

No Puffs to Give Advocacy Training and Retreat



Hosted by Black Women's Health Imperative (BWHI)
Russell Innovation Center for Entrepreneurs
November 17, 2022 | Atlanta, GA

8:45a – 9:30a

Check In, Breakfast & Tea Service

9:30a – 9:45a

Welcome & Program Review

Alanna Murrell, Black Women's Health Imperative

9:45a -10:30a

Read My Lips: Crafting Messages that Move the Masses;

Gail Brooks, *The BLK+Cross* & **LaTroya Hester**, *Comms Noire*;

This training will discuss the power of language in effective communication. Students will understand how to use social media for advocacy and how to craft messages that move audiences to action. Emphasis will be placed on discussing anti-tobacco issues among peers and family, and ways to advocate for your personal health.

10:30a – 11:00a

My Call to Action Activity
No Puffs Participants & Zsanai Epps, *Black Women's Health Imperative*

11:00a – 11:30a

Break | We Pose, Not Puff Photobooth Open

11:30a -12:15p

Lunch and Short Film Screening

Lincoln Mondy, *Black Lives, Black Lungs*

12:15p -12:30p

Break | Tea Tasting | Photobooth Open

12:30p – 1:30p

Menthol & Launching Grassroots Initiatives;

Asyria Daniels, *The Center for Black Health & Equity*;

Speakers will discuss the power of community and organizational advocacy. They will explain the importance of collaboration, partnerships, and phases of a grassroots movement. Students will learn how to conduct an environmental scan and identify key issues in their communities.

1:30p – 1:45p

Break | We Pose, Not Puff Photobooth Open

1:45p – 2:15p

Congressional Briefing

Moderated by **Gregory**

Bolden, *Community Initiative Program Manager, The Center for Black Health & Equity*; **Congressional Staff Members:**

Gabriella Vesay (*Legislative Assitant- Health*);

Office of Sen. Raphael Warnock (GA-D)

Jocelyn Gilbert (*Legislative Assistant - Health*)

Office of Rep. Hank Johnson (GA-04)

2:15p – 3:15p

Conclusion and How to Stay Involved

Alanna Murrell, *Black Women'sHealthImperative*