

## Lobbying **smoking influence policy-makers decision-making process lobbyists promote**

Lobbying is the process of seeking to influence **the people who decide government legislation, and to voting**. Lobbying is the business of professional **or public affairs consultants** – often former ministers who have contacts with politicians. Many private sector companies, non-profit organizations or even overseas governments employ public relations firms to lobby on their behalf – that is, to **their interests** – to maintain relationships with policy-makers and to influence the **(how people make decisions)**. For example, the **lobby** promotes the interests of tobacco companies.

## Inside lobbying **public advocate for campaign contributions corrupt giving testimony private**

The American Democracy Center defines inside lobbying as making a direct appeal to legislators to support your cause. The objective is to convince policy-makers to speak on your behalf or to be an **your cause** – that is, a supporter of your cause. Inside lobbying tools include **influencing politicians through (donations to political parties)**, supplying research and information to support your arguments, and **(for example, a doctor or other medical expert may give a formal statement about the health dangers of smoking in front of a government committee)**.

Critics argue that lobbying seeks to **the political process by putting interests (what's best for individuals or corporations) above the interest (what's best for the general public)**.

## Outside lobbying **activists put pressure on policy public opinion**

Outside lobbying aims to influence **by mobilizing (getting the public behind a cause) or getting (members of the public or non-governmental organizations involved in political activity) to legislators through letter-writing campaigns or rallies**.



A rally