



Day 1: Tuesday, February 10

Time	Description	Facilitator
9:00	Welcome & Institute Overview	<p>Laura King, Senior Director, Public Health Program Implementation and Principal Investigator, Tobacco Endgame Center for Organizing & Engagement, American Heart Association</p> <p>Land Acknowledgment, Nicole Graumann, Project Coordinator, Tribal Community Coordinating Center</p> <p>Kara Waples, Senior Program Consultant Health Equity and Community Engagement Section California Tobacco Prevention Program</p>
9:20	<p>Introduction to the Tobacco Endgame Center</p> <p>Action Plan and Networking</p>	<p>Shannon Lujan Media Relations Manager Tobacco Endgame Center for Organizing & Engagement</p> <p>Toki Ko Organizing & Engagement Manager Tobacco Endgame Center for Organizing & Engagement</p>
9:35	The Importance of Advocacy and Why We Do It	<p>Paul Kneprath Project Director Tobacco Endgame Center for Organizing & Engagement American Heart Association</p> <p>Eric Batch National Advocacy VP, Outreach and Partnerships American Heart Association</p>
10:15 am	Organizing and Building Communities	<p>Juan Villa & Toki Ko Organizing & Engagement Managers Tobacco Endgame Center for Organizing & Engagement</p>
11:30	<p>The Leader In You</p> <p>Leadership In Action Panel</p> <p>The Leader In you</p>	<p>Paul Kneprath Project Director Tobacco Endgame Center for Organizing & Engagement American Heart Association</p> <p>Juan Villa Organizing & Engagement Managers Tobacco Endgame Center for Organizing & Engagement</p> <p><u>Panel</u></p> <ul style="list-style-type: none"> ○ Kim Homer Vagadori, Project Director California Youth Advocacy Network ○ Laura King, Senior Director, Public Health Program Implementation and Principal

		Investigator, Tobacco Endgame Center for Organizing & Engagement, American Heart Association
12:30	Lunch Break (Optional) Zoom Lunch With Shannon	
1:30	What's Your Story? Know your "Why" Small Group Break-Out Homework Assignment	Bryan Coleman Senior Director We-Collab
2:50	Day 1 Wrap up and Elevator Pitch Prep	Juan Villa and Shannon Lujan
3:00	Adjourn	Juan Villa

Day 2: Wednesday, February 11

Time	Description	Facilitator
9:00	Welcome Back! Reflections, Questions and a Review of the Day's Schedule	Paul Kneprath Project Director Tobacco Endgame Center for Organizing & Engagement American Heart Association
9:15	(Networking) Morning Cafe - Coffee with your Colleagues	Institute Participants
9:35	Advancing Social Justice and Health Equity	Toki Ko Organizing & Engagement Managers Tobacco Endgame Center for Organizing & Engagement Yaneth Rodriguez Latino Coordinating Center For a Tobacco-Free California (LCC) Regional Coordinator & Evaluator Center for Health Enhancement Department of Population and Public Health Sciences

		Keck School of Medicine of USC University of Southern California
11:00	Organizing in Action	Juan Villa & Toki Ko Organizing & Engagement Managers Tobacco Endgame Center for Organizing & Engagement Guest Speaker
12:00	Lunch Break	
1:00	Effective Communication and Engaging Decision Makers Elevator Pitch Share Out	Shannon Lujan Media Relations Manager Tobacco Endgame Center for Organizing & Engagement
2:45	Next Steps and Follow up TA Sign Up	Juan Villa
3:00	Final Reflections Group Photo and Goodbye!	Paul Kneprath