



New York Cancer Action Day

Tuesday, April 25, 2023

Training Manual

ACS CAN is the nation's leading cancer advocacy organization that is working every day to make cancer a top priority. For over 20 years, we've worked together with our volunteers to pass legislation and advance policy changes at every level of government that save more lives from cancer.



New York Cancer Action Day

Tuesday, April 25, 2023

Dear Advocate,

It's almost here...we are looking forward to our American Cancer Society Cancer Action Network (ACS CAN) Cancer Action Day on Tuesday, April 25, 2023!

ACS CAN is the nation's leading cancer advocacy organization that is working every day to make cancer a top priority. As the nonprofit, nonpartisan advocacy affiliate of the American Cancer Society, ACS CAN works to ensure our leaders not only talk about fighting cancer but take proactive steps toward decreasing the number of people suffering and dying from cancer.

This annual event is energizing, exciting and personally rewarding. Whether you are a joining us for the first time or are a seasoned advocate, please read through this guide for important updates and attend the Cancer Action Day training call either on Wednesday, April 19 from 12-1:30 PM or at 6:30-8 PM or Thursday, April 20, from 6:30-8 PM, where you will have the opportunity to learn about our issues and ask questions. We will also be hosting virtual office hours on Friday, April 21 from 5-6:30 PM to answer any additional questions that may come up or to practice.

We truly appreciate your commitment to advocacy and look forward to the great accomplishments we will achieve together.

Keep fighting,

Rebecca Oechsner
ACS CAN NY Grassroots Manager

Table of Contents

Training & Scheduling

Travel – Bus Routes

Agenda

Legislative Asks

Social Media

Logistics

Staff Contact Information

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Training & Scheduling

Training

Mark your calendar and attend one of our training sessions

Our Cancer Action Day training will review event-day logistics and policy issues in detail and will be a great opportunity for volunteers to get their questions answered. If for any reason you are unable to participate in one of the sessions, please contact Rebecca Oechsner at Rebecca.Oechsner@cancer.org. Your participation is required, and we believe that you will find it informative and helpful.

Training dates and times – ***Note: You only need to attend ONE training**

The first training offered will be on **Wednesday, April 19 at 12 – 1:30 PM**

This training will take place in MS Teams. [To access this training, join on your computer or mobile app with the link provided.](#)

The second training offered will be on **Wednesday, April 19 at 6:30 – 8 PM**

This training will take place in MS Teams. [To access this training, join on your computer or mobile app with the link provided.](#)

The third training and final training offered will be on **Thursday, April 20, at 6:30–8 PM.**

This training will take place in MS Teams. [To access this training, join on your computer or mobile app with the link provided.](#)

The more prepared you are for your ACS CAN Cancer Action Day event, the more comfortable you'll be in your meetings with lawmakers. Our policy materials are on the next several pages. Please take the time to review them to be prepared for your meetings. We'll have time on the training call to answer your questions.

[To access the office hours, join on your computer or mobile app with the link provided.](#)

Nervous?

Whether it is your first time, or you are a seasoned advocate, we will walk you through what to expect on our Cancer Action Day training call.

Office Hours

We will hold open Office Hours on **Friday, April 21, 2023, from 5–6:30 PM**

Join us at any point during the session to ask questions or practice your hook, line, sinker.



Training & Scheduling

Lawmaker Meetings

Each participant will be placed with a team of others from your region. ACS CAN will organize all teams and schedule all meetings. To avoid confusion with lawmakers' scheduling staff, please do NOT schedule separate meetings. All attempts will be made to schedule meetings with your specific lawmakers. Your final schedule will be provided on Monday, April 24, before the event.

Attire

An ACS CAN T-Shirt will be provided to you when you arrive in Albany to wear for the day and display our solidarity and who we are! Please feel free to bring a long-sleeved shirt to wear under it if it is chilly.

Report Back Form

Don't forget to fill out your report back form after your legislative meetings. There is a flyer in your volunteer packet that will be handed with a QR code to access the form. It is also located on the last page of this document. We will also have laptops set up to do it right there in Albany! Please let Becca know by texting or calling (518) 275-1587, if you have any questions.

Contact information

If you have any issues on the day of the event, Tuesday, April 25th, please text or call:
Rebecca Oechsner - (518) 275-1587
Michael Davoli - (518) 209-0447

Sharing your story

Please contact Rebecca Oechsner at Rebecca.Oechsner@cancer.org if you would like to share your story.



