

LEGISLATIVE AMBASSADOR GUIDEBOOK



- New York -

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Volunteers are the only human beings on the face of the earth who reflect this nation's compassion, unselfish caring, patience, and just plain loving one another.

Erma Bombeck



A letter from our State Lead Volunteer

Dear New Legislative Ambassador,

Welcome to the New York ACS CAN volunteer team!

The American Cancer Society Cancer Action Network (ACS CAN) is an incredible organization to volunteer your time. I should know, I've been a volunteer since 2018! ACS CAN's mission is to pass laws and regulations that will help prevent cancer, care for those with cancer, and find cures and treatment for cancer. Their mission empowers us to be the voice of cancer patients with our lawmakers. And WE are the power of the organization.

I know at first glance this Guidebook may seem overwhelming. Stop, breathe, and know that we aren't giving you this to memorize or read cover to cover. Your ACT! Lead will go over every section of this Guidebook with you as part of your training. We are a team, and we work together to end cancer!

As an ACS CAN volunteer, you are an Ambassador of our mission and a critical partner in helping advance our mission. Our mission is to defeat cancer through making it a top national priority. ACS CAN entrusts this mission to us, their volunteers, because we are uniquely able to appeal to our federal and state elected officials. You have a personal story to share. Your story is an essential tool you can use to remind your communities of the importance of increased funding for research, screenings and improved quality of life for cancer patients and their loved ones.

As you become familiar with your role, please be sure to talk with me, with your state staff partner and with your ACT! Lead and let us know how we might support you.

Thank you for stepping into this role, thank you for the time you give, and thank you for being the voice of cancer patients in your community. We're excited to have you on our team!

Best,

Karen Connor
Lead Volunteer, New York

Volunteering is the ultimate exercise in democracy. You vote in elections once a year, but when you volunteer, you vote every day about the kind of community you want to live in".

~Author Unknown

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District office address: 780 Third Ave, Suite 2601, New York NY

Member of Congress: (Fill in Congress member name)

Phone number: (Fill in phone number)

District office address: (Fill in address)

State Representative: (Fill in Congress member name)

Phone number: (Fill in phone number)

District office address: (Fill in address)

State Senator: (Fill in Congress member name)

Phone number: (Fill in phone number)

District office address: (Fill in address)

LEGISLATIVE AGENDAS: FEDERAL



2020 Federal Priorities



Health Equity: ACS CAN is committed to supporting initiatives in research, prevention, detection and provision of patient services to reduce disparities in cancer that will lead to healthier outcomes for cancer patients and survivors.

Major Campaigns

Appropriations for Cancer Research & Prevention

Support increased funding levels for cancer research and prevention that ensures continued progress in the fight against cancer at the NIH, NCI, and CDC's cancer programs including cancer registries.

Tobacco Control

Advance Congressional and administrative prevention and regulatory policies to reduce the disease and death caused by tobacco products by preventing youth initiation and increasing cessation of use of tobacco products.

Clinical Trials

Support passage of the Henrietta Lacks Enhancing Cancer Research Act of 2019, and other proposals that promote better patient access to clinical trials.

Targeted Campaigns

Access to Care (Private Insurance, ACA, Medicare, Medicaid, Prescription Drug Costs, Surprise Billing) – Advance policies that preserve protections for cancer patients and survivors and promote access to adequate and affordable insurance coverage, cancer prevention & screening, and treatment. Support legislative changes to lower the cost of prescription drugs and reduce patient out of pocket costs, while maintaining cancer patients' access to lifesaving drugs & therapies.

Patient and Survivor Quality of Life – Support Senate passage of the Palliative Care and Hospice Education and Training Act (PCHETA), to facilitate access to palliative care & coordinated care management for cancer patients and survivors.

Colorectal Cancer Screening – Support passage of the Removing Barriers to Colorectal Cancer Screening Act, to remove patient cost-sharing in Medicare for colonoscopy with polyp removal.

Ending Death from Cervical Cancer Worldwide – Support the integration of HPV vaccination and cervical cancer screening & treatment into existing global health programs.

Other Federal Legislative Priorities

Childhood Cancer – Support continued implementation of the Childhood Cancer STAR Act, which advances pediatric cancer research & increases transparency/expertise for pediatric cancer research at the NIH.

Federally Qualified Health Centers (FQHCs) – Support yearly funding for FQHC's in the annual federal appropriations process, and advocate for continued mandatory FQHC funding.

Diagnostic Reform – Support the modernization and harmonization of diagnostics oversight.

Healthy Eating and Active Living – Support implementation of quality nutrition standards for food served in schools and menu labeling standards to combat obesity.

Lung Cancer – Support initiatives that increase education, awareness and research of lung cancer including the Women and Lung Cancer Research and Preventative Services Act.

Oral Chemo Parity – Support legislation to provide coverage for oral chemotherapy drugs with the same out of pocket cost sharing as chemotherapy drugs administered intravenously by a physician.

Patient Navigation – Support policies that increase the accessibility of patient navigators for people with cancer.



Funding for Cancer Research- NIH & NCI

Background:

Cancer continues to take a tremendous toll on our nation. Almost 1.76 million Americans will be diagnosed with cancer in 2019 and more than 606,000 will die from this devastating disease. That means that as a country we lose more than 1,660 Americans every day to cancer. Recent estimates also show that cancer costs the U.S. economy more than \$216 billion annually in direct treatment costs and lost productivity.

However, because of previous investments in cancer research and prevention there is hope. Today, we have more than 16.9 million American cancer survivors and we are in the midst of a quarter century of sustained declines in cancer mortality. From 2006 through 2015, the rate of new cancer cases fell by more than one percent each year. Even more, there has been a 27 percent decrease in the cancer death rate from 1991 to 2016, meaning that two out of three patients survive at least five years after diagnosis compared to one out of two patients 40 years ago. Research advances over the past two decades have significantly improved how many cancers are prevented, diagnosed, and treated. Still, here in the U.S., the lifetime risk of developing cancer is two out of five.

Research: The NIH & NCI

The National Cancer Institute (NCI) is one of 27 institutes and centers within the National Institutes of Health (NIH). The mission of the NCI is to lead, conduct, and support cancer research activities across the nation. For the last 50 years, every major medical breakthrough in cancer can be traced back to the NCI and NIH.

With increases in federal investment in medical research over the last four fiscal years and the passage of the 21st Century Cures Act that included funding for the National Cancer Moonshot Initiative, Congress has illustrated its bipartisan support for cancer research. These increases for medical research were meant to address years of flat or cut funding, put cancer research back on track and spur additional progress – all toward the end of putting the country on the path toward finally defeating this disease. Funding from the National Cancer Moonshot Initiative has allowed the NCI to fund 159 new Cancer Moonshot awards to date. These awards are helping “leverage advances in immunotherapy, understand drug resistance and develop new technologies to characterize tumors and test therapies,” according to the NCI.

Additionally, the support provided to the NIH by Congress has led to job growth and increased economic activity in every state. More than 80 percent of federal funding for the NIH and NCI is spent on biomedical research projects at local research facilities across the country, including 50,000 extramural grants to 300,000 researchers at over 2,500 universities, medical schools, and other research institutions. According to United for Medical Research, in 2018 the NIH provided over \$28 billion in funding to scientists in all 50 states. This funding supported more than 433,000 jobs nationwide and produced over \$73.9 billion in new economic activity.

The Bottom Line:

Will you support an increase of \$3 billion (\$44.7 billion total) for the NIH and an increase of almost \$500 million (\$6.9 billion total) for the NCI in fiscal year 2021?



ADVOCACY IMPACT

Federal Funding for Research & Prevention in 2020

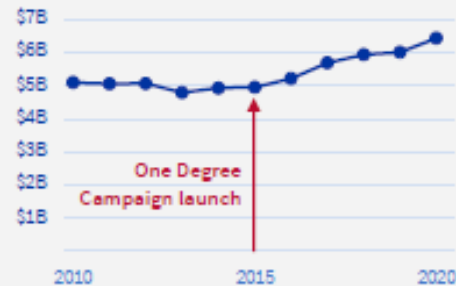
The American Cancer Society Cancer Action Network (ACS CAN) staff and grassroots volunteers across the nation were instrumental in the passage of a bipartisan funding bill for Fiscal Year 2020 that included significant resources to support our mission to end suffering and death from cancer.

\$296
MILLION

NCI

A \$296M increase raised the National Cancer Institute (NCI) total budget to \$6.44B.

ACS CAN's **One Degree Campaign** marked the beginning of annual NCI budget increases.



Source: NCI Budget Fact Books Archive

\$212.5
MILLION

designated to increase funding for basic science that drives innovation in diagnostics and treatment.



\$25
MILLION

&

\$50
MILLION

set aside for two childhood cancer initiatives that will put better data in the hands of care teams and explore the long-term effects of childhood cancer and its treatments.



\$693
MILLION

CDC

A \$693M increase for the Centers for Disease Control & Prevention (CDC) will fund several cancer priorities.

\$10
MILLION

increase for skin, prostate, and ovarian cancer control programs.

\$20
MILLION

increase for the Office of Smoking and Health, whose *Tips from Former Smokers* campaign helped an estimated



1 million people quit smoking and **16.4 million attempt to quit** from 2012-2018.

Source: CDC, *Tips Impact and Results*

\$50
MILLION

for data modernization, which will prioritize updating cancer reporting systems to get data into the right hands faster.



Visit fightcancer.org to join us as we continue to make fighting cancer a top priority.

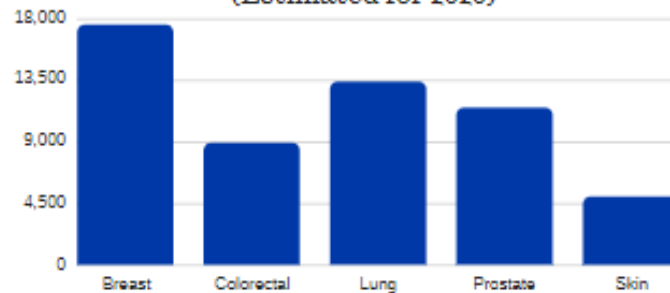
More information on the funding bill is available [here](#).

