



## Day 1: Tuesday, October 28

Time	Description	Facilitator
9:00	<b>Welcome &amp; Institute Overview</b>	<b>Laura King</b> , Senior Director, Public Health Program Implementation and Principal Investigator, Tobacco Endgame Center for Organizing & Engagement, American Heart Association  <b>Land Acknowledgment</b> , Nicole Graumann, Project Coordinator, Tribal Community Coordinating Center
9:20	<b>Introduction to the Tobacco Endgame Center</b>  <b>Action Plan and Networking</b>	<b>Shannon Lujan</b> Media Relations Manager Tobacco Endgame Center for Organizing & Engagement  <b>Toki Ko</b> Organizing & Engagement Manager Tobacco Endgame Center for Organizing & Engagement
9:45	<b>What's Your Story? Know your "Why"</b> Small Group Break-Out Homework Assignment	<b>Bryan Coleman</b> Senior Director We-Collab
11:15	<b>Elevator Pitch</b>	<b>Shannon Lujan</b>
11:30	<b>The Leader In You</b>  <b>Leadership In Action Panel</b>  <b>The Leader In you</b>	<b>Paul Knepprath</b> Project Director Tobacco Endgame Center for Organizing & Engagement American Heart Association  <b>Juan Villa</b> Organizing & Engagement Managers Tobacco Endgame Center for Organizing & Engagement  <u>Panel</u> <b>Amaya Wooding</b> Project Director, LGBTQ Minus Tobacco  <b>Jose Montoya</b> California Health Collaborative, Community Engagement Coordinator  <b>Yaneth Rodriguez</b> 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
12:30	<b>Lunch Break</b>	

1:30	<b>Advancing Social Justice and Health Equity</b>	<b>Juan Villa &amp; Toki Ko</b> Organizing & Engagement Managers Tobacco Endgame Center for Organizing & Engagement  <b>Valerie B. Yerger, N.D.</b> 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	<b>Day 1 Wrap up</b>	<b>Juan Villa</b>
3:00	<b>Adjourn</b>	<b>Juan Villa</b>

## Day 2: Wednesday, October 29

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  <b>Kara Waples</b> , Program Consultant California Tobacco Prevention Program
9:15	<b>Networking Activity</b>	<b>Institute Participants</b>
9:35	<b>The Importance of Advocacy and Why We Do It</b>	<b>Paul Kneprath</b>
9:55	<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
11:45	<b>Lunch Break</b>	
12:45	<b>Effective Communication and Engaging Decision Makers</b> <b>Elevator Pitch Share Out</b>	<b>Shannon Lujan</b> Media Relations Manager Tobacco Endgame Center for Organizing & Engagement
2:30	<b>Next Steps and Follow up</b> <b>TA Sign Up Bookings Link</b>	<b>Juan Villa</b>
2:45	<b>Final Reflections</b> <b>Group Photo and Goodbye!</b>	<b>Paul Kneprath</b>