



Day 1: Tuesday, February 11

Time	Description	Facilitator
9:00	Welcome & Institute Overview	Land Acknowledgment Laura King, Senior Director, Public Health Program Implementation and Principal Investigator, Tobacco Endgame Center for Organizing & Engagement American Heart Association Nykeia Harris, MPH, CHES Program Consultant California Tobacco Prevention Program
9:20	Introduction to the Tobacco Endgame Center Developing Your Action Plan	Shannon Lujan Media Relations Manager Tobacco Endgame Center for Organizing & Engagement American Heart Association Toki Ko Organizing & Engagement Manager Tobacco Endgame Center for Organizing & Engagement American Heart Association
9:30	Guest Speaker: <i>Institute Alum</i>	JoAnn Saccato, MA Project Coordinator Rural Initiatives Strengthening Equity (RISE)
9:40	<i>What’s Your Story? Know your “Why”</i>	Bryan Coleman Senior Director, We-Collab
11:15	The Leader in You Leadership In Action Panel	Juan Villa Organizing & Engagement Manager Tobacco Endgame Center for Organizing & Engagement American Heart Association Paul Kneprath Project Director Tobacco Endgame Center for Organizing & Engagement American Heart Association Yaneth L. Rodriguez Latino Coordinating Center for a Tobacco-Free California (LCC), Center for Health Enhancement, Department of Population and Public Health Sciences, Keck School of Medicine of USC University of Southern California Nathan Subramanian Management Associate Alameda County Tobacco Control Program Claire Braeburn

		Executive Director America On Track
12:30	Lunch Break	
1:30	Advancing Social Justice and Health Equity	Juan Villa & Toki Ko Valerie B. Yerger, N.D. Professor Project Director, The LOOP Faculty Equity Advisor Department of Social & Behavioral Sciences, School of Nursing UCSF Helen Diller Family Comprehensive Cancer Center, School of Medicine
2:50	Day 1 Wrap up	Laura King
3:00	Adjourn	

Day 2: Wednesday, February 12

Time	Description	Facilitator
9:00	Welcome Back!	Paul Kneprath Project Director Tobacco Endgame Center for Organizing & Engagement American Heart Association
9:15	Networking Activity	Institute Participants
9:35	The Importance of Advocacy and Why We Do It	Paul Kneprath
9:55	Organizing and Building Communities Organizing in Action	Juan Villa & Toki Ko Organizing & Engagement Managers Tobacco Endgame Center for Organizing & Engagement American Heart Association
11:45	Lunch Break	
12:45	Effective Communication and Engaging Decision Makers	Shannon Lujan Media Relations Manager Tobacco Endgame Center for Organizing & Engagement American Heart Association
2:30	Next Steps and Follow up	Juan Villa and Toki Ko
2:45	Final Reflections Group Photo!	Paul Kneprath

	Goodbye!	
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