2020 Cancer Research Facts & Funding in New York

This year in New York

- 117,910 estimated new cancer diagnoses
- 34,710 estimated deaths due to cancer

Snapshot of New Cancer Cases by Type
(Estimated for 2020)



In the United States

- **1.81 million** estimated new cancer diagnoses
- **606,520** estimated deaths due to cancer

1 out of every 5 deaths will be caused by cancer

FY2019 Funding Research in New York

- Total NIH State Funding: **\$2,891,776,354**
- Total NCI State Funding: **\$395,466,406**
- NCI Designated Cancer Centers in New York: **7**

FY2019 NIH and State Economic Impact

- **35,929** jobs in New York supported by NIH funding
- **\$7.149 billion** created in new economic activity based on NIH funding

New York Research Accomplishments

- Metastatic breast cancer, which is breast cancer that has spread to other parts of the body, can not be cured. This makes preventing metastasis critical.
- Through funding from NIH and NCI, researchers at Mount Sinai Health System made an important step to preventing metastasis early. In their study, the researchers discovered immune cells known as macrophages enable early breast cancer cells to leave the breast. The findings can lead to the development of therapies that can halt metastasis at earlier.

CDC Funding for Cancer Prevention & Control in New York

CDC cancer control program
funding allocated to New York

in 2018

\$11,343,255



National Breast and Cervical
Cancer Early Detection
Program (NBCCEDP)

\$7,700,000

87,079 New York
women served between
2013-2017



National Program of Cancer
Registries (NPCR)

\$2,159,690



Colorectal Cancer Control
Program (CRCCP)

\$1,103,956



National Comprehensive Cancer
Control Program (NCCCP)

\$379,609

In New York in 2019 an
estimated:

- **111,870** people will be diagnosed with cancer
- **35,010** people will die from cancer

Did You Know?

Nearly half of all cancer deaths can be prevented. CDC's cancer programs target these cancers and work to prevent cancer before it starts.

New York Increases Time Off for Employees to Receive Cancer Screenings

Research indicates that individuals without paid leave time at work are more likely to forego recommended cancer screenings than those with paid leave. The Schenectady County Public Health Services (SCPHS) in New York state found that New York law did not include time off for employees for all types of cancer screenings, such as cervical and colorectal. The SCPHS, with funding from CDC's Division of Cancer Prevention & Control, provided to the New York State Comprehensive Cancer Control Program led education campaigns on the importance of paid leave for all types of cancer screening. In January 2015, paid leave was expanded for municipal employees in Schenectady County. By December 2015, 1,085 full-time employees received recommended cancer screenings.

Removing Barriers to Colorectal Screenings Act



Sponsors:

Senator Sherrod Brown [D-OH], Senator Roger Wicker [R-MS], Senator Benjamin Cardin [D-MD] & Senator Susan Collins [R-ME]
Representative Donald Payne, Jr. [D-NJ-10], Representative Rodney Davis [R-IL-13], Representative Donald McEachin [D-VA-4], and Representative David McKinley [R-WV-1]

Background:

Colorectal cancer is the second leading cause of cancer death in men and women combined in the U.S. This year approximately 145,600 Americans will be diagnosed with colorectal cancer and over 51,000 of them will die from the disease. The majority of those diagnosed will be Medicare beneficiaries. Colorectal cancer is one of the few cancers that can be completely prevented through screening. Polyps, or abnormal precancerous growths, can be detected during the screening process and entirely removed, thereby stopping any cancer formation. Regular screening is the most effective way of detecting precancerous growths and early colorectal cancer. Cancers that are found at an early stage can be treated more easily, and lead to greater survival.

Approximately 90 percent of all individuals diagnosed with colorectal cancer at an early stage are still alive five years later, which means that a colonoscopy can literally save a person's life when a polyp is found and removed. Most private insurers are required to provide screening colonoscopies for individuals between the ages of 50 and 75 without cost-sharing. However, regulations currently require seniors on Medicare to pay a 20 percent coinsurance for screening colonoscopies if a polyp is removed. This loophole places an unfair financial burden on seniors with Medicare for this life-saving screening.

Research shows that out-of-pocket costs to patients creates financial barriers that discourage the use of recommended preventive services, particularly for those with lower incomes. Seniors on Medicare can be particularly vulnerable to cost sharing, as approximately 34 percent of those on Medicare are under 200 percent of the federal poverty level (FPL) and are on limited incomes. Barriers to preventive care lead to poorer health outcomes and increased health care costs. Fixing the Medicare loophole for polyp removal during a screening colonoscopy is critical for many reasons:

- An estimated **\$14 billion is spent annually** on colorectal cancer treatments in the U.S, with projections increasing to **\$20 billion by 2020**, with Medicare bearing as much as half of the cost.
- Treatment costs for an individual with stage IIB colorectal cancer could **exceed \$240,000 a year**.
- Preventing colorectal cancer through polyp removal or catching cancer at an earlier stage saves lives and can reduce costs for the Medicare program.
- A recent study estimated that **58 percent of all colorectal cancer deaths in 2020 will be due to "non-screening"** – this means that thousands of colorectal cancer deaths could be avoided if people are screened according to ACS and USPSTF recommendations.
- Cost sharing for polyp removal during a screening colonoscopy may discourage patients from getting their screening altogether.

About the Bill:

The Removing Barriers to Colorectal Cancer Screening Act would close the loophole that leads to seniors on Medicare receiving a surprise bill for a life-saving cancer screening. Eliminating this surprise bill could increase the number of seniors on Medicare who are screened for this devastating disease. By passing this bill, Congress would help increase screening rates among seniors and reduce death and suffering from colorectal cancer.

The Bottom Line: Please support S. 668/H.R. 1570, the Removing Barriers to Colorectal Cancer Screening Act, by asking Senate or House Leadership to fix the loophole this year.

Removing Barriers to Colorectal Screenings Act



Colorectal Cancer Screening Saves Lives

Support S. 668 and H.R. 1570, the Removing Barriers to Colorectal Cancer Screening Act

Colorectal Cancer in the U.S.¹

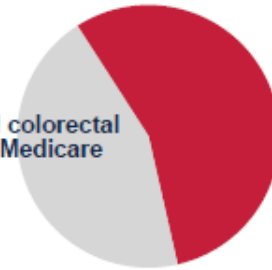
Estimated in 2019:

145,000 Americans will be diagnosed with colorectal cancer.



51,000 Americans will die from colorectal cancer.

More than half of all colorectal cancer patients are Medicare beneficiaries.²



colorectal cancer is the **second-leading cause of cancer death** when men and women are combined.

Did you know?

Five-year relative survival rate for colorectal cancer is only 14 percent when caught at a later stage. If caught at an early stage with screening, the survival rate improves to 90 percent.

The Value of Screening and How It Saves Lives

Why is screening so critical?



- 1 Colorectal cancer is preventable. It begins as a non-cancerous formation, known as a polyp.
- 2 If a polyp is detected during the screening process the entire polyp is removed.
- 3 The removal of the polyp **stops** the polyp from becoming cancerous.

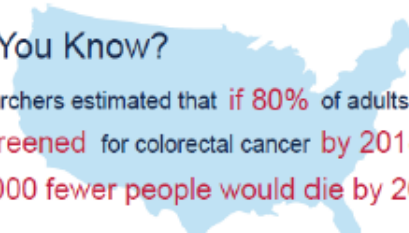


More screening means more polyps can be removed before developing into cancer.³

2000	vs.	2015
38%		63%
Screening Rate		Screening Rate
21		14
Deaths per 100,000		Deaths per 100,000

Did You Know?

Researchers estimated that if **80%** of adults were **screened** for colorectal cancer by 2018, **203,000 fewer people would die by 2030.**⁴



Removing Barriers to Colorectal Screenings Act: New York

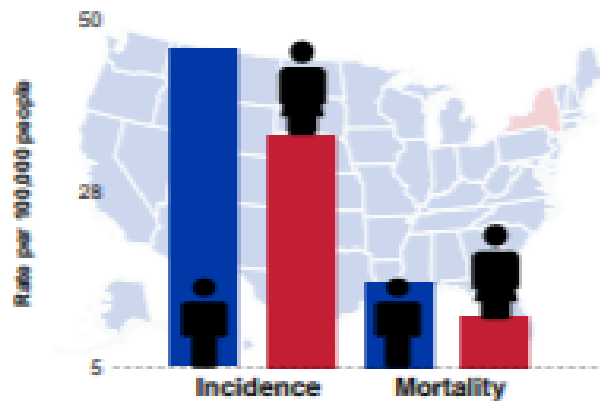
Colorectal Cancer In New York

In 2019, New York will have an estimated...

9,150 new colorectal cancer diagnoses

2,890 deaths due to colorectal cancer

New York Colorectal Cancer Incidence & Death Rates 2011-2016¹



ACS CAN URGES CONGRESS TO SUPPORT S.668 AND H.R.1570, THE REMOVING BARRIERS TO COLORECTAL CANCER SCREENING ACT

Background:

3,582,066 of New York residents are Medicare beneficiaries.¹

By 2030, New York's elderly population is estimated to exceed **3.9 million (20.1%)**.²

Problem:

No cost-sharing for screening colonoscopy, but Medicare beneficiaries are required to pay a 20% coinsurance if a polyp is removed during screening.

This coinsurance can exceed **300 dollars** which is a major disincentive to screening

Solution:

S. 668 and H.R. 1570, the Removing Barriers to Colorectal Cancer Screening Act



Outcome:



1. American Cancer Society. Cancer Facts & Figures 2019. Atlanta: American Cancer Society; 2019.
2. American Cancer Society. Cancer Facts & Figures 2019. Atlanta: American Cancer Society; 2019.
3. American Cancer Society. Cancer Prevention & Early Detection Facts & Figures 2017-2019. Tables and Figures 2019. Atlanta: American Cancer Society; 2019.
4. Mendler RC, Dabner CL, Zander AG, Gaster S, Levin TR, Colley DJ, et al (2018). Public health impact of addressing 60% colorectal cancer screening rates in the United States by 2018. Cancer, 121, 2281-2285. doi: 10.1002/cncr.29334.
5. American Cancer Society. Cancer Facts & Figures 2019. Atlanta: American Cancer Society; 2019.
6. American Cancer Society. Cancer Facts & Figures 2019. Atlanta: American Cancer Society; 2019.
7. Centers for Medicare and Medicaid Services. Medicare Enrollment Statistics Database Data and Systemic Database Trends and Reports Dashboard Medicare Enrollment Statistics (2002-2016) (2016). Used December 2019 Total Medicare Enrollment Data. Accessed March 2019.
8. U.S. Census Bureau. Population Division. Interim State Population Projections, 2008. Accessed January 11, 2017. <https://www.census.gov/population/projections/data/state/proj.html>. Census Bureau last update state, but numbers should be similar to last year.

