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 Assistant - 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’s Health Imperative