

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?

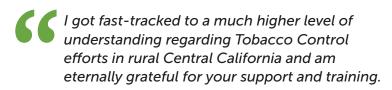
The program is designed for California Tobacco Control Program (CTCP) project staff who have started a position within the last 2 years in a Local Lead Agency or Competitive Grantee serving a **rural community**. However, those working on commercial tobacco-related projects funded by a different agency,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

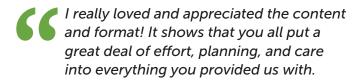
What topics will be covered?

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





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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