

Persuasive Speech

Introduction:

- I. Attention Getter:** Picture yourself at the beach. You have your friends or family or maybe your dog by your side and you are watching the sunset. You hear this... (play waves) in the background and the rest of the world melts away. But in the midst of this serenity, out of nowhere... (start coughing) someone starts coughing loudly as they walk by. You smell a gust of smoke and notice that they are holding a cigarette. And the peaceful moment is ruined.
- II. Motivation for Listening:** Most of us have experienced a loud interruption of someone coughing and the scent of second hand smoke at some point in our life. Maybe it wasn't in a perfect setting at sunset, but it was most likely in a public place like the beach or park. At a closer look, this distracting event is more than just annoying, it is an intrusion on the health of citizens all over California.
- III. Establishing Credibility:** Personally, I do not smoke but since I moved to San Francisco, there is not a day that goes by where I do not encounter the use of tobacco products. After doing extensive research on the use of tobacco products in California, I learned that while large efforts have been made to reduce the use of cigarettes in California, we still have steps that need to be taken to make our communities healthy and tobacco-free.
- IV. Thesis Statement:** The bill SB-386 should be passed by Governor Jerry Brown banning all smoking at state parks and beaches in California.

- V. **Preview of Speech:** First I am going to share the issues surrounding smoking at state parks and beaches. After, I will talk about some opposing views people might have. Finally, I will go over my plan of action.

Transition to body of speech: Let's start with the problem.

Body:

- I. **Establishing the Problem:** To begin I with, I will talk about what SB-386 is and the problem with smoking at state beaches.

- bill proposed by Senator Steve Glazer
- smoking at state beaches and state parks punishable by a fine of up to \$100
- disposal of cigarette and cigar waste punishable by a fine of up to \$100 too

- II. **Analysis and Research-** health risks

- health risks they pose to those who choose to smoke tobacco
- According to the Encyclopedia of Environmental Health, “44.5 million people are smokers. Out of them, 440 000 people die from illness related to smoking.”
- smoking cigarettes kills more Americans than alcohol, suicide, homicide, car accidents, AIDS, and illegal drugs combined
- If we were to completely eliminate smoking tobacco we could decrease the deaths in America by more than half, that's right, I said more than half.
- highest risk of smoking is the high incidence of lung cancer
- risks of forming other cancers due to the toxins from tobacco
- The Encyclopedia of Environmental Health also points out how, “smoking causes major respiratory problems such as chronic obstructive pulmonary disease, known

as COPD, which includes asthma, chronic bronchitis, and emphysema; coronary heart disease; and cancer of the mouth, throat, and lung,”

III. Analysis and Research- secondhand smoke

- individuals who choose not to smoke cigarettes still face the same threats
- The Encyclopedia of Environmental Health shares how environmental tobacco smoke, or secondhand smoke, is separated into three different components throughout the dilution and distribution of the smoke
- sidestream smoke, this is the smoke that is released from a smoldering cigarette and contains around 85% of tobacco smoke
- mainstream smoke and this is considered what smokers exhale from their mouth
- last portion is ambient air
- inhaled by people of all ages from a couple months old to decades old
- household pets like dogs and cats breathe in the carcinogens of secondhand smoke and develop health issues
- Americans for Nonsmokers’ Rights shares that, “there is a higher incidence of nasal tumors in dogs living in a home with secondhand smoke compared to dogs living in a smoke free environment”

IV. Analysis and Research- environmental effects

- “1.69 BILLION pounds of butts wind up as toxic trash each year”
- Not biodegradable
- They are considered toxic waste

- They are destroying fish and water supplies and negatively affecting the food chain
- Often ingested by wildlife creatures
- Cigarette butts cause wildfires
- “The cleanup costs are immense - the city of San Francisco has estimated that it spends \$11 million per year cleaning up butts.”

Transition: Now that I have talked about the problems with smoking cigarettes at state beaches and parks, I will share some arguments people make in opposition.

Establishing Opposing Viewpoints:

V. Analysis and Research- personal choice

- People feel like it is up to them whether they smoke
- The government should not be involved
- Ban infringes on their rights as American citizens
- By smoking they take that personal choice away from others who choose not to smoke

VI. Analysis and Research- Brown says it is overkill

- Governor Jerry Brown vetoes the original bill to ban smoking at state parks and beaches
- Says the \$485 fine was overkill
- Brown says it is overkill
- Says fines are excessive

- San Francisco Chronicle shared his views that, “If people can’t even smoke on a deserted beach, where can they?”
- That is the point
- We want to get rid of smoking, not ensure accessibility

Transition: After hearing some counterarguments and why they are faulty, I am going to walk you through my plan and how you can help.

