



## Talking points refresher for presenters on team

Jared Moffat <jared@newapproach.us>  
To: Graham Moore <graham@maformentalhealth.org>  
Cc: Lynda Tocci <lyndatocci@gmail.com>

Wed, Oct 2, 2024 at 12:19 AM

I support this idea. I want everyone who's doing presentations to be better trained, know the talking points, research etc

On Mon, Sep 30, 2024 at 7:55 PM Graham Moore <graham@maformentalhealth.org> wrote:

Because this is a long email, I'm going to start with the proposed solution: **We have a meeting this week where we make sure we are all on the same page about what the measure does and we hammer out a talking points document that we are all happy with, so we can all stick to scripts and be as effective as possible moving forward.**

So, tonight, Emily and I attended the Somerville DCC meeting, and it didn't go great. With both winged it and I'm worried the DCC is going to endorse No on 4 because *Dr. Dua showed up and presented after Emily.*

The issue was Emily improvised a short presentation on what the measure will do that didn't mention personal use, didn't mention any public health data or research, and didn't mention any endorsements or the Somerville resolutions. Then Dr. Dua came on and she was super put together, leveraged all her credentials effectively, and tore the measure apart focusing on home cultivation and personal use. Unlike Dr. Ghaemi, Dr. Dua is a charismatic and attractive human being.

And then that was that. Our team wasn't given an opportunity for any rebuttal. The two comments in chat concerned personal use, including one comment basically saying how outrageous home grow is. I replied by providing general info in the chat, including about Dr. King supporting us, when I got a response that was basically: "You aren't thinking about patients and their families."

And this admittedly set me off and caused me to disclose that I WAS a patient/caregiver and that I used psilocybin at home in consultation with my psychiatrist and psychologist and Dr. Dua wants me and the people I care about to be in jail for getting healthier while people get drunk every night. Anyway... that probably wasn't ideal either.

What would have been ideal would have been Emily delivering a really well thought out, polished presentation that spoke to the Somerville audience by citing the Somerville resolutions and that anticipated and responded to the objections Dr. Dua was likely to raise. We knew the opposition was sending someone. If they had sent clown Ryan or Chris Keohan, we might have been fine. But they sent the A Team.

My observation is this is part of a broader issue that our team still isn't really on the same page about how/what to message. Aayush seems to not bring up personal use at all in his standard presentation. Tomas brings it up. I'm not sure about Brennan. Tonight, Emily didn't bring it up. But then, in response to criticism in chat of the measure, I ended up disclosing I used psilocybin at home...

Today, Aayush wanted my input on public health talking points. I ended up not having the time/energy to get back to him when I wanted to. Last week, Tomas referred me to a voter who was upset because Tomas told their DTC that the bill prohibited sharing but then they read that it didn't. Recently, Brennan justified the personal use provisions as needed for people physically unable to get to a healing center.

This isn't me trying to throw anyone under the bus. I did not feel totally comfortable with how much I disclosed about my at home use both today and during the Hudson RTC. This is about a general problem that needs a collective solution.

We all need to be on the same page about *when* to talk about personal use (including home cultivation) and *how* to talk about personal use. We also need to be on the same page about how to message about the measure as a whole and what the measure contains.



## Please try to improve Emily's performance

Jared Moffat <jared@newapproach.us>

Fri, Oct 25, 2024 at 9:47 AM

To: Graham Moore <graham@maformentalhealth.org>

Cc: Jamie Morey <jamie@maformentalhealth.org>, Jamie Lasserre Morey <jamie.morey@gmail.com>

Please give me 5-7 bullet points of what you specifically want her to say.

On Fri, Oct 25, 2024 at 6:44 AM Graham Moore <graham@maformentalhealth.org> wrote:

Emily isn't performing the role she was hired to do. The grassroots campaign director role, to the extent it exists, is being performed by you, me, and Jamie.

She is performing in a spokesperson role, but I don't understand why, like yesterday and during that interview Lynda thought (per the text messages I shared with you) was too poor to promote, she isn't doing what she was explicitly encouraged/told to do by you, me, and, according to Lynda, Jen, which would help us out.

Jamie and I aren't bad teammates for being frustrated by this. Emily is an intelligent person. And she has told Jamie and I she appreciates all the hard work we're doing. We would feel more appreciated if she seemed to be engaged and trying to not just perform at, but excel in, her role.

I don't think it would take much time for Emily to genuinely be a better debater than me on this topic, combining command of the evidence with her unique biography and personal charisma. She was halfway there during her WBUR debate, but then reverted yesterday and during that interview.

Jamie and I aren't going to say anything to Emily because that won't help anything. But please be a good teammate to Jamie and I by doing what you can, tactfully, to make us feel proud of what Emily does when we pass her the ball.

Thank you.