# Day 1: Tuesday, May 17, 2022

| **Time** | **Event/Activity** | **Presenter(s)** |
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| 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
 | **Laura King**Director of Public Health, American Heart Association and Principal Investigator, Tobacco Endgame Center for Organizing and Engagement**Ravena Soto**Program CoordinatorTribal Communities Coordinating Center |
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| 9:25 | **Remarks by Senate President Pro Tempore,** **Toni Atkins**  | **Senate President Pro Tem, Toni Atkins** |
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| 9:30 | **Remarks by Assemblymember, Jim Wood****Chair, Assembly Health Committee** **Q&A** | **Assemblymember Jim Wood** |
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| 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 DirectorTobacco Endgame Center for Organizing and EngagementAmerican Heart Association**Amber Valenzuela, MPH**Field Media Advocacy ManagerTobacco Endgame Center for Organizing and EngagementAmerican Heart Association**Juan Villa**Organizing and Engagement ManagerTobacco Endgame Center for Organizing and EngagementAmerican Heart Association |
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| 10:05 | **Activating Your Social Media** * **Plus Social Media Storm**
 | **Amber Valenzuela, MPH**Field Media Advocacy ManagerTobacco Endgame Center for Organizing and EngagementAmerican Heart Association**Jacque Marianno** Digital Strategy DirectorAmerican Heart Association |
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| 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 |
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| 10:33  | **The Legislative Landscape****Q&A** | **Jamie Morgan**Government Relations Lead, American Heart Association |
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| 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 DirectorTobacco Endgame Center for Organizing and EngagementAmerican Heart Association |
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| 11:08 | **Community Poll** | **Laura King**Director of Public Health, American Heart Association and Principal Investigator, Tobacco Endgame Center for Organizing and Engagement |
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| 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 |
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| 11:20 | **END OF SESSION** |  |
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| 11:30 a.m. to 3:30 p.m. | **Legislative and Caucus Meetings** **Commence** |  |
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| 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 |
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| 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**

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| **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

**Jena Grosser, Senior Program Consultant, CTCP** | **Paul Knepprath**Project DirectorTobacco Endgame Center for Organizing and EngagementAmerican Heart Association |
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| 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 ManagerTobacco Endgame Center for Organizing and EngagementAmerican Heart Association**Lori Bremner**Organizing and Engagement ManagerTobacco Endgame Center for Organizing and EngagementAmerican Heart Association |
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| 9:45 | **Group Breakout Discussion Groups**  |  |
|  |  |  |
| 10:05 | **Welcome Back from Breakouts** **Making Our Impact on Social Media**  | **Paul Knepprath**Project DirectorTobacco Endgame Center for Organizing and EngagementAmerican Heart Association**Jacque Marianno** Digital Strategy DirectorAmerican Heart Association |
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| 10:15 | **Pull Out Your Phone: Social Media Storm****--BREAK--** | **All** |
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| 10:30 | **Remarks by Assembly Majority Leader Gomez Reyes**  | **Assembly Majority Leader Gomez Reyes** |
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| 10:45 | **END OF SESSION** |  |
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| 11:30 - 3:30 p.m. | **Legislative and Caucus Meetings Commence** | **All** |
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| 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 DirectorTobacco Endgame Center for Organizing and EngagementAmerican Heart Association |
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| 4:00 | **END OF SESSION** |  |