Preserving Access to Affordable, Quality Health Coverage



Background

Individuals with pre-existing conditions such as cancer need access to comprehensive and affordable health care services. Prior to 2014, insurers could deny coverage to an individual with cancer or charge more for coverage. Now, because of the health care law, people with cancer and survivors are protected against insurance denials due to a pre-existing condition.

However, ACS CAN is concerned that over the past year, policymakers and the administration have taken several legislative and regulatory actions that could make it harder for individuals with pre-existing conditions to obtain health insurance coverage that is adequate, affordable, and available, thereby jeopardizing access to life-sustaining care.

Repealing the Individual Mandate Penalty

In December 2017, Congress enacted the Tax Cut and Jobs Act, which among other things, repealed the individual mandate penalty as of January 1, 2019. The Congressional Budget Office (CBO) estimated that repealing the mandate penalty would result in 13 million Americans losing coverage by 2027 and would increase premiums in the individual market. ACS CAN opposed repealing the individual mandate penalty because it would eliminate a key incentive for individuals to enroll in comprehensive health insurance coverage. Without the requirement to purchase insurance, healthy people tend to avoid buying coverage until they need it, leaving insurance plans to cover a sicker population and driving up costs for everyone in the health care system.

Expanding Short-term, Limited Duration Insurance

In August 2018, the administration issued a final rule that would expand access to short-term, limited duration (STLD) health insurance. ACS CAN is concerned that these policies are exempt from important consumer protections, such as prohibitions on lifetime and annual dollar limits, limits on the use of preexisting condition exclusions, and the prohibition on charging people based on their health history.

Without these protections, individuals could find themselves enrolled in policies that fail to provide coverage of medically necessary services. The Urban Institute estimates that enactment of the STLD final rule would increase the number of people without comprehensive coverage by 2.6 million in 2019 and could drive up premiums for people in the individual market.

Cutting Navigator Funding

In July 2018, the administration announced that it intended to significantly reduce funding to Navigators who provide outreach, education, and enrollment assistance to consumers to enroll in Marketplace or Medicaid coverage. The administration intends to reduce funding by 84 percent compared to 2016 funding levels. Navigators would also be required to inform individuals about Association Health Plan (AHP) and STLD coverage options – options that likely provide less comprehensive coverage. The concern is that cutting Navigator funding could significantly reduce the number of individuals who enroll in Marketplace coverage.



Preserving Access to Affordable, Quality Health Coverage

(Continued)

Encouraging Association Health Plans

In June 2017, the administration finalized a regulation that would expand access to AHPs. ACS CAN has long been concerned about AHPs because these plans are not subject to many of the consumer protections provided in the individual and small group markets – like the requirement that plans provide access to Essential Health Benefits (EHBs). These plans tend to attract younger and healthier individuals, leaving older and sicker individuals in the ACA-compliant individual and small group markets. The final rule estimated that 4 million individuals would choose to enroll in AHPs, of which 3.6 million would be dis-enrolling from other (possibly more comprehensive) coverage. This could drive up premiums in the individual market and could leave millions of Americans without comprehensive health insurance coverage.

Cumulative Impact

The cumulative impact of these proposals jeopardizes a cancer patient's access to the kind of care they need and undermines the stability of the individual insurance market. For example, the Urban Institute estimated the combined effort of eliminating the individual-mandate penalty and finalizing the STLD rule as proposed would increase ACA-compliant plan premiums by an average of 18.3 percent in the 45 states that do not already prohibit or limit these plans.

ACS CAN Policy

Adequate, affordable, and available health insurance coverage is critical for individuals with cancer and survivors. ACS CAN calls on policymakers to support public policies that:

1. Provide cancer patients and survivors access to affordable, comprehensive health care;
2. Stabilize the individual and small group markets; and
3. Protect patients from discrimination against pre-existing conditions.

To that end, ACS CAN supports establishing reinsurance programs, limiting the availability of expanded short term, limited-duration insurance policies, and increasing funding for navigators.

Palliative Care and Hospice Education and Training Act



Sponsors:

Senator Tammy Baldwin [D-WI] and Senator Shelley Moore Capito [R-WV]

Representative Elliot Engel [D-NY-16] and Representative Tom Reed [R-NY-23]

Background:

Palliative care improves quality, controls costs, and enhances patient and family satisfaction for the rapidly expanding populations of individuals with serious or life-threatening illness. In 2000, less than one-quarter of U.S. hospitals had a palliative care program, compared with nearly three-quarters in 2013. This growth comes in response to the increasing numbers and needs of Americans living with serious, complex, and chronic illnesses and the realities of the care responsibilities faced by their families.

Palliative care is a relatively new medical specialty, and more must be done to ensure patients and providers understand the benefits of palliative care and that an adequate palliative care workforce is available to provide the comprehensive symptom management, intensive communication, and level of coordination of care that addresses the episodic and long-term nature of serious chronic illness.

About the Bill:

- **Palliative Care and Hospice Education Centers:** Establishes Palliative Care and Hospice Education Centers to improve the training of interdisciplinary health professionals in palliative care and provides students with clinical training in appropriate sites of care; and provide traineeships for advanced practice nursing.
- **Workforce Development:** Establishes fellowship programs within the new Palliative Care and Hospice Education Centers to provide short-term intensive courses focused on palliative care. Supporting the team approach to palliative care, the fellowships will provide supplemental training for faculty members in medical schools and other health profession schools, including pharmacy, nursing, social work, chaplaincy, and other allied health disciplines in an accredited health professions school or program so providers who do not have formal training in palliative care can upgrade their knowledge and skills for the care of patients.
- **Nurse Training:** Creates special preferences in existing nurse education law for hospices and palliative nursing, in education, practice and quality grants, workforce development, and nurse retention projects.
- **Palliative Care Education and Awareness:** Provides for the establishment of a national campaign to inform patients, families, and health professionals about the benefits of palliative care and the services that are available to support patients with serious or life-threatening illnesses. It also directs the dissemination of information, resources, and materials about palliative care services to health professionals and the public in a variety of formats, in consultation with professional and patient stakeholders.
- **Enhanced Research:** Using existing authorities and funds, this bill directs the NIH to expand national research to improve the delivery of palliative care to patients with serious illnesses.

The Bottom Line:

Please support S. 2080/H.R. 647, the Palliative Care and Hospice Education and Training Act (PCHETA), by cosponsoring it in the House or Senate and asking Leadership to pass the bill this year.



Palliative Care and Hospice Education and Training Act

Organizations Supporting PCHETA:

Alzheimer's Association
Alzheimer's Impact Movement
American Academy of Hospice and Palliative Medicine
American Academy of PA's
American Cancer Society Cancer Action Network
American College of Surgeons Commission on Cancer
American Geriatrics Society
American Heart Association ☒ American Stroke Association
American Psychological Association
American Psychosocial Oncology Society
American Society of Clinical Oncology
Association of Oncology Social Work
Association of Pediatric Hematology/Oncology Nurses
Association of Professional Chaplains
The California State University Institute for Palliative Care
Cambia Health Solutions
Cancer Support Community
Catholic Health Association of the United States
Center to Advance Palliative Care
Children's National Health System
Coalition for Compassionate Care of California
Colorectal Cancer Alliance
Compassus
Courageous Parents Network
ElevateHOME ☒ Visiting Nurse Associations of America
The Gary and Mary West Health Institute
The George Washington Institute for Spirituality and Health
GO2Foundation for Lung Cancer
HealthCare Chaplaincy Network
Hospice and Palliative Nurses Association
Leukemia & Lymphoma Society
Motion Picture & Television Fund
National Alliance for Caregiving
National Association for Home Care & Hospice
National Association of Social Workers
National Brain Tumor Society
National Coalition for Cancer Survivorship
National Coalition for Hospice and Palliative Care
National Comprehensive Cancer Network
National Hospice and Palliative Care Organization
National Palliative Care Research Center
National Patient Advocate Foundation
National POLST Paradigm
Oncology Nursing Society
Pediatric Palliative Care Coalition
Physician Assistants in Hospice and Palliative Medicine
Prevent Cancer Foundation
ResolutionCare Network
Social Work Hospice & Palliative Care Network
Society of Palliative Care Pharmacists
St. Baldrick's Foundation
Supportive Care Coalition
Supportive Care Matters
Susan G. Komen
Trinity Health

Eliminating Death from Cervical Cancer



ACS CAN's Vision -- With modest, focused resources, death from cervical cancer can be eliminated worldwide, through human papillomaviruses (HPV) vaccination combined with simple, inexpensive, evidence-based screening and treatment. Cervical cancer is largely preventable and treatable. We know what to do. We know how to do it. And the world can afford it. With nearly 90 percent of deaths from cervical cancer occurring in low-and middle-income countries (LMICs), cervical cancer deaths can be dramatically reduced by providing HPV vaccination and cervical cancer screening and treatment services to girls and young women.

Prevention by Vaccination

- Virtually all cervical cancers are caused by HPV. By protecting individuals and building population-immunity, HPV vaccination can prevent most cervical cancers before women and girls become infected with the HPV virus.
- The HPV vaccine is safe. Available since 2006, more than 200 million doses have been administered worldwide with no serious vaccine-attributable adverse impacts.
- The HPV vaccine is effective and life-saving. Extensive studies demonstrate that the two most common vaccines are 90 percent effective against 70 percent of cervical cancer-causing HPV types.¹
- HPV vaccines are affordable and cost-effective. At \$4.50 per dose in many LMICs, HPV vaccination is one of the most cost-effective cancer prevention methods according to the World Health Organization (WHO), the leading global authority on health, and other global health experts who characterize it as a “best buy” in virtually all LMICs, including those with high incidence of cervical cancer.²

Preventive Screening and Treatment

While the primary objective of HPV vaccination is to prevent cervical cancer in the first place, we must have effective and affordable screening and treatment options for women who are already infected with the HPV virus.

Even invasive cervical cancer can often be successfully treated if detected at an early stage. With access to screening and treatment options, the estimated five-year net survival from cervical cancer is now between 60 and 70 percent in many high-income countries. Therefore, women, regardless of vaccination status, should receive screening and treatment of precancerous lesions.

The lab-based Pap test, central to reducing incidence and mortality in higher-income countries, is not easily implemented in LMICs that lack the necessary laboratory capacity and supporting logistics. Therefore, the WHO recommends alternative but very effective screening and treatment methods specifically for LMICs. These include:



Eliminating Death from Cervical Cancer

Visual Inspection with Acetic Acid (VIA) – WHO recommends this screening strategy in LMICs where resources are limited. It can be successfully performed by non-physician providers. The VIA test is based on application of diluted acetic acid (vinegar) to the cervix during examination. Abnormal cervical tissue appears white after application. The advantage of this method is that it is inexpensive and abnormal tissue can be found and treated in a single visit to the clinic.

