



# **ACS CAN Tennessee Cancer Action Day 2025**

## **Pre – event Training**

FEBRUARY 6, 2025

# What we'll cover today

- 1 **Where, When, Why**
- 2 **Legislative Overview**
- 3 **Biomarker Testing Deep Dive**
- 4 **Lawmaker Meetings**
- 5 **Post-Event & Media**

# Where, When, Why

# Why we advocate



**Vision:** End cancer as we know it, for everyone.

**Mission:** Improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

Patient  
Support



Action  
through  
advocacy



Advancing  
discovery



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# What we advocate for

Access to Care



Accelerating Cures



Prevention, including Tobacco Control



Eliminating Disparities + Building Health Equity





# Where: Cordell Hull Building



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# When: Time of Events

- 8:30 a.m.** Arrival and Registration  
*Location: Enter Cordell Hull building across from the Musician's Hall of Fame and go to the 8th floor, Room 8C*
- 8:45 a.m.** Legislative Breakfast  
*Location: Room 8C*
- 9:30 a.m.** ACS CAN Priorities & Advocacy Training  
*Location: Room 8C*
- 10:00 a.m.** Lawmaker meetings  
*Location: All offices are in Cordell Hull Building*
- 12:00 p.m.** Lunch  
*Location: Room 8C*
- 12:15 p.m.** Recap of initial meetings, legislative asks, and any follow-up/thank you notes.  
*Location: Room 8C*
- 1:00 p.m.** Group Photo (those with no additional meetings may depart)  
*Location: Balcony facing Capitol adjacent to 8C*
- 2:30 p.m.** Departure

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## What to wear!



# Scope of our advocacy

# Recent Tennessee wins

2022

**Repealed  
smokefree  
preemption  
at the state  
level**

2023

**Nashville  
banned  
smoking at age  
restricted  
venues**

2023

**Increase in  
tobacco  
control and  
cessation  
funding**

2024

**PSA for HIM  
became law  
increasing  
access to  
prostate  
screening**

# State Legislative Priorities

# Tennessee 2025 Legislative Asks

## 1 **Biomarker Testing**

Please support HB484/SB435 to increase access to biomarker testing.

## 2 **JUUL Funds**

Ensure all JUUL settlement dollars go to the Tobacco Use Prevention and Control Program under the Tennessee Department of Health.

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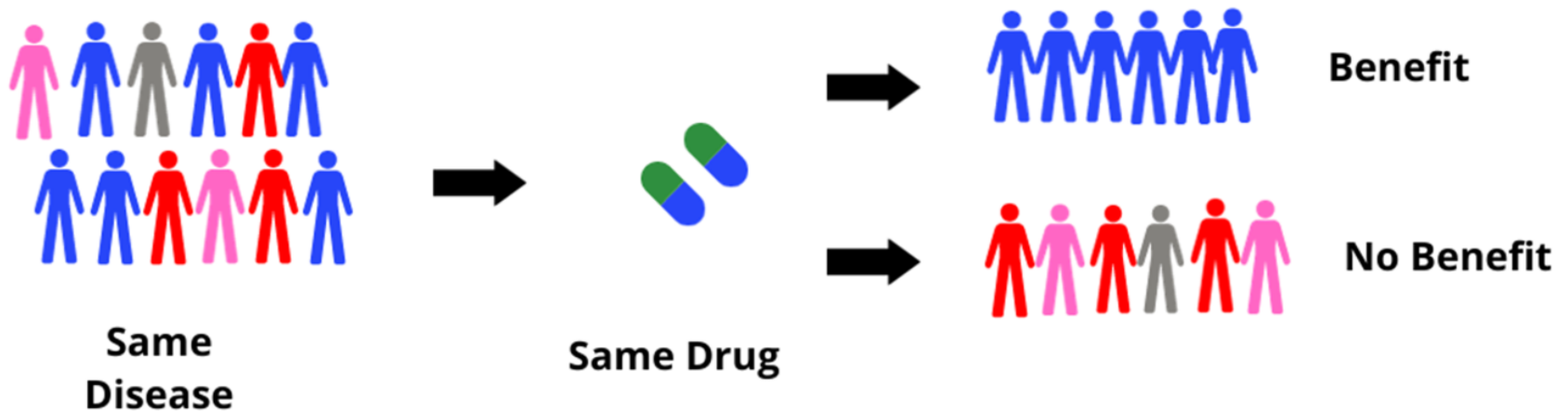
# Issue Overview: JUUL Funds

