

RISE UP

Leadership Program

What is the RISE Up Leadership Program (RISE Up)?

RISE Up was developed by the Statewide Coordinating Center for Rural Communities, RISE, to support and strengthen **tobacco control project staff in rural communities** through training and skill-building activities.

The program consists of **five training sessions** taught over the course of five months (one 2-hour session per month from August to December 2022). All program events are free and held on Zoom.

Who should apply?

The program is designed for California Tobacco Control Program (CTCP) project staff who have started a position within the last 2 years in a Local Lead Agency or Competitive Grantee serving a **rural community**. However, those working on commercial tobacco-related projects funded by a different agency, such as the California Department of Education, are welcome to apply.

What topics will be covered?

Each session is focused on a different skill or content area to help participants navigate tobacco control work in rural communities. The topics include:

- utilizing **leadership strengths**
- **community education and advocacy**
- strategies to **amplify community voices**
- **policy framing** for a rural audience

PARTICIPANT TESTIMONIALS

“ I got fast-tracked to a much higher level of understanding regarding Tobacco Control efforts in rural Central California and am eternally grateful for your support and training.

“ I really loved and appreciated the content and format! It shows that you all put a great deal of effort, planning, and care into everything you provided us with.

How do I apply?

Complete this [brief application](#) by **June 8, 2022** and someone from the RISE team will get in touch!



RISE is a project of the California Health Collaborative and created in partnership with ETR. To learn more, visit our website: ca-rise.org.

Contact **Samaurrii Coleman** at samaurrii.coleman@etr.org for any questions.

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