

Day 1: Tuesday, October 28

Time	Description	Facilitator
9:00	Welcome & Institute Overview Guest Speaker: <i>Institute Alum</i>	Land Acknowledgment Laura King , Senior Director, Public Health Program Implementation and Principal Investigator, Tobacco Endgame Center for Organizing & Engagement American Heart Association Jacqueline Guerrero , Health Education Coordinator Madera County Department of Public Health
9:20	Introduction to the Tobacco Endgame Center (VIDEO) 3 Min Action Plan and Networking	Shannon Lujan Media Relations Manager Tobacco Endgame Center for Organizing & Engagement Toki Ko Organizing & Engagement Manager Tobacco Endgame Center for Organizing & Engagement
9:35	<i>What's Your Story? Know your "Why"</i> Small Group Break-Out Homework Assignment	Bryan Coleman Senior Director We-Collab
11:15	Elevator Pitch	Shannon Lujan Media Relations Manager Tobacco Endgame Center for Organizing & Engagement
11:30	The Leader In You Leadership In Action Panel The Leader In you	Paul Knepprath Project Director Tobacco Endgame Center for Organizing & Engagement American Heart Association Juan Organizing & Engagement Managers Tobacco Endgame Center for Organizing & Engagement <u>Panel</u> Amaya Wooding Project Director, LGBTQ Minus Tobacco Jose Montoya California Health Collaborative

		Community Engagement Coordinator Yaneth Rodriguez 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	Lunch Break	
1:30	Advancing Social Justice and Health Equity	Juan Villa & Toki Ko Organizing & Engagement Managers Tobacco Endgame Center for Organizing & Engagement Valerie B. Yerger, N.D. 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	Day 1 Wrap up	Juan Villa
3:00	Adjourn	Juan Villa

Day 2: Wednesday, October 29

Time	Description	Facilitator
9:00	Welcome Back! Reflections, Questions and a Review of the Day's Schedule	Paul Knepprath Project Director Tobacco Endgame Center for Organizing & Engagement American Heart Association Kara Waples, Program Consultant California Tobacco Prevention Program
9:15	Networking Activity	Institute Participants
9:35	The Importance of Advocacy and Why We Do It	Paul Knepprath
9:55	Organizing and Building Communities Organizing in Action	Juan Villa & Toki Ko Organizing & Engagement Managers Tobacco Endgame Center for Organizing & Engagement

11:45	Lunch Break	
12:45	Effective Communication and Engaging Decision Makers Elevator Pitch Share Out	Shannon Lujan Media Relations Manager Tobacco Endgame Center for Organizing & Engagement
2:30	Next Steps and Follow up TA Sign Up Bookings Link	Juan Villa
2:45	Final Reflections Group Photo! Goodbye!	Paul Kneprath