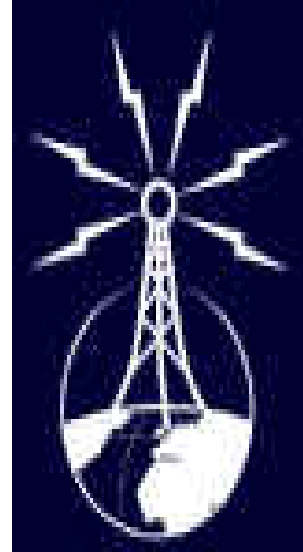


Operation Mollycoddle Intel Briefing

Welcome, before you begin there are a few basic things that need to be covered to help things go as smoothly as possible and to help ensure a high degree of success.

As a field agent, you are responsible for inflicting the most amount of damage possible while suffering as little loss as possible. To do this, we must be better than the enemy in every regard, so make sure you're prepared.



Now let's get to it.

- ☑ First and foremost, be respectable! We can accomplish nothing if we're not taken seriously. There's a huge difference between a raving lunatic and a well-articulated argument. Come across as a crazy person or a raging jerk and people will disregard you and your cause so fast your head will spin.
- ☑ Avoid dealing with crazy people yourself, and this includes 99% of the smoke-free orgs. You would have better luck winning an argument against a 4-year old, so just avoid it whenever possible.
- ☑ If a confrontation is unavoidable, stick to your guns and don't get drawn into their world. They fight like children and don't do well when they get off script. The best strategy is to hit them with issues that they take personally. Stand fast and let them hang themselves.
- ☑ Don't lose sight of the fact that this is not a smoking issue and we aren't encouraging smoking. This is a rights issue, plain and simple.
- ☑ Remember that even if somebody believes the public health fallacy that they still have the right to choose whether or not to be exposed to secondhand smoke. Taking that choice away is like coddling a helpless baby and only benefits those who are too spineless to make up their own minds.
- ☑ Know the enemy. Smoke Free WI is at the top of the list, but we also have FACT, the American Cancer Society, the American Lung Association and a whole array of other organizations who claim to be working for good but seem to have lost their way.
- ☑ Never assume the general public knows a thing about what's going on. We're here to change that, but don't hesitate to get down to basics with them.
- ☑ Above all, show no weakness and concede to nothing. The enemy watches for these things and won't hesitate to use them against you and make you look like a fool.