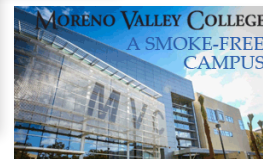
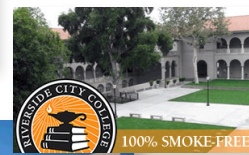


Smoke/Tobacco-Free College and University Workshop Series

February 2021



FRIDAY, FEBRUARY 19TH

9:00-9:15 am **WELCOME AND INTRODUCTIONS**

9:15-10:00 am **A LOOK AT CALIFORNIA'S MOVEMENT FOR SMOKE/ TOBACCO-FREE COLLEGES AND UNIVERSITIES**

Alex Byrd & Kim Homer Vagadori, CYAN

10:05-10:50 am **BREAKOUT SESSIONS**

WORKING WITH CAMPUS GOVERNANCE

Alex Byrd, CYAN

WORKING WITH TRADE & TECHNICAL SCHOOLS: FINDINGS FROM INTERVIEWS

Carly Raasch, ETR Associates

DEVELOPING CAMPUS PARTNERSHIPS

Mariah Santiago, SF Community Health Center
Katie Moose, California Health Collaborative
Omar Gonzalez, ACS

10:55-11:40 am **BREAKOUT SESSIONS**

ENGAGING STUDENTS IN ADVOCACY

Adriana Del Cid & Tatiana Del Cid, COUGH
Taylor Beckwith, Breathe CA - Sacramento

UNIQUE SUCCESS AND CHALLENGES WHEN WORKING WITH COMMUNITY COLLEGES

Lauren Campana, Columbia College
Naomi Forey, Clovis Community College

CREATING SMOKE/ TOBACCO-FREE CAMPAIGN STRATEGIES

Kim Homer Vagadori, CYAN

11:45-12:00 pm **CLOSING**

GENERAL SESSION (9:15-10:00AM)

A LOOK AT CALIFORNIA'S MOVEMENT FOR SMOKE/TOBACCO-FREE COLLEGES & UNIVERSITIES

Speakers: Alex Byrd & Kim Homer Vagadori, CYAN

For over 20 years, California colleges and universities have been working to address tobacco use on campus. CYAN will review the smoke/tobacco-free movement on campuses, highlight the numerous benefits of advocating for stronger policies, and discuss how to utilize this time to strengthen policy advocacy efforts.

BREAKOUT SESSION #1 (10:05-10:50AM)

WORKING WITH CAMPUS GOVERNANCE

Speaker: Alex Byrd, CYAN

Navigating the California Community College governance system can be daunting and confusing. This skills-based session focuses on how to maximize work with community colleges by understanding how they function. This discussion will include conversations of strategies for working with faculty senates, staff councils, unions, and student senates.

WORKING WITH TRADE & TECHNICAL SCHOOLS: FINDINGS FROM INTERVIEWS

Speaker: Carly Raasch, ETR Associates

Trade and technical schools are complex campuses with unique characteristics that may impact how community partners engage schools in smoke/tobacco-free policy work. This session will share findings from recent CYAN key informant interviews with vocational schools and include time to share lessons learned from those who have worked with trade/tech campuses.

DEVELOPING CAMPUS PARTNERSHIPS

Speakers: Mariah Santiago, SF Community Health Center; Katie Moose, California Health Collaborative; Omar Gonzalez, American Cancer Society

Building relationships with the campus is key when advocating and adopting a smoke/tobacco-free policy. This panel will share examples of creative ways to develop partnerships with various campus groups and connect the campus to the process of advocacy and adoption.

BREAKOUT SESSION #2 (10:55-11:40AM)

ENGAGING STUDENTS IN ADVOCACY

Speakers: Adriana Del Cid & Tatiana Del Cid, COUGH Student Leaders; Taylor Beckwith, Breathe CA - Sacramento

Students play an important role in the advocacy and adoption of smoke and tobacco-free policy on campus. This session will feature strategies from current and former students on student engagement and creating partnerships for smoke and tobacco-free policy advocacy on campus.

UNIQUE SUCCESSES & CHALLENGES WHEN WORKING WITH COMMUNITY COLLEGES

Speakers: Laureen Campana, Columbia College & Naomi Forey, Clovis Community College

Working with community colleges comes with its own considerations, successes, and challenges. This session is a panel discussion of the ins and outs of working with community colleges on smoke/tobacco-free policy initiatives.

CREATING SMOKE/TOBACCO-FREE CAMPAIGN STRATEGIES

Speaker: Kim Homer Vagadori, CYAN

Strategies are critical to ensuring successful policy advocacy efforts on campus. Using the Midwest Academy Strategy Chart as a framework, this session will prepare advocates to assess power dynamics on campus, create shared goals, and identify tactics that will lead to policy change.