# Day 1: Tuesday, May 17, 2022

| **Time** | **Event/Activity** | | **Presenter(s)** |
| --- | --- | --- | --- |
|  |  |  | |
| 9:00 | **Welcome Remarks**  **Land Acknowledgment**  **Overview of Center and staff**  **Special Thanks to the Workgroup**  **Event Overview**  **Day 1 Agenda - Overview**  **Help Desk Support**   * Technology & Event Issues: rj@bdi-events.com * Legislative and Caucus Meeting Issues: [organizingtoendtobacco@heart.org](mailto:organizingtoendtobacco@heart.org) | **Laura King**  Director of Public Health, American Heart Association and Principal Investigator, Tobacco Endgame Center for Organizing and Engagement  **Ravena Soto**  Program Coordinator  Tribal Communities Coordinating Center | |
|  |  |  | |
| 9:25 | **Remarks by Senate President Pro Tempore,**  **Toni Atkins** | **Senate President Pro Tem, Toni Atkins** | |
|  |  |  | |
| 9:30 | **Remarks by Assemblymember, Jim Wood**  **Chair, Assembly Health Committee**  **Q&A** | **Assemblymember Jim Wood** | |
|  |  |  | |
| 9:45 | **I&E Virtual Days of Action in Review**   * Theme, Key Messages and Our Ask * Navigating the event   + Finding resources on Center website   + Zoom Events Site     **Q&A** | **Paul Knepprath**  Project Director  Tobacco Endgame Center for Organizing and Engagement  American Heart Association  **Amber Valenzuela, MPH**  Field Media Advocacy Manager  Tobacco Endgame Center for Organizing and Engagement  American Heart Association  **Juan Villa**  Organizing and Engagement Manager  Tobacco Endgame Center for Organizing and Engagement  American Heart Association | |
|  |  |  | |
| 10:05 | **Activating Your Social Media**   * **Plus Social Media Storm** | **Amber Valenzuela, MPH**  Field Media Advocacy Manager  Tobacco Endgame Center for Organizing and Engagement  American Heart Association  **Jacque Marianno**  Digital Strategy Director  American Heart Association | |
|  |  |  | |
| 10:15 | **BREAK** |  | |
|  |  |  | |
| 10:30 | **Welcome Back**   * **Pull Out Your Phone: Social Media Storm** | **Laura King**  Director of Public Health, American Heart Association and Principal Investigator, Tobacco Endgame Center for Organizing and Engagement | |
|  |  |  | |
| 10:33 | **The Legislative Landscape**  **Q&A** | **Jamie Morgan**  Government Relations Lead,  American Heart Association | |
|  |  |  | |
| 10:38 | **Meeting With Our Elected Officials**   * **Goal, Purpose** * **Lobbying V. Education** * **Legislative Meetings** * Schedule * Resources * Our Ask   **Caucus Meetings**   * Goal and purpose * Schedule * Resources | **Laura King**  Director of Public Health, American Heart Association and Principal Investigator, Tobacco Endgame Center for Organizing and Engagement  **Paul Knepprath**  Project Director  Tobacco Endgame Center for Organizing and Engagement  American Heart Association | |
|  |  |  | |
| 11:08 | **Community Poll** | **Laura King**  Director of Public Health, American Heart Association and Principal Investigator, Tobacco Endgame Center for Organizing and Engagement | |
|  |  |  | |
| 11:13 | **Putting Our Words Into Action** | **Laura King**  Director of Public Health, American Heart Association and Principal Investigator, Tobacco Endgame Center for Organizing and Engagement  **Eric Batch**  Vice President, Advocacy  American Heart Association | |
|  |  |  | |
| 11:20 | **END OF SESSION** |  | |
|  |  |  | |
| 11:30 a.m. to 3:30 p.m. | **Legislative and Caucus Meetings** **Commence** |  | |
|  |  |  | |
| 3:30 | **Log Into Zoom I&E Event** |  | |
|  |  |  | |
| 3:40 | **Afternoon Regroup**   * Community Poll * Check-in with meetings | **Laura King**  Director of Public Health, American Heart Association and Principal Investigator, Tobacco Endgame Center for Organizing and Engagement | |
|  |  |  | |
| 3:45 | **Pull Out Your Phone: Social Media Storm** | **Laura King**  Director of Public Health, American Heart Association and Principal Investigator, Tobacco Endgame Center for Organizing and Engagement | |
|  |  |  | |
| 4:00 | **END OF SESSION** |  | |

**Day 2: Wednesday May 18, 2022**

|  |  |  |
| --- | --- | --- |
| **Time** | **Event/Activity** | **Presenter(s)** |
| 9:00 | **Welcome & Introductions**  **Review Schedule for the Day**  **The Help Desk**   * Technology & Event Issues: rj@bdi-events.com * Legislative and Caucus Meeting Issues: [organizingtoendtobacco@heart.org](mailto:organizingtoendtobacco@heart.org)   **Jena Grosser, Senior Program Consultant, CTCP** | **Paul Knepprath**  Project Director  Tobacco Endgame Center for Organizing and Engagement  American Heart Association |
|  |  |  |
| 9:30 | **Pull Out Your Phone: Social Media Storm** | **Everyone** |
|  |  |  |
| 9:35 | **Reflections from Day 1**   * What you heard * Messages that worked/didn’t work * Things you need going into meetings today | **Kathy “Toki” Ko**  Organizing and Engagement Manager  Tobacco Endgame Center for Organizing and Engagement  American Heart Association  **Lori Bremner**  Organizing and Engagement Manager  Tobacco Endgame Center for Organizing and Engagement  American Heart Association |
|  |  |  |
| 9:45 | **Group Breakout Discussion Groups** |  |
|  |  |  |
| 10:05 | **Welcome Back from Breakouts**  **Making Our Impact on Social Media** | **Paul Knepprath**  Project Director  Tobacco Endgame Center for Organizing and Engagement  American Heart Association  **Jacque Marianno**  Digital Strategy Director  American Heart Association |
|  |  |  |
| 10:15 | **Pull Out Your Phone: Social Media Storm**  **--BREAK--** | **All** |
|  |  |  |
| 10:30 | **Remarks by Assembly Majority Leader Gomez Reyes** | **Assembly Majority Leader Gomez Reyes** |
|  |  |  |
| 10:45 | **END OF SESSION** |  |
|  |  |  |
| 11:30 - 3:30 p.m. | **Legislative and Caucus Meetings Commence** | **All** |
|  |  |  |
| 3:30 | **Log Into I&E Event** |  |
|  |  |  |
| 3:30 | **Pull Out Your Phone: Social Media Storm** | **All** |
|  |  |  |
| 3:45 | **Afternoon Regroup and Check-in**   * Reflections * Showing of digital wall * Results of social media challenge * Evaluation Survey * Goodbye | **Paul Knepprath**  Project Director  Tobacco Endgame Center for Organizing and Engagement  American Heart Association |
|  |  |  |
| 4:00 | **END OF SESSION** |  |