

Day 1: Tuesday, February 6

Location: Endowment Center 1000 N. Alameda Street, Los Angeles, CA 90012
Redwood Room

Time	Description	Facilitator
10:30 AM	Registration & Networking Snack Provided	
11:00	Welcome Land acknowledgment Introductions Overview of the Institute Welcome to Los Angeles!	Paul Knepprath Project Director, Tobacco Endgame Center for Organizing & Engagement American Heart Association Ravena Soto Project Coordinator II Tribal Community Coordinating Center Monty Messex Program Manager 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	Power of Poetry, Your Story	Ryon Everidge Spoken Word Artist
11:50	Leadership Module	Eric Batch
12:30	Lunch Break	
1:30	Your Action Plan	Lori Bremner Organizing & Engagement Manager Tobacco Endgame Center for Organizing & Engagement
1:35	Guest Speaker: Institute Alum	Ravena Soto
1:50	Leadership in Action	Ignacio Burges Youth Engagement Coordinator California Youth Advocacy Network (CYAN)
2:05	Prioritizing Tobacco as a Social Justice Issue to Advance Health Equity	Shelly Brantley, MPA , Project Director Rural Initiatives Strengthening Equity (RISE) Y'Lonn Burris , Program Manager Amplify! African American Statewide Coordinating Center Ravena Soto , Project Coordinator II Tribal Community Coordinating Center
3:45	Leadership in Action	The Honorable Helen Tran Mayor, City of San Bernardino
4:00	Your Action Plan Snowball Activity	Lori Bremner
4:05	Wrap up	

Day 2: Wednesday, February 7

Time	Description	Facilitator
8:00 AM	Breakfast Provided	
8:30	Welcome Back! Reflections, Questions Review the Day's Schedule	Paul Knepprath Project Director, Tobacco Endgame Center for Organizing & Engagement American Heart Association
8:45	Activity & Networking	
9:30	Organizing and Building Communities	Juan Villa & Lori Bremner Organizing & Engagement Managers Tobacco Endgame Center for Organizing & Engagement
10:30	Small Group Breakouts	
11:00	Reflection, Conversation	
11:30	Lunch Break	
12:15 PM	Action Plan Work Time	Paul Knepprath
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
2:15	Next Steps and Follow up	Juan Villa
2:45	Final Reflections Group Photo!	Paul Knepprath