

Day 1: Tuesday, October 28

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

		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 Kneprath 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 Kneprath
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