Pre-cancer treatment – Abnormal precancerous cervical changes discovered during screening can be treated by means of one of several low-cost methods including³:

- Cryotherapy, which destroys cells with extreme cold. According to WHO guidelines, cryotherapy is the treatment of choice in LMICs, because of its ease of use and lower price. However, a reliable supply of gas (generally nitrous oxide) can be difficult, especially in rural areas.
- Thermo-coagulation, by contrast, destroys cells with heat and uses electricity to generate temperatures of 100–120 °C. It is also safe, low-cost, has high client acceptance levels and can be used in low-resource clinical settings.
- Loop electrosurgical excision procedure (LEEP), which removes abnormal tissue with a wire loop heated by electric current.

Promising alternative tests also exist for future use in LMICs. For example, the HPV DNA test requires a machine to analyze samples from the cervix and test for the presence of HPV infection. By enabling women to collect their own cervical samples, the test can facilitate screening in women who would not have otherwise been screened because of culturally conservative customs. The cost of the test and follow-up care following a positive test remain issues to be addressed with the use of this test.

Broadening Success

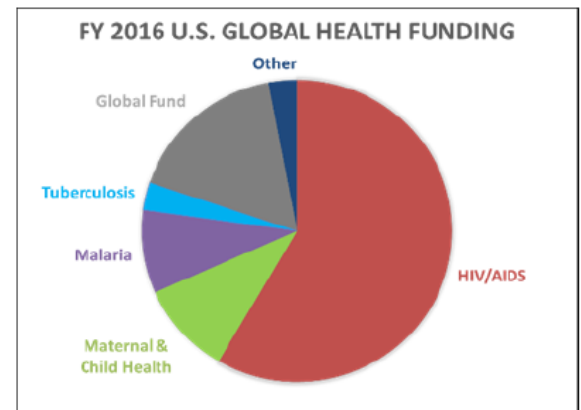
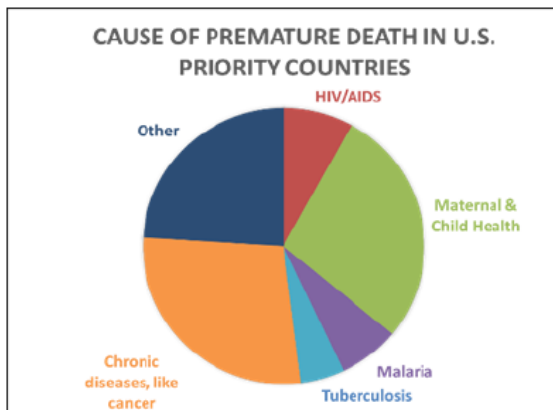
HPV vaccination as well as screening and treatment programs in Africa, Asia, and Latin America have shown that these procedures work in low-resource settings and have the potential to significantly reduce mortality. For instance, an assessment of VIA screening by primary health workers in India showed a 31 percent reduction in cervical cancer mortality.⁴ Forty-four LMICs (including many high-prevalence countries in Africa and Asia) have introduced the HPV vaccine on a national or pilot basis, and 53 have introduced new screening and preventive treatment programs on a pilot or early nationwide basis. However, few LMICs have achieved high rates of coverage. A study of HPV immunization programs in 64 countries found that coverage of females averaged only 2.7 per-cent in less developed regions.⁵ HPV vaccination and cervical cancer screening and treatment programs can be effectively integrated into existing in-country health and education programs.

Eliminating Death from Cervical Cancer



The Challenge

U.S. Government (USG) supports health programs in many LMICs, in part, to save lives, promote economic development and advance U.S. interests. Unfortunately, the current funding is not well aligned with the actual causes of death in those countries that the USG supports. As evidenced in the charts, while more than a quarter of deaths in those priority LMICs is from chronic diseases, such as cancer, virtually no funding is provided to prevent those deaths. As stated earlier, HPV vaccination and cervical cancer screening are proven effective strategies to eliminate deaths from cervical cancer. USG assistance to help end cervical cancer deaths would begin to address this disparity between the causes of death and the focus on global health funding.



The Strategy Going Forward

ACS CAN calls on Congress to direct U.S. global health appropriations to support a campaign to eliminate death from cervical cancer. Funds should be used to:

- Scale-up vaccination, screening and treatment services for girls and women, beginning in high-prevalence, lower-income countries.
- Continue innovation and sharing of lessons learned to strengthen and expand current programs, especially in high-prevalence, lower-income countries.
- Track progress and encourage accountability with agreed-upon progress indicators, monitoring and evaluation.

1 http://www.who.int/vaccine_safety/committee/GACVS_HPVS_statement_17Dec2015.pdf

2 <https://openknowledge.worldbank.org/bitstream/handle/10986/22552/9781464803499.pdf?sequence=3&isAllowed=y>

3 http://apps.who.int/iris/bitstream/10665/94830/1/9789241548694_eng.pdf?ua=1

4 <https://www.ncbi.nlm.nih.gov/pubmed/24563518>

5 [http://thelancet.com/journals/langlo/article/PIIS2214-109X\(16\)30099-7/fulltext](http://thelancet.com/journals/langlo/article/PIIS2214-109X(16)30099-7/fulltext)

We can end death from cervical cancer.

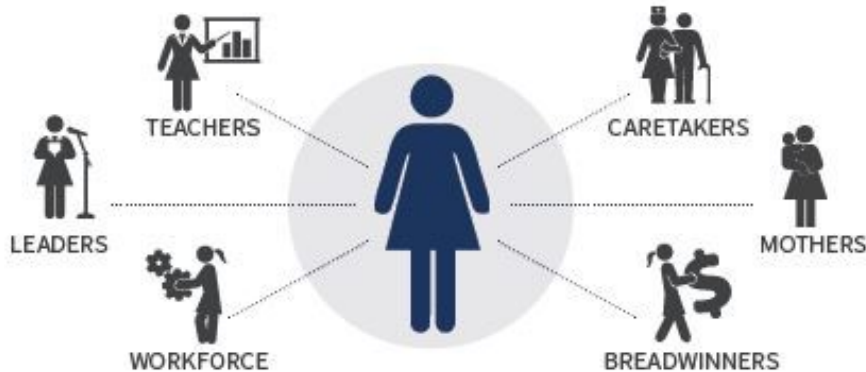
Ninety percent of all cervical cancer deaths occur in low- and middle-income countries. Cervical cancer is the leading cause of cancer deaths among women in 38 of these countries, mainly in sub-Saharan Africa.



At the current rate, deaths from cervical cancer will rise nearly 66 percent by 2030.



Women are essential to the development and well-being of our communities. No woman has to die from cervical cancer.



We can end death from cervical cancer.

Despite the 527,600 new cases of cervical cancer every year, U.S. global health funding ignores the problem.



LESS THAN 1/2 OF 1% OF FUNDING GOES TOWARD CERVICAL CANCER ANNUALLY.⁴

Death from cervical cancer is preventable through vaccination, screening and treatment.

The World Health Organization reports that the tools to prevent cervical cancer deaths are cost-effective forms of cancer prevention.⁵



We can prevent a young woman from dying from cervical cancer for less than the cost of a pair of jeans!

\$13

TO FULLY IMMUNIZE A GIRL⁶

+

\$20

TO SCREEN AND TREAT A WOMAN⁷

What can we do?

Advocate for scaled-up vaccination, screening and treatment services.



Support the integration of HPV vaccination and cervical cancer screening and treatment into existing U.S. global health programs.



Visit acscan.org/globalcervical to join us.



SOURCES:

1. <https://www.acscan.org/policy-resources/global-impact-cervical-cancer>
2. Global Cancer Facts & Figures 3rd Edition. Atlanta: American Cancer Society; 2015. <https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/global-cancer-facts-and-figures/global-cancer-facts-and-figures-3rd-edition.pdf>
3. http://www.who.int/healthinfo/global_burden_diseases/projectors/en/
4. DFCD, DAC Creditor Reporting Service, 2016
5. <http://who.int/mediacentre/factsheets/fs385/en/>
6. <http://www.ppi.org/library/news/press-releases/2013/hpv-price-announcement/>
7. <http://pinkribbonsandribbons.org/wp-content/uploads/2016/08/costs-infographic-2.pdf>



LEGISLATIVE AGENDAS: STATE



New York State Agenda



Approximately 117,000 New Yorkers will be diagnosed with cancer this year. Victory in the fight against cancer requires bold new public policies that promote cancer prevention, early detection of cancer, and expand access to quality, affordable health care. Lawmakers make many decisions that impact the lives of New York State residents touched by cancer and their leadership is vital to defeating this disease. In 2020, the American Cancer Society Cancer Action Network (ACS CAN) will work with state policy makers in support of the following priorities:

Reducing the Toll of Tobacco

Tobacco is a deadly addiction. Despite New York's success in decreasing overall smoking rates, smoking kills nearly 23,000 New York State residents each year. Lung cancer remains New York's number one cancer killer. In addition, approximately 27% of New York state high school students and 37% of high school seniors report using e-cigarettes.

Recommendations:

- **Tobacco Prevention and Cessation Funding:** Fund and sustain evidence-based, statewide tobacco use prevention and cessation programs at \$60 million.
- **Tobacco Taxes:** Increase the cigarette tax by \$1.50 per pack with an increase in the tax on other tobacco products to parallel the new rate. Increasing the price of cigarettes and all other tobacco products through regular and significant tobacco tax increases helps to keep kids from starting to use tobacco and helps adults quit. Revenues from the tobacco taxes should be used to fully fund and sustain evidence-based, statewide tobacco use prevention and cessation programs.
- **Flavored Tobacco:** Restrict the sale of ALL flavored tobacco products, including menthol cigarettes.
- **Access to Tobacco Cessation:** Ensure counseling services provided by the NYS Quitline are reimbursed by Medicaid. Ensure commercial plans provide a comprehensive cessation benefit that covers individual, group, and telephone counseling and all FDA-approved tobacco cessation medications without cost-sharing or other barriers to accessing care.
- **Coupons:** Eliminate the use of tobacco coupons/discounts that undermine current state taxes.
- **Retail Density:** Support policies to reduce tobacco retail and density including proximity to schools and pharmacies.