- This funding should be invested in the health of Tennessee's youth who were targeted by JUUL.
- The ongoing impact of tobacco addiction requires continued and robust efforts to advance fact-based tobacco control policies.
- Tobacco companies spend \$280.3 million in Tennessee on tobacco marketing annually. As Big Tobacco has been working hard to addict future generations with e-cigarettes and other tobacco products, the need for funding for tobacco prevention programs has never been greater.
- Over 21% of Tennessee high school students use e-cigarettes, compared to 7.8% nationally.

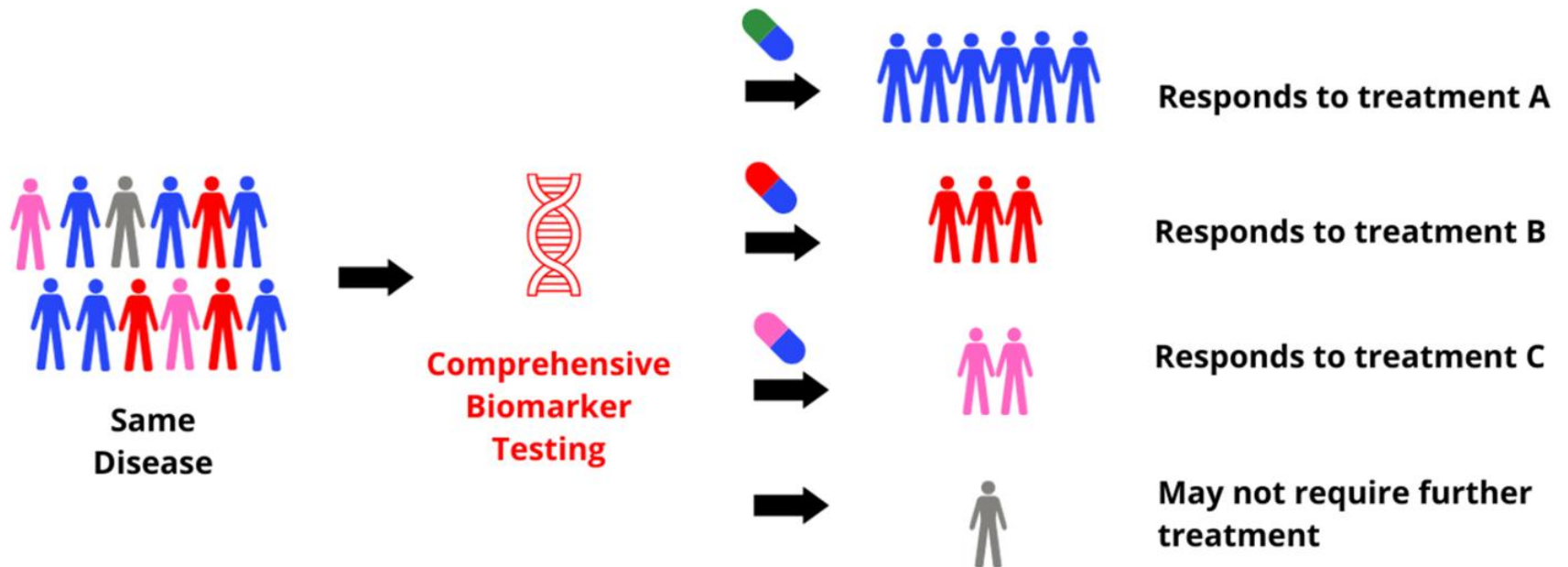
# Biomarker Testing



# Conventional Approach – Trial and Error



# Precision Medicine with Biomarker-Informed Treatment Selection



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# Barriers: Insurance

## Coverage of tests differs greatly across payers

- Coverage policies generally more common for single-gene tests vs. multi-gene panel tests

