

# ACS CAN GEORGIA

**2021 *VIRTUAL* GA CANCER ACTION DAY**

**PARTICIPANT PACKAGE**

***FEBRUARY 17***



# ACS CAN GEORGIA

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# ACS CAN GEORGIA

## FEBURARY 16<sup>TH</sup> 5:30 PM ET WEBINAR INSTRUCTIONS

[Be sure to add this event to your outlook calendar](#)

- Join us on your computer or mobile app (encouraged):
  - [Click here to join the meeting](#) at 5:30 pm ET on Feb. 16

*You do NOT have to download the app, just click "Continue on this Browser"*

- Or call in (audio only):
  - [+1 917-727-7985,,663216479#](#) Phone Conference ID: 663 216 479#

Email [Sarah.domm@cancer.org](mailto:Sarah.domm@cancer.org) if you have any trouble joining this event

# ACS CAN GEORGIA

## Tuesday, February 16<sup>th</sup> Webinar Agenda:

[Join us online at 5:30 PM](#)

5:30 PM	Welcome	<i>Sarah Domm, GA Grassroots Manager</i>
5:35 PM	Review Legislative Asks	<i>Susan Harbin, Senior Director, Government Relations - Florida &amp; Georgia</i>
5:40 PM	Legislative Update	<i>Jerry Usry, Principal at Cornerstone</i>
5:45 PM	Tobacco in Georgia	<i>Cathy Callaway, Director, State and Local Campaigns</i>
5:55 PM	Medicaid in Georgia	<i>Citseko Staples, Director, State &amp; Local Campaigns - Access to Care</i>
6:05 PM	Q&A	<i>Moderator: Susan Harbin</i>
6:20 PM	Taking Action	<i>Sarah Domm</i>
6:25 PM	Closing	<i>Lee Turner, Georgia SLA</i>

# ACS CAN GEORGIA

## LEGISLATIVE ASKS

Please ask your senator and representative to ...

### #1 – Reduce the Toll of Tobacco:

Tobacco is the leading cause of preventable death and disease in Georgia. We need local jurisdictions to have the authority to pass stronger regulations than the state on issues related to tobacco control and other matters impacting the public's health by **opposing attempts to preempt Local Smokefree Laws**.

- More than 10,000 adult Georgians die from smoking-related illnesses annually.
- Each year Georgia spends approximately \$1.8 billion in healthcare costs and \$3.2 billion in lost productivity costs due to cigarette smoking among adults.

**Increasing the Tobacco Tax in Georgia** is an easy way to make more money for the state while also saving lives. Raising the tobacco tax is proven to decrease tobacco use among current smokers and discourage young people from starting. We need lawmakers to support an increase of \$1.50 and includes a similar tax on other tobacco products.

- The current state cigarette tax is 37 cents per pack (49th among all states and DC).
- Annual health care expenditures in Georgia directly caused by tobacco use are \$3.18 billion.
- The projected New Annual Revenue from Increasing the Cigarette Tax by \$1.50 Per Pack is over \$425 million.

### #2 - Support Access to Health Coverage for Georgians through Medicaid Expansion.

Low-income individuals and families in Georgia should have access to health insurance coverage through state Medicaid programs. We need **full Medicaid expansion** in our state so low-income parents and adults can have comprehensive and affordable health insurance coverage.

- Medicaid provides cost-effective, high-quality coverage to beneficiaries who, on average, have greater health needs. Additionally, Medicaid serves as a vital source of financial protection by limiting out-of-pocket costs for beneficiaries.
- Full Medicaid expansion will provide low-income parents and adults earning up to 138 percent of the federal poverty level (FPL) access to comprehensive and affordable health insurance coverage
- Georgia's recently approved "Pathways to Coverage" (1115 waiver program) continues to deny low-income cancer patients and survivors' access to health insurance coverage – falling short of our goal to reduce cancer incidence and mortality.
- Medicaid expansion has had a large impact on Medicaid coverage or uninsured rates in rural populations.

## STORYTELLING

## Crafting Your Story

1. **Recognize the audience**
2. **Combine data with narrative**
3. **Uplift the voices of those in need**
4. **How can you combine your narrative with data/numbers related to the policy ask?**

*Share it on social media with the hashtag #GACancerActionDay*

[illegible]

# ACS CAN GEORGIA

## TAKING ACTION!

On February 17<sup>th</sup> take action by calling, emailing, and tagging your lawmakers. You will receive emails and texts throughout the day with easy to follow instructions.

*Text "GEORGIA" to 40649*

Follow the prompts to be connected to your State Representative and Senator. When the lawmaker or receptionist answers or you reach their voicemail, please ask them help reduce the tobacco burden in Georgia and support full expansion of Medicaid.