New York State Agenda

(continued)

Cancer Prevention and Early Detection

Cancer Screenings Save Lives. All New Yorkers deserve to have access to a screening that could save their lives.

- **Cancer Services Program:** Provide funding of \$25.3 million for evidence-based Cancer Services to provide screening, patient navigation and education.

Quality of Life

- **Protecting Access to Pain Medication for Cancer Patients:** ACS CAN will monitor legislative proposals regarding the prescribing of opioid pain medications and advocate for a balanced approach that promotes safe prescribing and dispensing of pain management medication that does not interfere with access to these medicines for the cancer patients and survivors who need them.

Healthy Eating and Active Living Environments (HEALE)

Obesity, physical inactivity, and poor nutrition are major risk factors for cancer, second only to tobacco use. In New York, 8.9 million adults struggle to maintain a healthy weight, along with one-third of children across the state.

Recommendations:

- Establish science-based nutrition standards for all foods and beverages sold or served in schools.
- Increase the quantity and improve the quality of physical education in K-12 schools, supplemented by additional school-based physical activity.
- Establish nutrition guidelines for foods and beverages provided or sold in government buildings.
- Improve access to healthy foods in underserved communities across the state.
- Support policies to promote physical activity and walkable communities.
- Establish a statewide model school wellness policy as a resource for schools.
- Support policies to promote healthy eating in restaurants.

Ensuring Access to Quality Care

Cancer is often a very expensive and complicated condition to treat, requiring a team of medical professionals working together to help a patient. Access to appropriate medication, treatment and support services is essential for treatment and prevention.

- **Network Adequacy:** ACS CAN will support legislation regarding health insurance network adequacy to help ensure that cancer patients and cancer survivors have access to appropriate medical specialists they may need.
- **Medication Access:** ACS CAN will advocate for legislation to prohibit mid-year changes to prescription drug coverage or out-of-pocket costs during the plan year.

NEW YORK

How Does Your State Measure Up?

The 17th edition of *How Do You Measure Up?*, along with this one-page summary, illustrates how your state stands on issues that play a critical role in reducing cancer incidence and death. The goal of every state should be to achieve “green” in each policy area delineated in the report. By implementing the solutions set forth in the report, state legislators have a unique opportunity to save lives, save money and fight back against cancer. How does your state measure up?

To read this report online, please go to: www.fightcancer.org/measure



Number of Areas that Met Green Benchmarks: 4 of 8

Performance Area

- G** Green represents a state has adopted evidence-based policies and best practices
- Y** Yellow indicates moderate movement toward the benchmark
- R** Red shows where states are falling short

Access to Care

State Decisions on Increasing Access to Health Care Through Medicaid Up to 138% FPL

- G** State has broadened Medicaid eligibility, covering individuals under 138% FPL (\$17,236/year for an individual; \$35,535/year for a family of four)

Quality of Life

Establishing a Palliative Statewide Expert Advisory Council

- Y** Has not passed the model legislation but has statewide programs in place that closely align with the main tenets of the model legislation

2019 Pain Policy in the States

- Y** 50%-80% match to model policy

Prevention

2019 State Cigarette Excise Tax Rates, \$4.35 per pack

- G** Above the national average of \$1.81 per pack

Smoke-free Legislation at the State Level

- G** 100% smoke-free in non-hospitality workplaces, restaurants and bars

Fiscal Year 2019 State Funding for Tobacco Control, \$39.8 million annually – 19.6% of CDC recommended spending

- R** 1-24.9% of the CDC recommended funding level

Medicaid Coverage of Tobacco Cessation Treatments (Traditional Medicaid)

- Y** At least 1 type of counseling (individual, group, or telephone) and at least 1 FDA-approved tobacco cessation medication covered for all enrollees

State Laws Prohibiting Minors from Using Tanning Devices

- G** State law prohibiting tanning for minors (under age 18) with no exemptions

HOW DO YOU MEASURE UP?

A Progress Report on
State Legislative Activity
to Reduce Cancer
Incidence and Mortality

Number of Areas that
Met Green Benchmarks:

4 of 8



NEW YORK

ACS CAN

ACS CAN, the nonprofit, nonpartisan advocacy affiliate of the American Cancer Society, supports evidence-based policy and legislative solutions designed to eliminate cancer as a major health problem. ACS CAN works to encourage elected officials and candidates to make cancer a top nation priority. ACS CAN gives ordinary people extraordinary power to fight cancer with the training and tools they need to make their voices heard. For more information, visit www.fightcancer.org.

BLUEPRINT FOR LEGISLATORS

For the seventeenth year, ACS CAN has published a blueprint for state legislators on how to save more lives from cancer. Framed entirely on evidence-based policy approaches, *How Do You Measure Up?* provides an outline of what states can do to reduce the cancer burden and provides a snapshot of how states are progressing on critical public health measures.

HANGING IN THE BALANCE

Hanging in the Balance is a special reoccurring feature of the *How Do You Measure Up?* report. This year's special section examines efforts to stem youth tobacco product use by raising the legal age of sale for tobacco to 21. Age of sale bills, while well-intentioned are ripe for cooption by the tobacco industry, and it's critical that lawmakers design comprehensive policies that will effectively prevent youth access to tobacco products and not pass industry-friendly laws that undermine effective tobacco control or preem the authority of local governments.

CALL TO ACTION

The data in this year's edition of *How Do You Measure Up?* show that there is still much public policy work to be done to achieve our mission of eliminating suffering and death from cancer. It is estimated that nearly 1.7 million people in the United States will be diagnosed with cancer in 2019 and more than 606,000 people will die from the disease this year alone. ACS CAN is dedicated to ensuring that lawmakers enact state health policies that help prevent cancer and save lives.

In many cases, it costs the state little or nothing to do the right thing. In most cases, these solutions will save the state millions and perhaps billions of dollars in health care costs and increased worker productivity. If you want to learn more about ACS CAN's programs or inquire about a topic not covered in this report, please contact the ACS CAN State and Local Campaigns team at measure@cancer.org. You can also visit us online at www.fightcancer.org.

ACS CAN INFORMATION



ACS CAN: Making A Difference & Saving Lives



The American Cancer Society Cancer Action Network (ACS CAN) is the nation's leading voice advocating for public policies that are helping to defeat cancer. As the advocacy affiliate of the American Cancer Society, ACS CAN works to encourage elected officials and candidates to make cancer a top national priority. ACS CAN utilizes its expert capacity in lobbying, policy, grassroots, and communications to amplify the voices of patients in support of laws and policies that save lives from cancer.

You CAN Be Empowered

Defeating cancer is as much a matter of public policy as scientific discovery. Lawmakers play a critical role in determining how much progress we make as a country to defeating cancer. ACS CAN gives a voice to those impacted by cancer as they encourage lawmakers at all levels of government to join the fight to make cancer a national priority. By raising issues of importance, raising funds, educating voters and rallying others to the fight against cancer, ACS CAN unites and empowers you to make a difference and help save lives. ACS CAN's work helps advance the Society's mission to defeat cancer by helping to protect and increase public investment in groundbreaking medical research, and by improving access nationwide to the latest prevention and early detection measures, treatments, and follow-up care that are proven to save lives. Like cancer itself, ACS CAN is nonpartisan. ACS CAN does not endorse candidates or political parties, but it does educate voters by serving as a trusted source of information about candidate positions on cancer-related concerns and on key issue campaigns across the country that impact those affected by cancer.

ACS CAN in Action

ACS CAN helps to save lives from cancer through involvement, influence and impact. Involvement – With a powerful grassroots movement of nearly a million strong and growing, ACS CAN ensures that the voices of patients, survivors and caregivers are heard in public policy debates in Congress and in state legislatures nationwide. Influence – ACS CAN supports proven measures that help save lives and mobilizes cancer advocates in every state and every congressional district nationwide to hold lawmakers accountable to their constituents for the decisions they make related to cancer research, prevention, early detection and treatment. Impact – ACS CAN's work has resulted in enormous progress through increased funding for cancer research and prevention programs; stronger tobacco control policies nationwide and improved access to the full range of cancer care for people diagnosed with the disease and their families



ACS CAN: Making A Difference & Saving Lives

What's the Difference?

The American Cancer Society and ACS CAN are independent organizations that share the same goal: to save lives and to diminish suffering from cancer. ACS and ACS CAN take different routes to meet these shared goals.

What ACS CAN does:	What the American Cancer Society does:
<ul style="list-style-type: none"> • Leads a national grassroots movement of cancer survivors and their families to support policies that help fight cancer • Works with lawmakers from all political parties at all levels of government to make • Joins with diverse stakeholder groups in public campaigns supporting our advocacy • Educates the public, lawmakers, candidates, and the media about cancer issues 	<ul style="list-style-type: none"> • Funds research • Provides cancer information to the public • Educates the public on cancer treatment, prevention, and early detection • Works in local communities to help cancer patients • Provides funding for advocacy and public policy work

Together we CAN defeat cancer



What is ACS CAN?

ACS CAN is the nation's leading advocate for public policies that are helping to defeat cancer. The organization ensures that cancer patients, survivors, and their families have a voice in public policy matters at all levels of government. As the American Cancer Society's advocacy affiliate, ACS CAN works to encourage elected officials and candidates to make cancer a top national priority.

The American Cancer Society Cancer Action Network (ACS CAN) is the organization that will allow the voice of the cancer community to be heard. ACS CAN is a national grassroots movement of people just like you — cancer patients, survivors, caregivers and their families and friends — who are dedicated to changing laws and policies to help people fight cancer.

What are ACS CAN Volunteer Opportunities?

It Starts by Being an Advocate

Becoming an advocate is the first step in our volunteer structure. Being an advocate enables you to get involved with a minimal time commitment. Go to www.fightcancer.org to sign-up to receive a monthly online newsletter and periodic email action alerts.

Joining ACS CAN

Take the next step and join the American Cancer Society Cancer Action Network (ACS CAN), the American Cancer Society's nonprofit, nonpartisan advocacy affiliate. By becoming an ACS CAN member and responding to action alerts, your unique story will make our message louder than just statistics. By joining ACS CAN, you enable ACS CAN to amplify our message and make it even louder still, ensuring that lawmakers understand they must make the fight against cancer a top priority.

To join ACS CAN today go to <http://www.fightcancer.org/donatecenter>

Contributions or membership payments to the American Cancer Society Cancer Action Network, Inc. are not tax-deductible.

Supporting ACS CAN Fund Raising Efforts

Each state team has an ACS CAN fund raising goal. They work to achieve this goal through special events, such as research breakfasts and house parties. You are encouraged to participate or even consider hosting an event. We help with all the planning and make it easy!