Travel – Bus Routes

BUS 1 – BUFFALO/ROCHESTER/SYRACUSE

Initial Pick-up Location Wegman's Supermarket
675 Alberta Drive, Amherst, NY 14226, USA
Departure: April 25, 2023, at 06:00 AM EDT

Second Pick-up location Thruway Park & Ride (Exit 38) Stop
Liverpool, NY 13088
Arrival: April 25, 2023, 08:10 AM EDT
Departure: April 25, 2023, 08:15 AM EDT

End Location State Museum
222 Madison Avenue, Albany
Arrival: April 25, 2023, 09:56 AM EDT

BUS 2 – LONG ISLAND/QUEENS/BRONX

Initial Pick-up Location Melville Park & Ride
395 North Service Road, Melville, NY 11747, USA
Departure: April 25, 2023, 06:30 AM EDT

Second Pick-up Location Little Neck Plaza
25427 Horace Harding Expressway, Little Neck, NY 11362, USA
Arrival: April 25, 2023, 06:53 AM EDT
Departure: April 25, 2023, 07:00 AM EDT

Third Pick-up Location Barreto Point Park & Drive
1724 Hunt Avenue, Van Nest, NY 10462, USA
Arrival: April 25, 2023, 07:24 AM EDT
Departure: April 25, 2023, 07:30 AM EDT

End Location State Museum
222 Madison Avenue, Albany
Arrival: April 25, 2023, 09:58 AM EDT



Travel – Bus Routes Continued

BUS 3 – MANHATTAN/WESTCHESTER/HUDSON VALLEY

Initial Pick-up Location American Cancer Society Hope Lodge

132 West 32nd Street, New York, NY 10001, USA

Departure: April 25, 2023, 06:30 AM EDT

Second Pick-up Location Westchester County Center

198 Central Avenue, White Plains, NY 10607, USA

Arrival: April 25, 2023, 07:20 AM EDT

Departure: April 25, 2023, 07:30 AM EDT

Third Pick-up Location Shortline Transportation Center

60 New York Highway 17K, Newburgh, NY 12550, USA

Arrival: April 25, 2023, 08:23 AM EDT

Departure: April 25, 2023, 08:30 AM EDT

End Location State Museum

222 Madison Avenue, Albany

Arrival: April 25, 2023, 09:52 AM EDT



Agenda

Travel to Albany – There will be buses from several points, please check the bus schedule in this manual to see which bus will be closest to you. Those coming from the Capital District will be reimbursed for parking. If you elect to drive yourself even though there is a bus available coming from your area, there will be no reimbursement.

10am – 10:30am – Check-in

When you arrive in Albany you will go through security and head to The Well of the Legislative Office Building. You will pick up your packet and t-shirts.

10:30am–11:20am – Event Kick-off and Speaker Program

Once your bus arrives at the Empire State Plaza Concourse, you will head to the Legislative Office Building through security. Travel lightly as to avoid hold ups going through security. Do not bring weapons of any kind, pocketknives included.

11:30am – 4:00pm – Meetings with Elected Officials

You will be given your schedule in a packet handed out when you arrive at the registration table for the event in The Well. There will be coffee, tea, water and grab and go snacks provided upon your arrival. Boxed lunches will be provided.

4:00–4:30pm – Cancer Action Day Debrief

We will all gather back at The Well to share final thoughts on the day.

4:30pm – Head back to buses

5pm – Buses leave Albany

You will board the buses from Madison Avenue on the other end of the concourse where you were dropped off in the morning.

Legislative Asks

Background

During our virtual training, we will go in-depth about biomarker testing, what the asks are and why we are asking our lawmakers to support the legislation to expand access to biomarker testing in New York State. Here are a few key points.

Biomarkers: a characteristic that is objectively measured and evaluated as an indicator of normal biological processes, pathogenic processes, or pharmacologic responses to a specific therapeutic intervention. Includes *gene mutations* or *protein expression*.

The right treatment, at the right time

- An essential component of precision medicine
- Targeted cancer therapy
- Avoidance of therapies unlikely to provide clinical benefit

Not just about cancer

- Being explored in a variety of disease areas (e.g., cardiology, rheumatology, neurology, infectious, respiratory, autoimmune diseases)

Ask #1

Will you support and co-sponsor A1673/S1196 which will ensure New Yorkers covered by state-regulated insurance plans, including Medicaid, have coverage for biomarker testing when medically appropriate.

Ask #2

All state legislators, policymakers and staff are invited to join Assemblymember Pamela Hunter, Senator Roxanne Persaud, and ACS CAN for a Legislative Breakfast on Wednesday April 26 from 8:30am-10am in Room 711A of the LOB to learn about biomarker testing from a panel of experts and discuss the proposed legislation.

While every lawmaker has already been invited, please remind them and encourage them and their staff to attend.



Social Media

Please promote your participation in
Cancer Action Day on social media!

Social Media Best Practices:

Use @ to tag your lawmakers (post must be “public” on Facebook) insert tag for bolded text; Include the hashtag #BiomarkerTestingNY; Include pictures in your posts; Share and like your fellow volunteers’ and our ACS CAN posts and tweets. Our handles: Facebook: @acscanofNY Instagram: @acscan_NY Twitter:@acscan_NY; Don’t wait, start posting now leading up to the event!

