



Introduction to the Tobacco Endgame Center's Services & Resources

[Watch Center's
Introductory
Video](#)

Welcome to the American Heart Association's Tobacco Endgame Center for Organizing and Engagement! Whether you're new staff or want a brush up, the Tobacco Endgame Center offers comprehensive training, technical assistance, and resources to help you and your coalition advance tobacco policy campaigns. The Tobacco Endgame Center strives to partner with local, regional, and statewide tobacco control stakeholders to enhance their organizing and engagement capacity. Reach out to us at organizingtoendtobacco@heart.org - We're here to help! *You can also check out Page 2 for our Roadmap for New Tobacco Prevention Staff!*

The Campaign Playbook

The Campaign Playbook is a guide for organizing communities to end the commercial tobacco epidemic in California. This playbook provides practical guidance on the processes, steps, strategies, and tactics necessary for developing and executing an effective tobacco policy campaign. Also check out the Campaign Playbook Resource Appendix and Playbook Webinar Series

Resources and Trainings

The Tobacco Endgame Center has a wide assortment of resources and recorded trainings on our website to support your success with coalition building. Resource topics include the Midwest Academy Strategy Chart, Engaging with Decision Makers, Success Stories, Campaign Toolkits, Media Advocacy, Organizing Best Practices, and More!



Capitol Information & Education Days

Capitol Information & Education Days (I&E Days) is an annual event organized by the the Endgame Center to educate the California Legislature about the impact tobacco has on our communities, and the local efforts being carried out to address them.

[Learn More
About I&E
Days](#)

Campaign Organizing & Leadership Institutes

The 2-day Institutes are designed to create a unique learning and interactive experience. The course work will inspire you to refine your organizing and leadership skills, both as an individual leader and an influencer.

Community Organizing Affinity Calls and Monthly Newsletter

Affinity calls are a regular, monthly gathering spot for those working on local policy campaigns and other efforts to address commercial tobacco challenges in their communities. Participants are encouraged to share challenges and ask questions about community engagement and coalition work. Email organizingtoendtobacco@heart.org to register for the Affinity Calls and subscribe to our monthly newsletters for updates on resources.



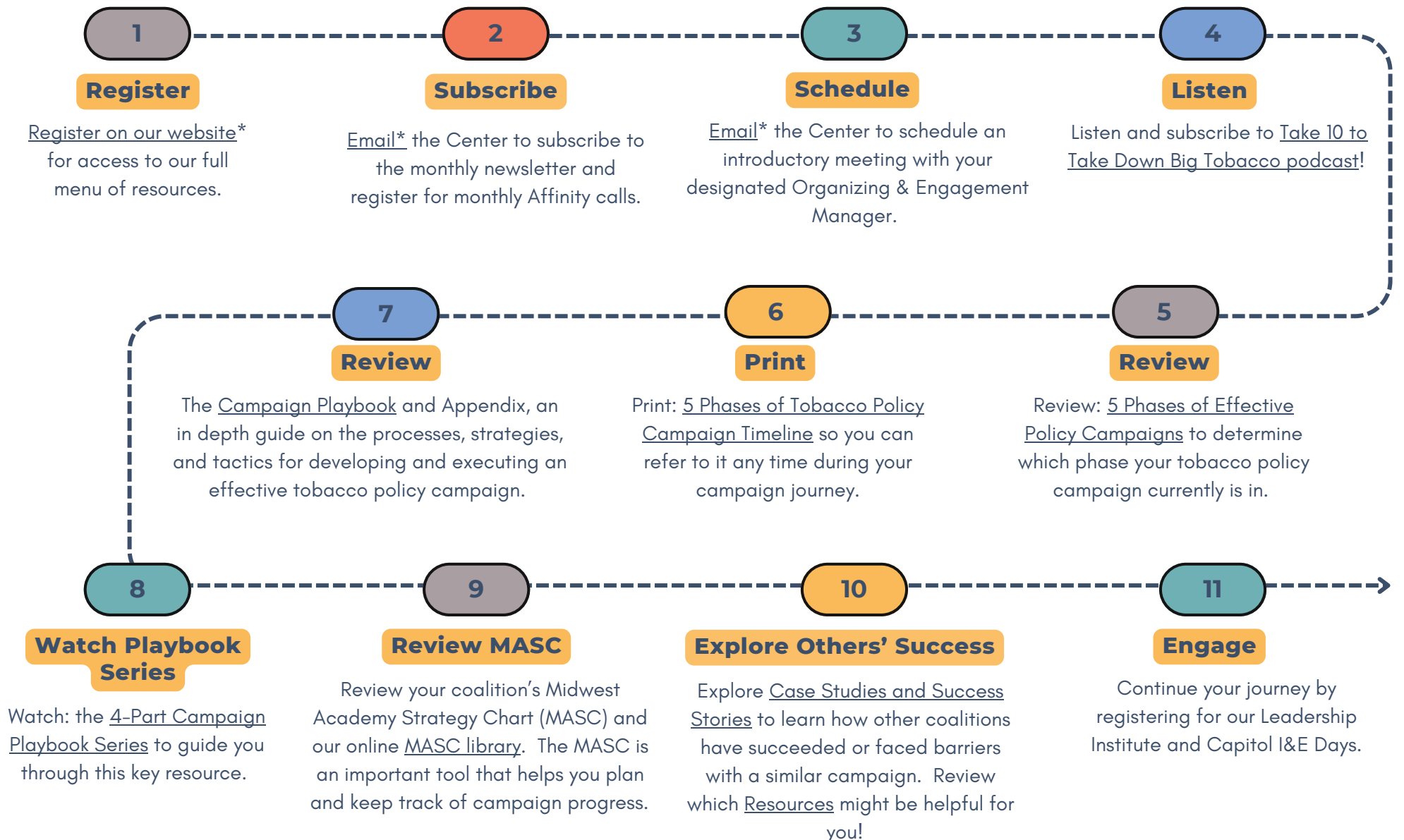
Take 10 to Take Down Big Tobacco Podcast

The Tobacco Endgame Center's podcast is designed for all of us who are taking on Big Tobacco in our communities. We set aside 10 minutes to learn how those in the organizing community – our health heroes -- are working to end the tobacco epidemic.



Roadmap for New Tobacco Prevention Staff

Take a few weeks to learn about the Tobacco Endgame Center's resources and tools available to guide your coalition to success!



*Website: organizingtoendtobacco.org

*Email: organizingtoendtobacco@heart.org