



**Day 1: Tuesday, February 10**

Time	Description	Facilitator
9:00	<b>Welcome &amp; Institute Overview</b>	<p><b>Laura King</b>, Senior Director, Public Health Program Implementation and Principal Investigator, Tobacco Endgame Center for Organizing &amp; Engagement, American Heart Association</p> <p><b>Land Acknowledgment</b>, Nicole Graumann, Project Coordinator, Tribal Community Coordinating Center</p> <p><b>Kara Waples</b>, Program Consultant California Tobacco Prevention Program</p>
9:20	<p><b>Introduction to the Tobacco Endgame Center</b></p> <p><b>Action Plan and Networking</b></p>	<p><b>Shannon Lujan</b> Media Relations Manager Tobacco Endgame Center for Organizing &amp; Engagement</p> <p><b>Toki Ko</b> Organizing &amp; Engagement Manager Tobacco Endgame Center for Organizing &amp; Engagement</p>
9:35	<b>The Importance of Advocacy and Why We Do It</b>	<p><b>Paul Kneprath</b> Project Director Tobacco Endgame Center for Organizing &amp; Engagement American Heart Association</p> <p><b>Eric Batch</b> National Advocacy VP, Outreach and Partnerships American Heart Association</p>
10:15 am	<b>Organizing and Building Communities</b>	<p><b>Juan Villa &amp; Toki Ko</b> Organizing &amp; Engagement Managers Tobacco Endgame Center for Organizing &amp; Engagement</p>
11:30	<p><b>The Leader In You</b></p> <p><b>Leadership In Action Panel</b></p> <p><b>The Leader In you</b></p>	<p><b>Paul Kneprath</b> Project Director Tobacco Endgame Center for Organizing &amp; Engagement American Heart Association</p> <p><b>Juan Villa</b> Organizing &amp; Engagement Managers Tobacco Endgame Center for Organizing &amp; Engagement</p> <p><b>Panel</b></p> <ul style="list-style-type: none"> <li>○ <b>Kim Homer Vagadori</b>, Project Director California Youth Advocacy Network</li> <li>○ <b>Amaya Wooding</b>, Project Director, LGBTQ Minus Tobacco</li> </ul>

12:30	<b>Lunch Break</b> <b>(Optional) Zoom Lunch With Shannon</b>	
1:30	<b>What's Your Story? Know your "Why"</b> Small Group Break-Out Homework Assignment	<b>Bryan Coleman</b> Senior Director We-Collab
2:50	<b>Day 1 Wrap up and Elevator Pitch Prep</b>	<b>Juan Villa and Shannon Lujan</b>
3:00	<b>Adjourn</b>	<b>Juan Villa</b>

## Day 2: Wednesday, February 11

Time	Description	Facilitator
9:00	<b>Welcome Back!</b> Reflections, Questions and a Review of the Day's Schedule	<b>Paul Kneprath</b> Project Director Tobacco Endgame Center for Organizing & Engagement American Heart Association
9:15	<b>(Networking) Morning Cafe - Coffee with your Colleagues</b>	<b>Institute Participants</b>
9:35	<b>Advancing Social Justice and Health Equity</b>	<b>Juan Villa &amp; Toki Ko</b> Organizing & Engagement Managers Tobacco Endgame Center for Organizing & Engagement  <b>Yaneth Rodriguez</b> 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
11:00	<b>Organizing in Action</b>	<b>Juan Villa &amp; Toki Ko</b> Organizing & Engagement Managers Tobacco Endgame Center for Organizing & Engagement  Guest Speaker
12:00	<b>Lunch Break</b>	
1:00	<b>Effective Communication and Engaging Decision Makers</b> <b>Elevator Pitch Share Out</b>	<b>Shannon Lujan</b> Media Relations Manager Tobacco Endgame Center for Organizing & Engagement

2:45	<b>Next Steps and Follow up</b> <b>TA Sign Up</b>	<b>Juan Villa</b>
3:00	<b>Final Reflections</b> <b>Group Photo and Goodbye!</b>	<b>Paul Kneprath</b>