## Plans aren't necessarily following the evidence

- A recent paper in *Personalized Medicine* highlights gaps between insurance coverage and clinical practice guidelines.
- Although 91% of plans evaluated reference NCCN treatment guidelines in their biomarker testing policies, **30% under the largest insurer in Tennessee are “more restrictive” than these guidelines for biomarker testing in breast, non-small cell lung cancer, melanoma and/or prostate cancer patients.**

Wong, W., et al. (2022) *Alignment of health plan coverage policies for somatic multigene panel testing with clinical guidelines in select solid tumors.*

# Legislation to Address Coverage Gaps

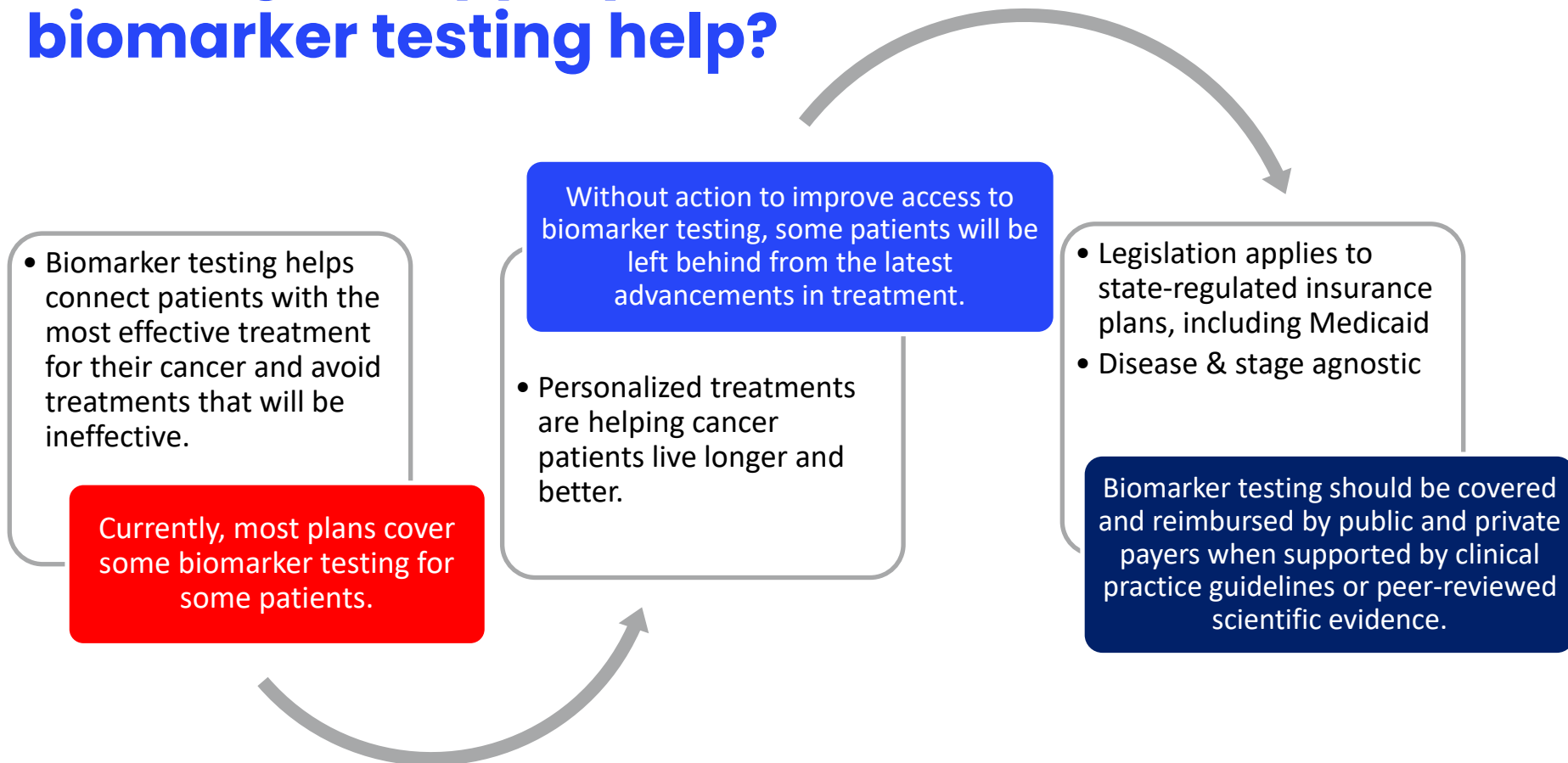
**Requires state-regulated insurance plans including TennCare Medicaid to cover comprehensive biomarker testing when supported by medical and scientific evidence**

