The images are of communities working together for the **common good** such as people painting a mural, volunteering in a park, serving meals, teaching kids to read, etc. Images should be relatively close-up on the subjects and recognizable as community activities.

The photos are **posterized** to grab attention and to simplify the visual to **draw attention to the message**. The posters have an air of **nostalgia** to bring home the message of community as well as nodding to **activist-style posters**.

The **headlines** are designed to move the **focus away from the special and corporate interests** and back to the community where it belongs. The headlines are **flexible** and can be adjusted for issues, corporations or organizations who are working at cross-purposes with your community. We have used the more generic but well-known ~~Special~~ Interests and, more specifically, ~~Big Tobacco~~ Interests and ~~Big Soda~~ Interests. You can substitute your issue area when needed.

The campaign **tagline** demands action to put aside preemption and restore the interests of people and communities:

Put Community First



Twitter / LinkedIn



Facebook / Instagram



Ad



CAMPAIGN NARRATIVE

Imagine working for years in your community to save lives by preventing youth tobacco use only to have your state pass a law that says your community can't make its own decisions about access to tobacco. It is called preemption and it happens more than you know. In fact, 22 states currently have preemptive laws on youth access to tobacco. That means that local communities in those states can't decide to further limit youth access to tobacco even if it is in the best interest of the community.

When it comes to policies and actions that affect people, sometimes the desires of special interest groups and corporations take precedence over communities. But the interests of local people should come first. People who are working hard to find the solutions to their community's challenges. People who have the knowledge and drive to take action and their local leaders who are listening and learning.

Put Community First



Community ~~Special~~ Interests

People are working hard in their communities to find solutions to local problems. They have local knowledge and the drive to take action. They work with local leaders who understand the community's needs and strive to meet them with local laws and policies.

When special interests and corporations work with state and national lawmakers to override local decisions it is called preemption. Preemption takes power out of the hands of the local people most affected by these policies.

Put Community First





ISSUE RELEVANT CREATIVE

Community
Big Soda
Interests

People are working hard to protect the health of their communities. They are addressing issues like diabetes and heart disease for their people and their systems with policies to help limit the effects of sugary drinks through local laws and policies.

But big soda corporations and retailers are working with states to undermine the health of local communities and override local decisions in a process call preemption. Preemption laws take power out of the hands of the local people.

Put Community First

Community
Big Tobacco
Interests

Imagine working for years in your community to prevent youth tobacco use only to have your state pass a law that says your community can't make its own decisions about access to tobacco. This is called preemption and it happens more than you know.

Currently 22 states have preemptive youth tobacco access laws. That means that big tobacco and the states hold the health of local communities in their hands.

Put Community First

Community
Big Soda
Interests
Put Community First

Community
Big Soda
Interests
Put Community First

Community
Big Tobacco
Interests
Put Community First

Community
Big Tobacco
Interests
Put Community First

Soda

Tobacco



FONTS

Headline
SignPainter HouseScript Semibold
Gotham Book
Gotham Medium

Content
Gotham Medium

Tagline
Gotham Black Italic

BACKGROUND COLORS

Blue
HEX 7BC1C1
CMYK 51 / 6 / 25 / 0
RGB 123 / 193 / 193

Pink
F0696C
1 / 74 / 49 / 0
240 / 105 / 108

Mustard
FFA80D
0 / 39 / 100 / 0
255 / 168 / 13





Local Impact Starts with Local Ideas

This campaign idea relates most directly to **BUILD ON LOCAL KNOWLEDGE** from the Local Decision-making Message Formula. More information about this concept can be found on page 9 of the Preemption Message Manual.

CREATIVE CONSIDERATIONS

Use outcome-driven photos to show a world full of healthy kids. Kids who eat well, don't use tobacco, have safe spaces to explore, learn and grow. Show the **accomplishments of community activism** - better parks, community gardens, bike lanes and kids hanging out together in healthy ways. And, let the pictures tell that story.

Full bleed images add a hyper-realism to the materials. They are hopeful with **bright colors, sun shining and smiling happy kids**. Images focus on the faces and emotions of the children.

The tagline of this campaign is again **outcome focused**. Communities are healthier when they are invested in solutions that are right for them. This is expressed in the tagline:

Our Community. Our Health. Our Voice.



Twitter / LinkedIn



Facebook / Instagram



Ad



CAMPAIGN NARRATIVE

Local impact starts with local ideas. That's because local residents and local leaders see local problems up close everyday. Local solutions have even driven system-wide innovations in school nutrition standards, menu labeling and artificial trans-fat restrictions.

Preemptive state laws can strike down local policies that represent years of effort by knowledgeable, dedicated local people. Powerful corporate interests in the food and beverage, tobacco and other industries have decided that preemption is the answer to local solutions they don't like. And state legislators and governors are listening to them.

We need to stop preemption from undoing the hard work of our local communities.

Our Community. Our Health. Our Voice.



Local impact starts with local ideas.

Local people and leaders are uniquely qualified to solve local problems. They are motivated to find innovative solutions that fit their unique needs.

Powerful corporate interests in the food and beverage, tobacco and other industries have decided that preemption is the answer to local solutions they don't like. And state legislators and governors are listening to them.

Preemption laws strike down local policies that represent years of effort by knowledgeable, dedicated local people.

***Our Community.
Our Health. Our Voice.***





ISSUE RELEVANT CREATIVE

Reducing sugary drinks starts with local ideas.

Local people and leaders are uniquely qualified to solve local problems. Heart disease and diabetes are affecting communities at an alarming rate. Many communities are taxing sugary drinks, offering healthy drinks with kids restaurant meals, and implementing menu labeling to address the problem.

Powerful big soda interests have decided that preemption is the answer to local communities taking actions they don't like. And state legislators and governors are listening to them.

Preemption laws take power out of the hands of local people that protect communities' health.

*Our Community.
Our Health. Our Voice.*

Reducing teen tobacco use starts with local ideas.

Local people and leaders are uniquely qualified to solve local problems. They are motivated to find innovative solutions to limit access to tobacco products and reduce the impact of tobacco use on teens.

Powerful big tobacco interests have decided that preemption is the answer to local communities taking actions they don't like. And state legislators and governors are listening to them.

Preemption laws take power out of the hands of the local people that protect teens from tobacco use.

*Our Community.
Our Health. Our Voice.*

Reducing sugary drinks starts with local ideas.

*Our Community.
Our Health. Our Voice.*

Reducing sugary drinks starts with local ideas.

*Our Community.
Our Health. Our Voice.*

Reducing teen tobacco use starts with local ideas.

*Our Community.
Our Health. Our Voice.*

Reducing teen tobacco use starts with local ideas.

*Our Community.
Our Health. Our Voice.*

Soda

Tobacco



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Preemption laws take power out of the hands of the local people that protect teens from tobacco use.

*Our Community.
Our Health. Our Voice.*

FONTS

Headline
Gotham Bold

Content
Gotham Medium

Tagline
Gotham Bold Italic

BACKGROUND COLORS

Dark Background

HEX 000000
CMYK 74 / 71 / 64 / 87
RGB 0 / 0 / 0
Opacity 60%



Reducing sugary drinks starts with local ideas.

*Our Community.
Our Health. Our Voice.*



American Heart Association.