Call to Action

VII. Analysis and Research- If SB-386 were to pass and become a law, signs would be put up by the state informing citizens of the law and fines that come with not following it. To help make this change in your own life, share your knowledge on the risks with friends and family. By spreading word of the importance of getting rid of smoking, a chain reaction will start. Encourage others to share the knowledge with others too.

VIII. Analysis and Research- You all received a letter that I have written to Governor Jerry Brown addressing the issues with smoking tobacco products and the dangers they bring to California state beaches and state parks. I hope that after my speech you will understand the importance of SB-386 and why smoking should face a punishable fine. I will be collecting any signed letters from individuals who choose to support this plan of action, and will personally address envelopes with stamps and deliver them to the post office. All you need to do is sign the paper and I will do the rest of the work for you. This issue affects us all, so I hope you decide to also take part in fight against smoking.

IX. Analysis and Research- Actual Letter to Jerry

- Will be printed and distribute the day of my speech

- Letter is attached to this document

Transition: Since you now understand my course of action, I will conclude.

Conclusion:

- I. Summary of Main Points:** I started by discussing what SB-386 was and the problems of smoking cigarettes. I went on to talk about opposing viewpoints, and ended by proposing a solution to the problem.
- II. Reiterate Call to Action:** The banning of smoking at state beaches and state parks by SB-386 should be reconsidered and passed by Governor Jerry Brown.
- III. Throwback to Attention Getter:** With this bill in place, you can watch the sunset at the beach while enjoying this... (play waves)... without any interruptions.

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November 14, 2017

The Honorable Jerry Brown
The Office of the Governor
State Capitol, Suite 1173
Sacramento, CA 95814

Dear Governor Brown,

I am writing to you in regards to SB-386 and the smoking ban at state beaches. After conducting extensive research on smoking bans in California and other efforts to decrease the use of tobacco, I came to understand that you originally vetoed the ban to prevent smoking and disposing of cigarette waste at state beaches. I am reaching out to you in hopes of getting you to reconsider passing the bill.

My research has proven that smoking cigarettes leads to the death of about 440,000 people per year, killing more people than suicide, homicide, AIDS, car accidents, and illegal drugs combined. Not only that, smoking cigarette threatens individuals who choose not to smoke as well. It is evident that the use of tobacco products poses a huge threat the people everywhere.

Additionally, smoking cigarettes is detrimental to the environment. It releases toxins into fish and water supplies, soil at parks, and sand at beaches. The littering of cigarette waste can also cause wildfires. The efforts taken to clean up cigarette butts and other waste costs close to eleven million dollars. Our economy would benefit greatly from reallocating where that money is spent if we were to get rid of cigarette waste at state beaches.

The opposing arguments of excessive fining and infringement upon personal choice are both valid points, but unfortunately do not outway the benefits of SB-386. This bill helps protects the rights of nonsmokers to breathe toxin free air. It also introduces a more reasonable fine of only \$100 in comparison to previous bills.

Hopefully after reading this letter you will consider reevaluating your opinion on SB-386 and whether or not it should be passed. Not only will help make our citizens healthier and beaches cleaner, but it will also help our economy and earth. I appreciate your time in reading this letter and hope this inspires a change in viewpoints.

Sincerely,

Survey

Where are you from?

Where do you currently live?

Do you have or know someone who has asthma, lung disease, or problems with breathing? If so, when are where do you have the hardest time breathing?

Do you know anyone (yourself included) that has suffered from cancer? If so, what kind of cancer?

How often do you go to the beach or state parks?

Do you smoke cigarettes, cigars, or other tobacco products? If so, where do you go to smoke them?

Do you have and friends or family that smoke cigarettes, cigars, or other tobacco products? If so where do they go to smoke?

Do you encounter others smoking cigarettes, cigars, and other tobacco products in public? If so how does that impact you?

Do you throw away your trash at the beach or do you throw it on the ground?

Do you participate in any community clean-up programs? Any pro-environmental programs?

Are you concerned about climate change and pollution?

Do you have any pets?