

## Day 1: Tuesday, November 19

Time	Description	Facilitator
9:00	<p><b>Welcome</b></p> <p>Land acknowledgment</p> <p>Introduction</p> <p>Overview of the Institute</p>	<p><b>Laura King</b>, Senior Director, Public Health Program Implementation and Principal Investigator, Tobacco Endgame Center for Organizing &amp; Engagement American Heart Association</p> <p><b>Land Acknowledgment</b> <b>Yesenya Martinez</b>, Project Coordinator Sacred Roots Coyote Valley</p>
9:15	<p><b><i>Organizing to End the Tobacco Epidemic in California</i></b></p>	<p><b>Nykeia Harris</b>, Program Consultant California Tobacco Prevention Program</p>
9:25	<p><b>Guest Speaker: Institute Alum</b></p>	<p><b>Raider Fowler</b>, Public Health Educator Mariposa County Health &amp; Human Services Agency</p>
9:30	<p><b><i>What's Your Story? Know your "Why"</i></b></p> <p>Small Group Break-Out</p> <p>Homework Assignment</p>	<p><b>Bryan Coleman</b> Senior Director We-Collab</p>
10:30	<p><b>Leadership</b></p> <p>Small Group Break-Out</p> <p><i>How Long Will You Target Me?</i> Video</p>	<p><b>Eric Batch</b> National Vice President Advocacy Outreach and Partnerships American Heart Association</p>
11:45	<p><b>Leadership in Action Speaker</b></p>	<p><b>The Honorable Helen Tran</b> Mayor, City of San Bernardino</p>
Noon	<p><b>Lunch Break</b></p>	
1:00	<p><b>Introduction to the Tobacco Endgame Center</b></p> <p><b>Your Action Plan</b></p>	<p><b>Shannon Lujan</b> Media Relations Manager Tobacco Endgame Center for Organizing &amp; Engagement</p> <p><b>Toki Ko</b> Organizing &amp; Engagement Manager Tobacco Endgame Center for Organizing &amp; Engagement</p>
1:30	<p><b>Advancing Social Justice and Health Equity</b></p> <p>Why LGBTQ+ Tobacco Issues Matter to Everyone</p>	<p><b>Toki Ko</b></p> <p><b>Ryan Oda</b> We Breathe Program Coordinator California LGBTQ+ Health and Human Services Network</p> <p><b>Lu Orona</b> Network Organizer California LGBTQ+ Health and Human Services Network</p>
2:50	<p><b>Day 1 Wrap up</b></p>	<p><b>Paul Knepprath</b> Project Director Tobacco Endgame Center for Organizing &amp; Engagement American Heart Association</p>
3:00	<p><b>Adjourn</b></p>	

## Day 2: Wednesday, November 20

Time	Description	Facilitator
9:00	<b>Welcome Back!</b> Reflections, Questions and a Review of the Day's Schedule	<b>Paul Kneprath</b> Project Director Tobacco Endgame Center for Organizing & Engagement American Heart Association
9:15	<b>Networking Activity</b>	<b>Institute Participants</b>
10:00	<b>Importance of Advocacy and Why We Do It</b>	<b>Paul Kneprath</b>
10:15	<b>Organizing and Building Communities</b>  <b>Organizing in Action</b>	<b>Juan Villa &amp; Toki Ko</b> Organizing & Engagement Managers Tobacco Endgame Center for Organizing & Engagement  <b>Madison Bible</b> Tobacco Education Program Coordinator Shasta County Public Health
11:30	Small Group Breakout	
11:45	Reflection, Conversation	
12:00	<b>Lunch Break</b>	
1:00	<b>Effective Engagement and Communication for Campaign Success</b> <i>The Public, The Policy Making Body, The Press</i>	<b>Shannon Lujan</b> Media Relations Manager Tobacco Endgame Center for Organizing & Engagement
2:00	Small Group Breakout Activity	
2:30	<b>Next Steps and Follow up</b> Action Plan – Sharing from the group Sign-up for TA on Action Plan Next Steps	<b>Juan Villa</b>
2:45	<b>Final Reflections</b> <b>Group Photo!</b> <b>Goodbye!</b>	<b>Paul Kneprath</b>