



# A P P E A L

ASIAN PACIFIC PARTNERS FOR EMPOWERMENT, ADVOCACY AND LEADERSHIP

## 2021-22 SPARC LEADERSHIP CAPSTONE

Feb 23-24, 2022

### SUMMARY OF EVENTS

The 2021-22 SPARC Leadership Program wrapped up with the Leadership Capstone on February 23-24, 2022. The Capstone objectives were 1) Highlight and celebrate SPARC Fellow's successes/accomplishments and identify challenges, 2) Learn additional policy change skills and document success, 3) Reinforce and facilitate cross-cultural collaboration, and 4) Discuss how to expand our SPARC Network in this post-COVID-19 world.

Over the course of the two days, Fellows engaged in a peer-to-peer dialogue through a combination of experiential-based activities, presentations, and dialogue. On Day 1, they worked in small groups to reflect on their experiences with the program, while on Day 2 they applied all their skills to activate their leadership. The group worked on reflections about the program, the growth in their leadership, the challenges they faced, and how to continue being a part of the tobacco control movement while supporting their community.

The Training team started with introductions, expectations, and revisiting the group agreements.

### Day 1: Program Reflections

February 23<sup>rd</sup>, 2022

#### Ideal Leader Activity

In small groups, Fellows brainstormed and recorded skills, qualities, attributes, behaviors of an ideal leader in the context of tobacco control work. Then, the groups worked together to select 5 to 7 of those skills/qualities/attributes and behaviors to create an image or picture that represented their ideal leader. As a large group, we shared our images and explanations and why we felt these were important to identify in a leader.

#### Panel Presentation- Jenny Wong and Dr. Elisa Tong

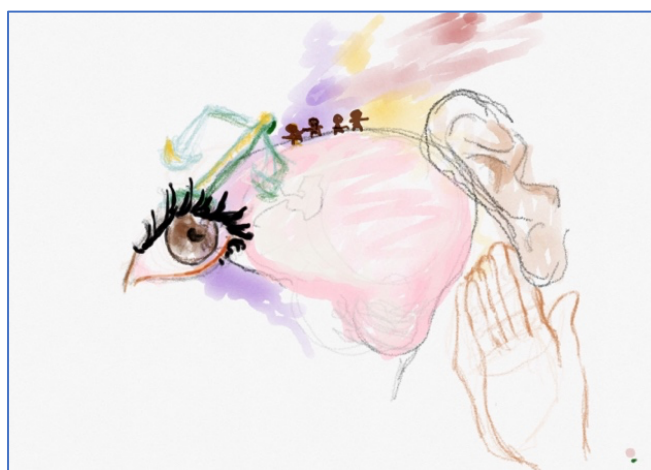


Figure 1 Artwork by Catherine L. on behalf of her group

Jenny Wong, Chief, Health Equity and Local Programs Unit, California Tobacco Control Program (CTCP), and Dr. Elisa Tong, Professor, Department of Internal Medicine Medical Director, Stop Tobacco Program, UC Davis Comprehensive Cancer Center joined us to talk about their background and experiences in tobacco control. They touched on their personal education journeys, their path into tobacco control, how their previous jobs and passions come into play as they work with AA and NH/PI communities (ex. shared values, community experiences), the importance of networking, working within the systems, and using their current role to continue advocate for representation of the AA and NH/PI communities.

### **Reflection on SPARC Leadership Program:**

During this small group activity, Fellows brainstormed what has been the impact of the leadership program on themselves individually, for the AA and NH/PI communities, and on systems or policy change. For example, they talked about how they are different today as a leader than they were last year when they started the program. Many fellows shared feeling more confident in sharing their experiences when they felt heard and other fellows expressed the same challenges. Many felt they had a support system of others who looked like them, and through the training felt comfortable addressing topics like data disaggregation which were newer to them. They also shared an appreciation for the training opportunity and truly enjoyed building a learning community together.

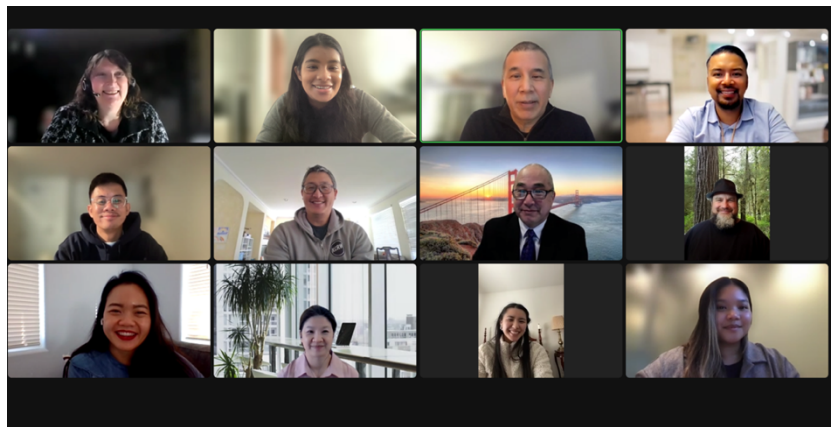
### **Policymaker Messaging:**

In this activity, the Training team discussed how to craft messaging to policymakers. They described what messaging looks like for different policymakers. Fellows discussed what a policymaker's level of support on my issue may be and the approach they would take to framing their messaging. They discussed interests and reasons for supporting an issue, ways to collaborate, and how to keep each other informed. The Training team also shared some tips for connecting to policymakers through sharing personal stories to illustrate the problem and potential solutions.

## **Day 2: Activating Leadership February 24<sup>th</sup>, 2022**

### **Policymaker Prep:**

During this time, the Training team recapped the characteristics of effective messaging to keep it concise and compelling. They emphasized the importance of keeping the messages brief, defining your points by addressing the benefits and values, tailoring to your audience, using lay terms, and having an active voice. The trainers also offered an outline on



what a visit to a policymaker can look like such as briefly providing introductions, what you hope to change, why you care, what you are doing to address the issue and your ask from the policymaker. Then, the Fellows were split into 2 small groups and provided them a scenario to develop messaging on a commercial tobacco control policy. They were given the freedom and creativity to strategize how they will approach the policymaker, what information they knew about the policymaker, and to practice their delivery.

### **Policy Maker Roleplay:**

During the roleplay, the fellows got the opportunity to pretend they are speaking to a policymaker such as a Legislator or a Health Department Director. They learned about how to tailor their message in a very short 10-minute share-out. Many of them saw first-hand how policymakers may ask questions depending on their stance on the issue, the importance of grabbing a policymaker's attention, learning on the spot to reemphasize their ask and the value of compelling personal stories. During the feedback loops, the teams and other fellows watching had the opportunity to reflect on what went well and what could be improved.

### **Next Steps for Fellows/Closing:**

As the SPARC Leadership Program wound down, Fellows discussed visions for collaboration after the program. For example, some shared interest in collaborating on an ethnography to support CBOs and work towards the Endgame goal. The SPARC team also talked about other project opportunities to stay involved. For example, SPARC mentioned the Story Center- Digital Storytelling training through which they could document their story about how tobacco has impacted them or their communities. For the graduation celebration, we presented each Fellow with a virtual certificate and shared appreciation.