Together we CAN defeat cancer

(Continued)

Partnering with American Cancer Society Signature Events

- Relay For Life - Relay ACS CAN Chairs help Relayers “Fight Back” against cancer through advocacy ensuring that advocacy activities and legislative priorities are part of Relay For Life events and year-round meetings. Relay ACS CAN Chairs are also charged with recruiting new ACS CAN members. Special recognition is given to Relay events that achieve “ACS CAN Club” status by recruiting at least 40 members. Consider serving as the Relay ACS CAN Chair for your local event.
- Making Strides Against Breast Cancer– ACS CAN also has a presence at Making Strides events by recruiting ACS CAN members and collecting petitions at kick-off breakfasts and day-of-the event.

Becoming an ACT! Lead or County Advocacy Representative

Each Congressional District has an Ambassador Constituent Team Lead (ACT! Lead). These volunteers help manage our grassroots activities at the community level. ACT! Leads and County Advocacy Representatives help with ACS CAN recruitment, participate in Congressional Recess visits in their district, provide support for Advocacy at Relay For Life, give advocacy presentations and interact with the media. Each year, the ACT! Lead travels to Washington DC to participate in ACS CAN’s annual Lobby Day and Leadership Summit. Each state also has one State Lead Ambassador (SLA) who works closely with the ACT! Leads to help ensure they have the information and materials needed to be successful. The SLA is the top ranking Advocacy volunteer in each state. North Carolina currently needs volunteers to serve in these leadership positions.

How Do I Become Involved?

For more information about these opportunities, please contact your (State Name) ACS CAN Grassroots Manager:

What issues does ACS CAN work on?

While ACS CAN's work has resulted in enormous progress, there is much more to be done in the fight against cancer. ACS CAN continues to advocate for: cancer research funding; strong smoke-free laws and higher tobacco taxes; lifesaving screening programs; access to quality, affordable health care; nutrition and physical activity.

Cancer Advocacy Accomplishments



The American Cancer Society Cancer Action Network's (ACS CAN) comprehensive advocacy efforts in **2017** resulted in numerous achievements benefiting people with cancer and their families.

More than
2.7 million
people will be covered by
new local smoke-free laws,

including restaurants and bars,
once all ordinances passed in
2017 are fully implemented.



ACS CAN helped secure

more than
\$2.4 billion
in appropriations

at the state and local level.



ACS CAN gained
more than

35,000
new members.



25,000
Lights of HOPE

illuminated the reflecting
pool in front of the Lincoln
Memorial as part of ACS
CAN's National Leadership
Summit and Lobby Day.



68
fundraising events

across the country highlighted
cancer research, access to care and the
importance of patient quality of life.



More than

650
cancer patients,
survivors, caregivers and staff

met with members of Congress and their staff
during ACS CAN's National Leadership Summit
and Lobby Day.



Congress approved a

\$2 billion increase

in medical research funding for
the National Institutes of Health,

including \$475 million for the National Cancer Institute.



7 states

passed ACS CAN's model
quality of life legislation,
bringing the total to 20.

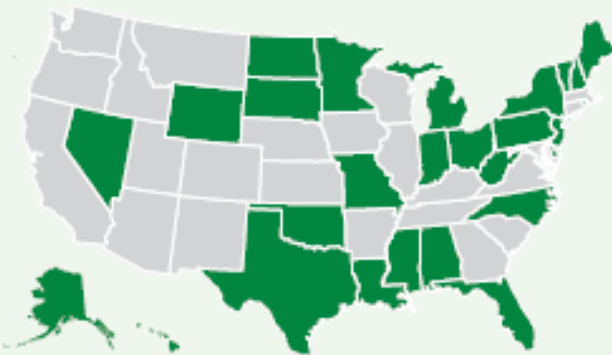


4,000

ACS CAN volunteers
and staff attended

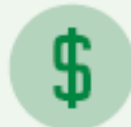
Day at the Capitol events

in all 50 states, Guam and
Washington, D.C.



27 states

protected funding for their breast and
cervical cancer screening programs.



ACS INFORMATION



American Cancer Society Information

Help for Patients, Survivors, and Caregivers

The American Cancer Society offers support in your community and online to help you during and after cancer treatment. Visit [cancer.org](https://www.cancer.org) or call us at **1-800-227-2345** for more information.

Free cancer information center

The American Cancer Society National Cancer Information Center offers help as you're dealing with cancer by connecting you to our caring, trained staff to answer questions about a diagnosis, identify resources, or provide a listening ear and guidance. We offer health insurance assistance, American Cancer Society programs, and referrals to other services. Call us at **1-800-227-2345** or visit [cancer.org](https://www.cancer.org) to live chat with us. We can assist in English, Spanish, and more than 200 other languages via a translation service.

Printed materials about cancer

Our materials can help you and your loved ones understand your diagnosis, treatment, and potential side effects, and provide detailed information on our programs and services. Our printed materials are available for free when you contact us at **1-800-227-2345** or through your cancer care team.

Places to stay during treatment

Our Hope Lodge® program provides a free, nurturing home away from home for cancer patients and their caregivers when they have to travel for treatment. In some areas where we don't have a Hope Lodge community or it is full, our Hotel Partners Program lets patients and caregivers stay for free or at reduced rates in hotels close to where they get treatment.

Rides to treatment

One of the biggest roadblocks to timely quality cancer treatment is the lack of transportation. Family and friends may help, but over the course of several months, they may not always have the time or resources to provide every ride. That's why the American Cancer Society started the Road To Recovery® program. It is at the very heart of our work of removing barriers to quality health care by providing patients transportation to treatment and other cancer-related appointments through volunteer drivers, partners, and community organizations.

Patient navigation

Our patient navigators, available at many hospitals nationwide, help patients get the services they need so the rest of their cancer care team can focus on treatment. Patient navigators can also provide cancer and treatment information customized for each patient's diagnosis, help them find local resources to help make sure they get the treatment they need, and more.

Cancer Survivors NetworkSM

Visit [csn.cancer.org](https://www.csn.cancer.org) to join our online community for people with cancer and their families. Find and connect with others in treatment, long-term survivors, or caregivers through our member search, discussion boards, chat rooms, and private Cancer Survivors Network email.

Reach To Recovery[®]

The Reach To Recovery program matches breast cancer patients with trained volunteers who have had similar diagnoses and treatment plans to provide peer-to-peer support.



[cancer.org](https://www.cancer.org) | 1.800.227.2345



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No. 013079 Rev. 11/18
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American Cancer Society Information

Help for Patients, Survivors, and Caregivers

The American Cancer Society offers support in your community and online to help you during and after cancer treatment. Visit [cancer.org](https://www.cancer.org) or call us at **1-800-227-2345** for more information.

“tlc” – Tender Loving Care®

Our “tlc” (*Tender Loving Care*) publication offers affordable hair loss and mastectomy products for women coping with cancer, as well as advice on how to use them. Products include wigs, hairpieces, hats, turbans, breast forms, mastectomy bras, mastectomy camisoles, and mastectomy swimwear. Call **1-800-850-9445**, or visit the “tlc”™ [website](https://www.tlctdirect.org) at [tlctdirect.org](https://www.tlctdirect.org) to order products or catalogs.

American Cancer Society books

We have more than 40 award-winning books on specific cancers, general cancer information, caregiving, coping with cancer and side effects, emotional support, books for families and children, and more. You can purchase American Cancer Society books and e-books at [cancer.org/bookstore](https://www.cancer.org/bookstore), or book retailers nationwide.

Survivorship guidelines and resources

We have materials and resources for survivors to help with quality-of-life and other needs during and after cancer treatment. Our cancer survivorship guidelines for specific cancers help doctors manage the unique needs of survivors, and our nutrition and physical activity guidelines for survivors help you know how to live your best life and reduce your risk for cancer coming back.

Springboard Beyond Cancer

This online tool for cancer survivors, created by the American Cancer Society and the National Cancer Institute, is available at [survivorship.cancer.gov](https://www.survivorship.cancer.gov). Patients and survivors can create personalized Action Decks, collections of selected information to help them better communicate with caregivers and their care teams to manage their physical and emotional care after a cancer diagnosis.

For caregivers

Cancer affects both you and your loved ones. Our information for caregivers at [cancer.org/caregivers](https://www.cancer.org/caregivers) helps them care for you while also remembering their own needs and shows them how to ask for help and support. They can also visit [csn.cancer.org](https://www.csn.cancer.org) for caregiver forums.

Clinical trials

If you would like to learn more about clinical trials that might be right for you, start by asking your doctor if your clinic or hospital conducts clinical trials or contact us at **1-800-227-2345** and speak with one of our caring, trained staff.

cancer.org

Our website offers access to the most recent and accurate cancer information and helps you find programs and services in your area. A few pages of note are:

cancer.org/survivors – a hub for support and treatment topics, treatment and survivorship tools, and stories of hope to inspire you

cancer.org/videos – features to-the-point videos on cancer-related topics, including cancer basics, cancer treatments, clinical trials, American Cancer Society programs and services, the effects of survivorship, personal stories, and more

cancer.org/treatmentdecisions – cancer treatment decision tools and resources to help you get through cancer diagnosis and treatment

cancer.org/support – more information about the American Cancer Society and other programs and services in your area

cancer.org/phm – information and tracking worksheets to help patients organize and navigate their cancer experience

cancer.org/languages – links non-English speakers to cancer information in other languages

Live Chat with our caring, trained staff simply by going to [cancer.org](https://www.cancer.org) and clicking on “Live Chat”



[cancer.org](https://www.cancer.org) | 1.800.227.2345





What is Relay For Life?

Relay is a team fundraising event where team members take turns walking around a track or designated path. Each event is 6-24 hours in length and each team is asked to have a member on the track at all times to signify that cancer never sleeps. Cancer patients don't stop because they're tired, and for one night, neither do we.

Each team sets up a themed campsite at the event and continues their fundraising efforts by collecting donations for food, goods, games, and activities. This money will count towards their overall team fundraising goal. Visit www.fightcancer.org/relay for more information.



What is Making Strides Against Breast Cancer?



The American Cancer Society Making Strides Against Breast Cancer walks raise awareness and funds to save lives from breast cancer. Each event is a noncompetitive 3 to 5 mile walk that brings people together to make a difference for everyone who has been touched by breast cancer. The events raise money to fund innovative research, provide free information and support, and to help people reduce their breast cancer risk or find it early when it's most treatable.

