



Day 1: Tuesday, February 6

Time	Description	Facilitator
11:00	<p>Welcome</p> <p>Land acknowledgment</p> <p>Introductions</p> <p>Overview of the Institute</p>	<p>Paul Knepprath Project Director, Tobacco Endgame Center for Organizing & Engagement American Heart Association</p> <p>Ravena Soto Project Coordinator II Tribal Community Coordinating Center</p>
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 Vice President, 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 Burgos Youth Engagement Coordinator California Youth Advocacy Network (CYAN)
2:05	Advancing Social Justice and Health Equity	<p>Shelly Brantley, MPA, Project Director Rural Initiatives Strengthening Equity (RISE)</p> <p>Y’Lonn Burris, Program Manager Amplify! African American Statewide Coordinating Center</p> <p>Ravena Soto, Project Coordinator II Tribal Community Coordinating Center</p>
3:45	Leadership in Action	The Honorable Helen Tran Mayor, City of San Bernardino
4:00	Your Action Plan Break-Out	Lori Bremner
4:15	Institute Day 1 Wrap up	Paul Knepprath

Day 2: Wednesday, February 7

Time	Description	Facilitator
8:30	Welcome Back! Reflections, Questions and a Review the Day's Schedule	Paul Knepprath Project Director Tobacco Endgame Center for Organizing & Engagement American Heart Association
8:45	Networking Activity	Institute Participants
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	
2:00	Sharing Your Action Plan	Lori Bremner
2:15	Next Steps and Follow up	Juan Villa
2:45	Final Reflections Group Photo!	Paul Knepprath