*Biomarker testing must be covered for the purposes of diagnosis, treatment, appropriate management, or ongoing monitoring of an enrollee's disease or condition when the test is supported by medical and scientific evidence, including, but not limited to:*

1. Labeled indications for an FDA-approved or -cleared test
2. Indicated tests for an FDA-approved drug;
3. Warnings and precautions on FDA-approved drug labels
4. Centers for Medicare and Medicaid Services (CMS) National Coverage Determinations and Medicare Administrative Contractor (MAC) Local Coverage Determinations; or
5. Nationally recognized clinical practice guidelines and consensus statements.

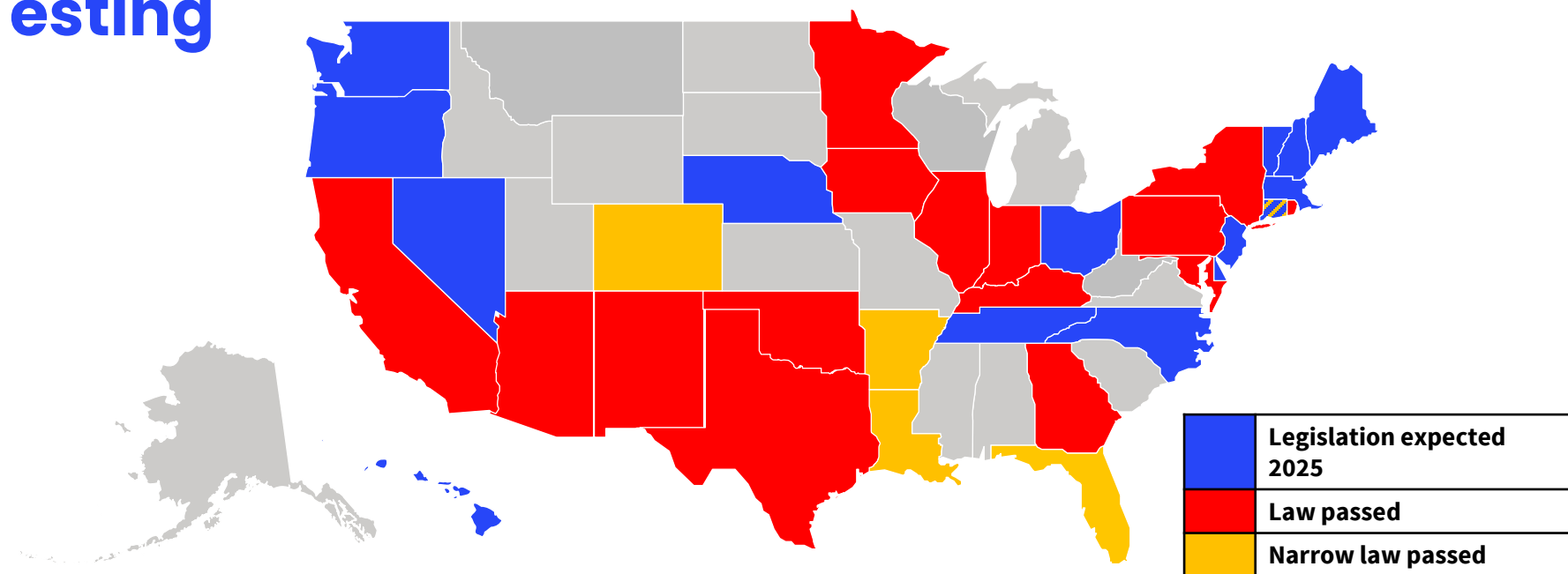
**Disease and stage agnostic, establishes prior authorization timelines**

# How will increasing coverage of appropriate biomarker testing help?



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# Legislation to Expand Access to Biomarker Testing