From the opening ceremony to the post-walk entertainment, a Making Strides event is a celebration of survivors and opportunity to remember loved-ones lost. It's a day that shouldn't be missed and won't be forgotten.

OUR COMMUNITY OUTLOOK FOR 2018

MORE THAN
252,710
PEOPLE

Will be diagnosed with breast cancer.

MORE THAN
1.4M
PEOPLE

Will participate in Making Strides events.

MORE THAN
\$60M
DOLLARS

Will be raised during Making Strides events.

HOW YOUR SUPPORT MAKES A DIFFERENCE



More than \$62 Million are currently invested in breast cancer research grants.



In 2016, we provided more than 335,000 rides to and from treatment.



Last year patient navigators helped guide nearly 45,000 patients through the health care system.



More than 11,000 one-on-one support services were provided to breast cancer patients in 2016.



More than 36,000 women learned how to manage the appearance-related side effects of treatment.



ACS & ACS CAN

Stronger Together

We know that, together, we are stronger than cancer. These numbers show us just how true that is.



These numbers might surprise you:

- Income at American Cancer Society events is **higher** when more donors are also paid members of ACS CAN.
- Paid members of ACS CAN have a **higher lifetime donation average to the American Cancer Society and its events** than those who aren't ACS CAN members.

What's the secret? Engagement. ACS CAN members are likely to have a greater understanding of our overall mission and be presented with more opportunities to save lives from cancer – including ways that don't require making a donation.

Encouraging your event volunteers to learn more about – and join – ACS CAN is a win-win-win. Good for the volunteer. Good for your event income. Great for helping advance our mission.



Team Captains

give **592% bigger** donations

Cancer Survivors

give **1,419% bigger** donations

Team Members

give **1,335% bigger** donations

to Relay For Life events and the American Cancer Society if they are also an ACS CAN member*



Participants

give **1,690% bigger** donations

Breast Cancer Survivors

give **2,342% bigger** donations

Pacesetters

give **89% bigger** donations

to Making Strides Against Breast Cancer events and the American Cancer Society if they are also an ACS CAN member*

(*Data are over a three-year revenue cycle.)

ACS CAN TOOLS & RESOURCES





Frequent Contacts Roster

Team Roster			
Name	Role	Phone Number	Email

Media			
Editor Name	Outlet	Phone Number	Email

Miscellaneous			
Name	Title	Phone Number	Email



Volunteer Engagement Calendar



The 2020 Volunteer Engagement Calendar is here! This year, it is posted on our website at www.fightcancer.org/calendar and it looks great.

The American Cancer Society Cancer Action Network (ACS CAN) Volunteer Engagement Calendar is full of ideas and suggestions about powerful actions you can take this year to make a real difference in the fight against cancer.

The power of our ACS CAN comes from you taking action. Each of you has the power to improve people's lives by advocating for the passage of meaningful legislation; the power to recruit and motivate other advocates into taking action; the power to effectively utilize media to promote our cause; the power to raise needed funds for our campaigns; and the power of your story to make your elected officials realize why fighting cancer should be a top priority.

Each and every action you take with ACS CAN is important to our success. Don't forget to record all your actions in the award winning Ambassador Action Center (AAC). It helps both your state and federal staff teams be informed and up to date on all your interactions with your state and federal lawmakers.

All of the actions suggested in the Engagement Calendar are "descriptive"--not "prescriptive" and each can be used most effectively in the context of a larger campaign plan. Each staff partner and volunteer leader has individual skills and faces different challenges in building, training and maintaining their volunteer team and using their power to pass effective legislation, so these ideas are not meant to be "one size fits all." Your actions are most effective when you personalize your activity and show your maximum ACS CAN Ambassador passion while you do it. This is how we make things happen! We hope this calendar continues to generate that constant engagement and collaboration between staff and volunteers that energizes and grows our movement.

As usual, we will be working on federal, state legislative and local campaigns on multiple issues around the nation. It is critical that you stay in close contact with your state staff partner to stay updated about local, state and federal opportunities to take action. Please participate in the National Volunteer Leadership calls listed in the calendar, as this is a great way to keep updated about our national campaign activities throughout the year.

www.fightcancer.org/calendar



June Actions



Impact My Lawmakers

Continue to monitor for local town hall meetings or other events your federal and state lawmakers may be attending in the community over the next few months. Work with your staff partner and ACT! teams to have a presence at them and ask questions relating to our campaign priorities.



Build My Team

Attend a local survivor event and identify new prospects for recruitment. Follow up with a phone call to ask them to join your team and give them to take an immediate action (e.g. write a letter to their lawmaker about their personal experience with cancer.) Check where your team ranks on the Ambassador Action Center and set a goal for Leadership Summit and Lobby Day.



Get Media

Reach out to local media to tout the victories that were achieved during the state legislative session through either letters to the editor or op-eds. Work with your staff partner to create a media outreach plan around attending town hall meetings over the summer.



Connect with Local Partners

Work with your staff partner to learn more about how you can help promote ACS CAN at Making Strides Against Breast Cancer launch events throughout the summer. Congratulate the Relay For Life ACS CAN Clubs in your area and start watching for nearby Relay Conferences to make sure ACS CAN is represented at them.



Use Social Media

If you're attending a town hall meeting, remember to post on Facebook, tweet about it or share a pic on Instagram, and tag your lawmaker to let them know you were there to hear about cancer issues. If you see a Survivors Day share graphic and post on our national Facebook page and Twitter or state social media accounts, you can share with friends and family, too.



Raise \$ for ACS CAN

There's still time to set up your personal CANraiser Lights of HOPE page and continue collecting donations. Remember to log all offline donation collected on your personal page too!



Membership Moment

Summer is a great time to bring your local ACS CAN Members together for a meet-and-greet!

Telling Your Story



ACS CAN is looking for people who are willing to share their cancer story with us and our lawmakers. By sharing how cancer has impacted your life, you will help make cancer a top priority in our state house and on Capitol Hill.

What's your story?

- Have you or a loved one taken chemotherapy pills?
- Are you a caregiver who has watched their loved one in pain because they don't have access to a palliative care team?
- Have you seen the impact that tobacco use has on yourself, your family, or your friends?
- Have you or someone you know been helped by the Breast and Cervical Cancer Prevention and Treatment Program?
- Would you or a loved one be impacted by potential changes to essential health benefits, lifetime caps, or have a cancer related illness that would impact your access to care as it relates to pre-existing conditions?

How you can help:

By sharing your story with ACS CAN, you are raising your voice for cancer patients throughout your state. When lawmakers hear how cancer has touched your life, they are reminded that the issues they are voting on every day impact real people. Your story can be shared in whichever way you are comfortable:

- Working with our media advocacy staff, you can share your story through a letter to the editor, on a radio interview, or via social media.
- You can personally share it with your lawmaker in a face-to-face meeting.
- Working with our staff, you can put your story in writing and read it at a public hearing or submit the written story as testimony to support a bill.

Your VOICE has the POWER to influence state and federal lawmakers. Share YOUR story TODAY!

To take the first step, visit:

[https://
www.fightcancer.org/
share-your-story](https://www.fightcancer.org/share-your-story)



TOOLS & RESOURCES





nationalatlas.govTM
Where We Are

NEW YORK

CONGRESSIONAL DISTRICTS
71st Congress (January 2013–January 2015)

The Constitution prescribes Congressional apportionment based on decennial census population data. Each state has at least one Representative, no matter how small its population. Since 1941, distribution of Representatives has been based on total U.S. population, so that the average population per Representative has the least possible variation between one state and any other. Congress fixes the number of voting Representatives at each apportionment. States delineate the district boundaries. The first House of Representatives in 1789 had 65 members; currently there are 435. There are non-voting delegates from American Samoa, the District of Columbia, Guam, Puerto Rico, and the Virgin Islands.

- | | | | | | | | | | | | | | |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | |



Albers equal area projection



The National Atlas of the United States of America®

U.S. Department of the Interior
U.S. Geological Survey



New York State Legislative Process

The Idea

This is the starting point in the process, and the first point at which the citizen has a chance to have a say in the writing or rewriting of law.

Subjects of legislation are as varied as the range of human activities. Someone once said that legislation deals with birth and death, and everything in between.

Ideas for legislation come from many sources. A Senator may have an idea. One of his or her constituents may point out a need. A State official may propose a change. An organization may espouse a cause that requires a change in the law. There is no monopoly on ideas for legislation.

Often, one person's idea on how to solve a problem has resulted in good legislation to help solve the problems of many people.

Bill Drafting

Once an idea for a new law has been settled on, it must be put into bill form before it can be considered by the Senate. The actual drafting of legislation requires a specialized type of legal training and is usually done by the staff of the Legislative Bill Drafting Commission.

Sometimes, however, an interest group may have its own attorneys draft a bill, and lawyers working in various state agencies and the executive branch often submit their ideas for legislation in bill form.

Introduction

No law may be enacted in New York State unless it has been adopted by the Legislature in bill form. And to be adopted, it must first be introduced. With a single exception, bills can be introduced only by legislators or by standing committees of the Senate and Assembly. That exception is the Executive Budget, which is submitted directly by the Governor.

On introduction in the Senate, a bill goes to the Introduction and Revision Office, where it is examined and corrected, given a number, sent to the appropriate standing committee, entered into the Senate computer, deemed to have had its first and second readings and printed.

(Incidentally, "first reading", "second reading" and "third reading" are terms which linger in the legislative vocabulary from the days when each bill was read aloud in full in public session three times before final action could be taken.)

Committee Action

Just as we engage specialists for specialized problems such as legal or medical advice, so does the Senate engage specialists to study legislation. These specialists are members of Standing Committees who evaluate bills and decide whether to "report" them (send them) to the Senate floor for a final decision by the full membership. A committee agenda is issued each week listing the bills and issues each Senate committee will handle the following week. Committees often hold public hearings on bills to gather the widest possible range of opinion.

The committee stage is the second point at which the citizen's contribution is important. An expression of opinion on a proposed bill can be sent directly to the committee chairman, or it can be sent to your local Senator for relay to the committee members.

New York State Legislative Process



The committee system acts as a funnel through which the large number of bills introduced each session must pass before they can be considered. The system also acts as a sieve to sift out undesirable or unworkable ideas.

After consideration, the committee may report the bill to the full Senate for consideration, it may amend the bill, or it may reject it.

The Calendar

The Daily Calendar is the agenda for Senate sessions and contains those measures which have come through the committee process. Bills take their place in order as they are reported from committee, and at this point are referred by their Calendar Number. This process allows additional time for your reaction against or for a bill.