Pre-event Samples

ACS CAN NY is joined by health care leaders and patient advocates across the state to support legislation to expand access to biomarker testing; a game-changer in cancer treatment. To learn more about this cutting-edge technology and how you are critical in this fight, sign up today at <https://act.fightcancer.org/a/nybiomarkers>.
#BiomarkerTestingNY

Precision medicine is changing the way we treat cancer and other diseases. Biomarker testing is the key to unlocking access to precision medicine. We will be asking our lawmakers in Albany to support A1673 / S1196 to remove barriers to #BiomarkerTestingNY

Event Day Samples

Do a Facebook live or record a video to post on social media.

Below are sample scripts to use.

1. Good morning! Today, I am so excited to be participating in ACS CAN’s Cancer Action Day to meet with YOUR LAWMAKERS NAMES. Follow along as I join over 150 NY volunteers in calling on our state lawmakers to make fighting cancer a priority in NY. Check in today for updates and opportunities to join me in the fight!

2. Hey everyone! I just met with YOURLAWMAKER and it was awesome! We are making our voices heard and fighting to expand access to biomarker testing. Want to fight with me? It’s easy and rewarding. (Post on your page with your video, sign up to be a volunteer with ACS CAN at <https://www.fightcancer.org/volunteer-for-acscan>)

3. Hello! NY Cancer Action Day is a wrap. What an amazing day! So fun and fulfilling to stand with fellow advocates in calling on the NY legislature to make fighting cancer a priority! XX meetings in one day! Want to learn how you can join us in future events? Message me. (Post on your page with your video, sign up to be a volunteer with ACS CAN at <https://www.fightcancer.org/volunteer-for-acscan>)



Social Media Continued

Event Day Samples (Cont'd)

Thank you @yourlawmaker for meeting with us regarding #BiomarkerTestingNY could increase access to targeted therapies resulting in improved quality of life for #NewYorkers battling cancer. #BiomarkerTestingNY at #NYCancerActionDay

The right medicine at the right time, that is what #BiomarkerTestingNY can deliver. @yourlawmaker, please co-sponsor A1673/S1196 and make the right treatment more accessible for NYers.

Make precision medicine a reality for more NYers. @yourlawmaker, please co-sponsor A1673/S1196 to make #BiomarkerTestingNY accessible to all.

I just met with @yourlawmaker to let them know #BiomarkerTestingNY is the future of medicine. More NYers need access to the right treatment at the right time.

Post Event Samples

Couldn't join me in Albany yesterday? You can show your support by sending a message to your lawmakers at <https://act.fightcancer.org/a/nybiomarkers1> #BiomarkerTestingNY

Navigating the Capitol

CHECK-IN

Check-in will begin at 10 AM, Tuesday, April 25 in The Well of the LOB. There will be greeters to help you find your way from the bus drop-off or parking lot. You will receive your T-shirt, packet which will include a map and schedule of the day plus pertinent information you will need. You will be given leave behind packets to give your legislators during your meeting.

SECURITY

Upon entering the LOB from the Concourse, you will have to go through security. I suggest traveling light because you will have everything scanned including yourself. Be sure to bring your ID. Once in the LOB you can move back and forth between the LOB and Capitol Building. If you go outside or on the concourse, you will have to get back in through security.

WHAT TO SEE ON THE PLAZA

If you have extra time, here are a few things to do connected to the Empire Plaza or concourse.

[New York State Museum](#)

Memorials on the Plaza

Plaza Art Collection

Corning Tower Observation Deck

Vietnam Memorial Gallery

New York State Capitol Tours

Need a coffee or a snack? I suggest the Dunkin Donuts in the Capitol Building so you do not have to go in and out of security.

PARKING

There are two parking garages that are easily accessible to the Empire State Plaza. You can park in the visitor's lot P-3 under the Empire State Plaza. The cost for parking is a \$10 flat fee, card payments only, cash is NOT accepted. There is also the MVP Arena parking garage which is adjacent to the Empire State Plaza and accessed via the walkway that connects the plaza to the garage. The cost is \$8 per day. Please save your receipt to submit for reimbursement if traveling from the Capital Region.



Report Back Form

Make sure to let us know how your conversations with lawmakers went by completing the online report back form at FightCancer.org/ReportBack or by scanning the QR Code below.



- Please complete a **separate report** for each lawmaker you interact with.
- For issue, please select all that apply, including NY ask breakdown.
- For "Type of Action" please select all that apply, including "office meeting with lawmaker" for any meetings you had in-person.
- Questions? Please connect with Rebecca Oechsner at Rebecca.Oechsner@cancer.org