Please utilize the script on the internet browser page you were just on or the next page of this packet.

Once you are disconnected from your first call, stay on the line to be connected to your second state legislator. Do not leave before your second call or you won't reach all your lawmakers!

**Afterwards, please use this report back form to share your call.**

# ACS CAN GEORGIA

## SAMPLE SCRIPTS

**If you get a voicemail, leave a message. You may talk to a staff member if your lawmaker is unavailable.**

### Phone

**\*If you are speaking with a staff member, substitute “you” with the lawmaker’s name.**

Hello, may I speak with Representative/Senator (**lawmaker’s name**)?

My name is (**your name**) and I am a volunteer with the American Cancer Society Cancer Action Network. I live in (**city**), and I am your constituent. Today I was supposed to be in Atlanta for our annual Cancer Action Day at the Capitol and meeting with you in person, but due to COVID-19 we have changed our Cancer Action Day to a virtual format. I am calling to ask for your support in reducing the toll of tobacco in our state by opposing attempts to preempt Local Smoke-free Laws and supporting a tobacco tax increase of \$1.50 with a similar tax on other tobacco products. We also need to support access to health coverage for Georgians through Medicaid Expansion. Advocating on behalf of cancer patients and their families is important to me because- **ADD PERSONAL STORY**. Can I count on you to support these important initiatives?

**Yes** – Thank you for your support and for speaking with me today.

**No** – I am sorry to hear that. Thank you for speaking with me today. Is there any information we could provide to change your decision?

**Maybe** – Thank you for your consideration. Would you like someone from the American Cancer Society Cancer Action Network to follow up with you with more information?

## Report back form



# ACS CAN GEORGIA

## Voicemail

Hello, my name is (your name) and I am a volunteer with the American Cancer Society Cancer Action Network. I live in (city), and I am your constituent. Today I was supposed to be in Atlanta for our annual Cancer Action Day at the Capitol and meeting with Representative/Senator (lawmaker's name) in person, but due to COVID-19 we have changed our Cancer Action Day to a virtual format. I am calling to ask for your support in reducing the toll of tobacco in our state by opposing attempts to preempt Local Smoke-free Laws and supporting a tobacco tax increase of \$1.50. We also need to support access to health coverage for Georgians through Medicaid Expansion. Advocating on behalf of cancer patients and their families is important to me because- ADD PERSONAL STORY. I hope that I can count on Representative/Senator (lawmaker's name)'s support for these important initiatives. Thank you.

## Report back form

# ACS CAN GEORGIA

Email: [You can use our ready- made form available HERE!](#)

(Lawmaker's name):

My name is \_\_\_\_\_ and I am emailing you today as an advocate at ACS CAN's annual Cancer Action Day. Although the year is a little different, our commitment to the fight against cancer remains the same.

This year we are asking lawmakers for support on opposing attempts to preempt Local Smoke free Laws, increasing the Tobacco Tax by \$1.50, and to support access to health coverage for Georgians through Medicaid Expansion.

Once again, thank you for your time and attention. I hope we can count on you to continue to support our efforts to ensure that the voices of cancer patients and their families are heard in Georgia and across the country.

Best,

(Insert Name)

**[CLICK HERE TO USE OUR READY-MADE FORM TO EMAIL  
YOUR LAWMAKER](#)**

# ACS CAN GEORGIA

## SOCIAL MEDIA

Make sure you use the hashtag #GACancerActionDay and tag your lawmakers!

Follow/Like and Tag us!

#GACancerActionDay

GA Facebook Handle: @ACSCANGeorgia

GA Twitter Handle: @ACSCANGA

How to Tag:

You can tag lawmakers or organizations by including an “@” in your post. You will need to then use their social media Handle which will always be available on the main page of their Twitter or Facebook page. For example, you tag ACS CAN Georgia by writing “@ACSCANGA” on twitter.

By tagging lawmakers, you are speaking directly at them and creating a conversation!

**Text “GA” to 40649 to post a ready-made tweet!**

### Sample Posts

- Medicaid provides cost-effective, high-quality coverage to beneficiaries who, on average, have greater health needs. Additionally, Medicaid serves as a vital source of financial protection by limiting out-of-pocket costs for beneficiaries #GACancerActionDay
- Medicaid expansion has had a large impact on Medicaid coverage or uninsured rates in rural populations #GACancerActionDay
- Increasing the Tobacco Tax just makes sense – it saves lives and dollars #GACancerActionDay

Copy the image below and post them on Social Media:

