

ARIZONA TOBACCO-FREE FUTURES

	Date: September 23, 2026
	Time: 9 a.m. – 3 p.m.
	Location: 1050 W Washington St., #201 Tempe, AZ 85288

STRENGTHENING OUR VOICE: A SPOKESPERSON TRAINING

TIME	AGENDA	LEAD
9:00 a.m.	Arrival, Coffee and Networking	All
9:15 a.m.	Opening and Introductions	Hayley Chicoine
9:30 a.m.	Brief Overview of Messaging: What is it and Why it Matters We will briefly review the importance of message and breakdown the elements of a message.	Terra Hall
9:45 a.m.	Tobacco Use and Nicotine Addiction Messaging Brief discussion of effective tobacco use and nicotine addiction messaging, including key facts, data points, and framing strategies that resonate with different audiences.	Hayley Chicoine
10:05 a.m.	Creating Your Message Participants will work in pairs or small groups to practice sharing their messages in their own authentic voice.	Terra Hall
10:35 a.m.	Break	All
10:45 a.m.	Pathways of Influence Participants will learn how to research and better understand lawmakers and other decision-makers by identifying the relationships, interests, experiences, and community connections that may influence their perspectives.	Terra Hall
11:15 a.m.	Power Prism Participants will be introduced to the Power Prism®, a proven advocacy framework designed to help advocates build influence and move policy goals forward.	Terra Hall



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12:00 p.m.	Working Lunch and Advocacy Planning Exercise Participants will use the working lunch to apply the advocacy tools introduced throughout the day.	All
1:00 p.m.	Advocacy Planning Report Out Participants will share key takeaways from their working lunch activity, including insights from their Power Prism® worksheet and Pathways of Influence assessment.	Terra Hall
1:15 p.m.	Engaging Lawmakers and Legislative Staff Participants will learn what to expect when meeting with lawmakers and their staff, including how to prepare for meetings, share personal stories effectively and build productive relationships with decision-makers.	Eryn Streeter
2:00 p.m.	From Learning to Action: A Letter to My Future Advocate Self Participants will reflect on the skills and strategies explored throughout the day, discuss their next steps with a partner, and write a letter to their future selves outlining the audience they hope to influence, the action they plan to take, and the impact they hope to make.	Terra Hall
2:45 p.m.	Closing and Next Steps Participants will reflect on key lessons from the day, share insights from their advocacy planning exercises, and identify concrete next steps for advancing tobacco prevention and cessation efforts in their communities.	Hayley Chicoine