

Campaign Organizing and Leadership Institute

February 8 – 10, 2022



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

About the Campaign Organizing and Leadership Institutes

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 Training Schedule and Content

Held on Zoom, the Institute begins with a meet-and-greet session on February 8, from 3:00 to 4:30 p.m. It will be followed by two days of training, February 9 and 10, each day from 9:00 a.m. to 3:30 p.m.

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- Your Story, Your “Why” – understanding the role stories play in organizing and helping others find their voice.
- 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.
- Strategic Communications – leading with your voice and helping others, whether in a public space, city council meeting, or with press.

Application Process

The Institutes are open to all CTCP-funded projects and participation is limited to 50 people. The application can be found [here](#). Application and Letter of Reference is **due by Friday, January 21 at 11:59 PM PST**. Applicants will be notified by Friday, January 28. Contact organizingtoendtobacco@heart.org with any questions.