

Campaign Organizing and Leadership Institutes

May 25 -27, 2021



**CALIFORNIA TOBACCO
ENDGAME CENTER FOR
ORGANIZING AND ENGAGEMENT**
A project of the American Heart Association.

About the Campaign Organizing and Leadership Institutes

The Tobacco Endgame Center for Organizing and Engagement is pleased to announce the opening of the application process for the May 2021 Campaign Organizing and Leadership Institute, a unique campaign organizing and leadership development training for California Tobacco Control Program-funded project staff. The Campaign Organizing and Leadership Institutes (The Institutes) will bring together up to 50 individuals who will be selected based upon an application process. Apply by April 30th [here](#)!

The Training Schedule and Format

Each Institute will begin with a meet-and-greet session in the afternoon of day one, Tuesday, May 25th and will be followed by two days of training, May 26th and 27th that focus on building community organizing and engagement capacity and the development and enhancement of leadership skills. The Institute will include an optional opportunity for participants to sign up for office hours and receive additional personalized coaching on skills covered during the Institute. This year, the Institutes will be delivered through a virtual format utilizing Zoom.

The Content

The Institutes are designed to create a unique learning and interactive experience. The course work will inspire you to refine your organizing and leadership skills, both as an individual leader and an influencer of others – coalition members, colleagues, partners, and supporters. You will be motivated to actively share your training experience and become empowered to teach, coach and lead others in the creation and execution of winning tobacco control and endgame policy campaigns. The Institutes will include four key training modules:

- Health Equity – understanding the cultural context, the role of social determinants of health and tobacco, and how advocates can connect tobacco control to social justice.
- Leadership – identifying and refining your unique leadership approach to make a difference.
- Community Organizing and Engagement – laying the groundwork and building on existing systems that lead to more non-traditional stakeholders and supporters.
- The Strategic Communicator – leading with your voice and helping others, whether on social media or as a public speaker.

Who Should Apply

The Institutes are open to all CTCP-funded projects. Participation is limited to 50 people per Institute. Please apply if you are interested in growing your own capacity in community organizing and leading tobacco control and endgame efforts.

Application Process

Your Application and Letter of Reference for the May Institute are due by April 30th at 11:59 PM. Applicants will be notified by Monday, May 10th, via email whether they have been accepted. The Campaign Organizing Institute Application can be found [here](#). Please contact sarah.a.williams@heart.org with any questions.

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