

Campaign Organizing & Leadership Institute Agenda

Nov 3-5, 2026

Day 1: Tuesday, Nov 3, 2026

Time	Description	Facilitator(s)
3:00 PM	Welcome and Land Acknowledgment Overview of the Institute	Laura King, Director of Public Health American Heart Association and Principal Investigator, Tobacco Endgame Center for Organizing and Engagement Land Acknowledgment , Nicole Graumann, Project Coordinator, Tribal Community Coordinating Center Kara Waples , Senior Program Consultant Health Equity and Community Engagement Section California Tobacco Prevention Program
3:15	<i>The Importance of Advocacy and Why We Do It</i>	Paul Knepprath Title Info
4:15	Networking <i>Break Out Groups</i>	
4:25	Your Action Plan Action Plan Review	Shannon Lujan Media Relations Manager Tobacco Endgame Center for Organizing & Engagement Toki Ko Organizing & Engagement Manager Tobacco Endgame Center for Organizing & Engagement

Day 2: Wednesday, Nov 4, 2026

Time	Description	Facilitator
9:00	Welcome to Day 2 Introduction to the Tobacco Endgame Center	Shannon Lujan Media Relations Manager Tobacco Endgame Center for Organizing & Engagement
9:05	Action Plan Reminder	Toki Ko Organizing & Engagement Manager Tobacco Endgame Center for Organizing & Engagement
9:20	<i>What's Your Story? Know your "Why"</i> Small Group Break-Out Homework Assignment	Bryan Coleman Senior Director We-Collab
	<i>Elevator Pitch</i>	Shannon Lujan
11:30	Organizing and Building Communities	Juan Villa & Toki Ko Organizing & Engagement Managers Tobacco Endgame Center for Organizing & Engagement
12:30	Lunch Break	
1:30	The Leader In You Leadership In Action Panel The Leader In you	Paul Kneprath Project Director Tobacco Endgame Center for Organizing & Engagement American Heart Association Juan Villa Organizing & Engagement Managers Tobacco Endgame Center for Organizing & Engagement <u>Panel</u>

2:50	Day 1 Wrap up and Elevator Pitch Prep	Juan Villa and Shannon Lujan
3:00	Adjourn	Juan Villa

Day 3: Thursday, Nov 5

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
9:15	(Networking) Morning Cafe - Coffee with your Colleagues	Institute Participants
9:35	Advancing Social Justice and Health Equity	Toki Ko Organizing & Engagement Managers Tobacco Endgame Center for Organizing & Engagement
11:00	Organizing in Action	Juan Villa & Toki Ko Organizing & Engagement Managers Tobacco Endgame Center for Organizing & Engagement Guest Speaker
12:00	Lunch Break	
1:00	Effective Communication and Engaging Decision Makers Elevator Pitch Share Out	Shannon Lujan Media Relations Manager Tobacco Endgame Center for Organizing & Engagement
2:45	Next Steps and Follow up TA Sign Up	Juan Villa
3:00	Final Reflections Group Photo and Goodbye!	Paul Kneprath