Legislation enacted: AZ, AR\*, CA, CO\*, CT\*\*, FL\*\*, GA, IL, IN, IA, KY, LA\*, MD, MN, NM, NY, OK, PA, RI, TX

2025 legislation anticipated: CT\*, DE, HI, MA, ME, NE, NV, NH, NJ, NC, OH, OR, TN, VT, WA

\* Private plans only    \*\*Public plans only

Updated 9/19/2024

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# Broad Patient & Provider Support for Biomarker Testing



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# Lawmaker Meetings

# Hook, Line, Sinker

**Hook**

**Who You Are**

**Line**

**What Is Your  
Story**

**Sinker**

**The Ask**

**Thank You**

**Appreciation**

# Hook

## Introductions

**Meeting leader introduces the group – the leader in each meeting should be a constituent!**

**Who you are, where you're from (be specific!)**

**Who else is in your group**

# Line

## **Craft your story:**

- You know your passion
- You know your cancer connection
- You know the ASK
- You have your talking points

## **Tell your personal story:**

- Connect your story to the importance of the ASKS
- Explain the need: why this is needed/impact on state/why important for cancer etc.)

# Sinker

**Make the ASKs**

**Secure a response from the lawmaker**

# Hook, Line, Sinker

## Hook

**Meeting leader introduces the group (name + where you live) and why you are here.**

I am here as a volunteer for ACS CAN. We are meeting with nearly every Member of the Tennessee Legislature.

## Line

**Explain the need: (INSERT why this is needed/impact on state/why important for cancer etc.)**

Tell your personal story: Connect your personal story to the importance of the ask/issue.

## Sinker

**Make the ask!**

Will you support (insert ask)?

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## After Your Legislative Meeting

- Lawmaker meeting report back form
- Send a thank you note
- Letter to the Editor
- Post your experiences on social media



# Report Back



## Report back and let us know how your meeting went

Your feed back helps our staff provide additional information to lawmakers and make strategic decisions in successful campaigns.

**Remember:** One report back form should be completed for each lawmaker meeting



Scan the QR code or visit:  
[www.fightcancer.org/reportback](http://www.fightcancer.org/reportback)

# Media

# Let's Takeover Social Media



- **X: ACSCANTennessee**
- **Facebook: American Cancer Society Cancer Action Network Tennessee – ACS CAN**
- **Instagram: ACS CAN TN**
- **Tag your lawmaker**
- **#TNCAD25**
- **#BiomarkersTN**
- **Share your experience & the Ask**
- **Don't forget to engage with others**

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# Take Over Social Media!

- X(Twitter): @ACSCANTennessee
- Facebook: American Cancer Society Cancer Action Network Tennessee – ACS CAN
- Tag your lawmaker
- #TNCAD25
- #BiomarkersTN
- Experiences & the Ask



**Lisa Lacasse** @LLacasseACSCAN · Sep 14, 2022  
Look at all that IMPACT happening! @ACSCAN #CancerLobbyDay



**Kymm Martinez** @KymmMartinez · Sep 13, 2022  
Visited @SenAmyKlobuchar in Washington today to advocate for initiatives to help end cancer as we know it, for everyone. #CancerLobbyDay



**Stacey M. (she/her)** @staceym\_va · Jan 4  
Volunteer with me and the Virginia @ACSCAN team on 1/17/23 #cancerlobbyday in Richmond, VA. We will meet with our Virginia lawmakers to discuss how we can all work together in the fight against cancer! sign up: [act.fightcancer.org/a/va-22-cad](https://act.fightcancer.org/a/va-22-cad)





# Media Advocacy

Using media to advance public policy, complementary to grassroots and lobbying work.

- Letter to the Editor (LTE)
- Social Media (X/Instagram/Facebook)
  - Ask to take a photo with your lawmaker
  - Text photos to Nicole: 561.866.7106



## Letter to the Editor (LTE)

- Stacy Jacobson (Senior Regional Advocacy Media Manager) will help you!
- Mention your lawmaker by name & include affiliation as an ACS CAN volunteer
- Your personal cancer connection or connection to the issue

# Q&A



# Thank You