

Campaign Organizing & Leadership Institute Agenda

February 6-7, 2024

Day 1: Tuesday, February 6, 2024

Time	Description	Facilitator
10:30 AM	Registration & Networking Snack Provided	
11:00	Land acknowledgment Welcome Overview of the Institute	TBD Paul Knepprath Project Director, Tobacco Endgame Center for Organizing & Engagement Monty Messex Los Angeles County Department of Health Services
11:15	Organizing to End the Tobacco Epidemic in California	Nykeia Harris Program Consultant California Tobacco Prevention Program
11:20	What's Your Story? Know your "Why"	Eric Batch Region VP, Field Advocacy American Heart Association
11:40	Ryon Everidge – Spoken Word Artist	
11:50	Leadership Module	Eric Batch Region VP, Field Advocacy American Heart Association
	Group Reflection, Conversation	
12:30	Lunch Break Lunch provided	
1:30	Your Action Plan	Lori Bremner Organizing & Engagement Manager Tobacco Endgame Center for Organizing & Engagement
1:35	Guest Speaker: Institute Alum	TBD
1:50	Leadership in Action	TBD
2:05	Prioritizing Tobacco as a Social Justice Issue to Advance Health Equity	Panelists TBD

3:30	Reflection, Conversation	
3:45	Your Action Plan	Lori Bremner Organizing & Engagement Manager Tobacco Endgame Center for Organizing & Engagement
3:50	Wrap up	

Day 2: Wednesday, February 7, 2024

Time	Description	Facilitator
8:00 AM	Breakfast Provided	
8:30	Welcome Reflections, Questions Review the Day's Schedule	Paul Kneprath Project Director, Tobacco Endgame Center for Organizing & Engagement
8:45	Activity & Networking	
9:15	Guest Speaker: <i>Leadership in Action</i>	TBD
9:30	Organizing and Building Communities	Juan Villa & Lori Bremner Organizing & Engagement Manager Tobacco Endgame Center for Organizing & Engagement
10:30	Small Group Breakouts	
11:00	Reflection, Conversation	
11:30	Lunch Break Lunch Provided	
12:15 PM	Action Plan	
12:30	Communications Spokesperson Training <i>The Public, The Policy Making Body, The Press</i> Small Group Breakout Activity	Shannon Lujan Media Relations Manager Tobacco Endgame Center for Organizing & Engagement
1:45	Break - Snack Provided	
2:00	Developing Your Action Plan	Lori Bremner Organizing & Engagement Manager Tobacco Endgame Center for Organizing & Engagement
2:15	Next Steps and Follow up	Juan Villa Organizing & Engagement Manager

		Tobacco Endgame Center for Organizing & Engagement
2:45	Final Reflections and Group Photo!	Paul Kneprath Project Director, Tobacco Endgame Center for Organizing & Engagement

