

The Coalition Building Initiative (CBI)  
of the National Field Action Team  
Philip Morris

Presentation By

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A review of the CBI allied "sectors"

- Groups with national organizations
- Groups with state and regional organizations
- Groups or establishments without national or state organizations

A review of "sector" linkages with Federal 2000 issues

- Federal Excise Taxes
- Federal lawsuit
- Food and Drug Administration (FDA)

A review of strategy and tactics on CBI allied retention and activation

- "Top-Down"/"Bottom-Up" communication
- "Bottom-Up"/"Top-Down" communication
- Contact verification and third party involvement

CBI allied expansion in 2000

- A review of new allied groups at the state level.
- Problem solving
- CBI allied expansion "linked" to issues

Questions & Answers

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