Each bill has to be on the Senators' desks for three days before it can be voted on, unless the Governor authorizes and the Senate accepts a Message of Necessity for a certain bill. When bills reach the Order of Third Reading, they become ready for a final vote. If the sponsor of a bill realizes at this point that his bill may not have enough support for passage, or has a defect which may require an amendment, he may ask that it be laid aside, returned to committee for further study, or "starred" (placed in an inactive file). The Majority Leader also may ask that a bill be starred. Once starred, it cannot be acted on until one day after removal of the star. When the bill comes up for consideration on the Order of Third Reading, it is subject to debate, discussion or explanation.

By communicating your views on a particular issue to your Senator, you have another opportunity at this point to participate in the lawmaking process.

Floor Amendments

Once a bill has been introduced, reported out by a committee and is on the calendar for consideration by the full Senate, it can still be amended. The sponsor of the bill, for example, can submit the changes to the Bill Drafting Commission; the bill, now in its amended form, retains its original number, but amended versions are denoted by a letter suffix A, B, C, D and so on for each time the bill is altered.

However, beyond this, any Senator may amend a given bill by offering amendments to it on the Senate floor, even if he or she is not one of the bill's sponsors.

This method allows all members access to a bill's language, opening it to the suggestions and opinions of members who may like the essential ideas of the bill, but disagree with the sponsor on one or more of the legislation's details. Moreover, since the amendments are offered in open session, all members can ask questions and discuss the merits of the proposed amendments.

Passing a Bill

After explanation, discussion or debate, a vote is taken. If a majority of the Senators approves, the bill is sent to the Assembly.

In the Assembly, you again have a chance to influence the bill as it moves through a process basically the same as that in the Senate. It is referred to a committee for discussion, and if approved there, it goes to the full membership for a vote.



New York State Legislative Process

If the bill is approved in the Assembly without amendment, it goes on to the Governor. However, if it is changed, it is returned to the Senate for concurrence in the amendments.

(The reverse procedure is followed if the Assembly first passes a bill identical to a Senate measure or if the Senate amends an Assembly bill.)

Conference Committees

Sometimes the Senate and Assembly pass similar bills but cannot easily reconcile the differences between them in a reasonable time frame. In such cases, a procedural device called a conference committee can be used to iron out the differences.

The Senate Majority Leader and Assembly Speaker each appoint five members from their respective houses to serve on this committee. After agreement is reached, a bill is printed and processed like any other bill.

The Governor

While the Legislature is in session, the Governor has 10 days (not counting Sundays) to sign or veto bills passed by both houses. Signed bills become law; vetoed bills do not. However, the Governor's failure to sign or veto a bill within the 10-day period means that it becomes law automatically. Vetoed bills are returned to the house that first passed them, together with a statement of the reason for their disapproval. A vetoed bill can become law if two-thirds of the members of each house vote to override the Governor's veto.

If a bill is sent to the Governor when the Legislature is out of session, the rules are a bit different. At such times, the Governor has 30 days in which to make a decision, and failure to act ("pocket veto") has the same effect as a veto.

Citizen comment is an important part of the legislative process. Public opinion often affects the shape of a bill as well as its eventual success or failure. Remember, your input can play a crucial role in determining how a bill becomes a law.

This document is your manual to the legislative process as it functions in the New York State Senate. It is intended to help you understand how an idea is transformed into a law and the part that you as a citizen can play in this process.

New York State Budget Process



New York State’s budget process uses an executive budget model. Under this system, the Executive is responsible for developing and preparing a comprehensive, balanced budget proposal, which the Legislature modifies and enacts into law. The Governor is required by the State Constitution to seek and coordinate requests from agencies of State government, develop a “complete” plan of proposed expenditures and the revenues available to support them (a “balanced budget”), and submit a budget to the Legislature along with the appropriation bills and other legislation required to carry out budgetary recommendations. The Governor is also required by the State Finance Law to manage the budget through administrative actions during the fiscal year.

The State’s fiscal year begins April 1 and ends on March 31. However, the actual “budget cycle,” representing the time between early budget preparation and final disbursements, begins some nine months earlier and lasts approximately 27 months – until the expiration of the State Comptroller’s authority to honor vouchers against the previous fiscal year’s appropriations.





Legislative Ambassador Partnership Agreement

Term: A minimum two-year commitment is requested.

Time Commitment:

This is a year-round position. The time commitment will vary from month-to-month depending on the status of state and federal legislative campaigns.

Based on discussion with the staff partner and Legislative Ambassador, the anticipated time commitment for this position is expected to be _____ hours/days per month.

Responsibilities:

Outreach to Federal and State Elected Officials

1. Sending a letter of introduction to your elected officials.
2. Participating in at least one legislative in-district meeting per year.

Recruiting and Cultivating Volunteers

1. Recruiting new volunteer Legislative Ambassadors.
2. Recruiting new ACS CAN members.

Serving as a Spokesperson for ACS CAN

1. Speaking on behalf of ACS CAN at press events and in radio/TV interviews.
2. Submitting letters to the editor on ACS CAN issues and activities.
3. Representing ACS CAN at American Cancer Society events including Relay For Life and Making Strides Against Breast Cancer, and at other events in the community as needed.

Training and Personal Development

1. Participating in training and conference calls when possible.
2. Participating in monthly team meetings within your state.
3. Attend State Day at the Capitol.

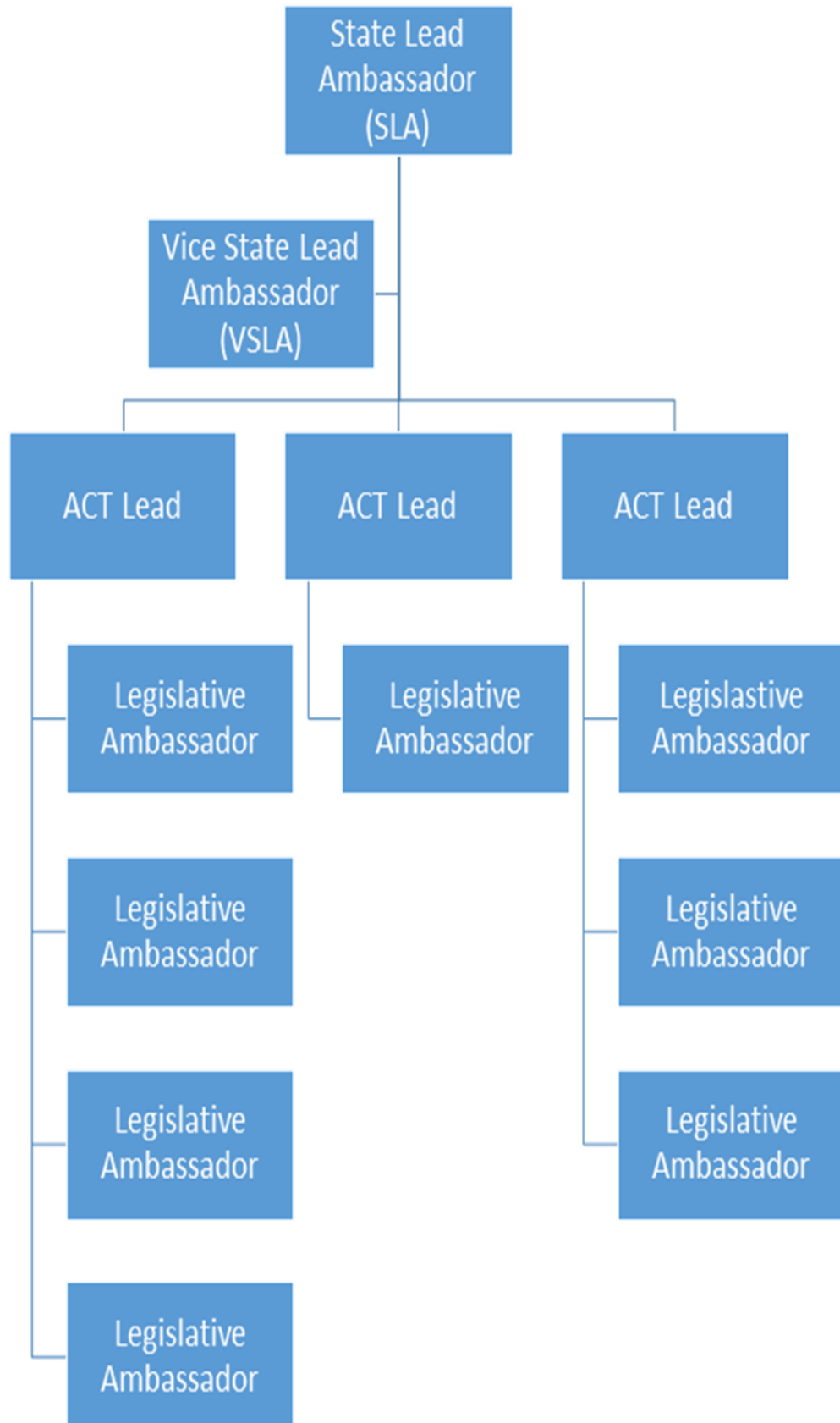
Personal Goals

Signed:

Legislative Ambassador

ACT! Lead

State Volunteer Structure



FUNDRAISING FOR ACS CAN



Volunteer Online Fundraising for ACS CAN



What is CANRaiser?

CANRaiser is the online tool used by volunteers to start personal fundraisers to help us raise the funds we need to support our mission.

How do I use CANRaiser?

There are four different options on CANRaiser to choose from.



Choosing **special occasion** is a way for you ask for donations for a celebration like a birthday or wedding instead of receiving gifts.



The **honor/memorial** option allows you to raise funds recognizing a loved one or honoring someone special.



Create your own event is a way for you to host your own personal fundraiser. There are many examples and tools provided to help you get started.



Lights of Hope is an ACS CAN event that honors loved ones who have fought cancer and survived and remembers those who lost the battle with lighted bags that will line the U.S. Capitol Reflecting Pool in Washington, D.C.

What if I need help with CANRaiser?

There is an online tutorial as well as FAQ's to help get you started on each page. Still need help? Feel free to contact Molly Waite at molly.waite@cancer.org

* Once you create a CANRaiser page you will be directed to the fundraising center. From here you will find tools and resources to help make your personal fundraiser a success.



Volunteer Online Fundraising for ACS CAN

Getting Started

Fundraise through CANRaiser with these 4 easy steps

- 1) **Set-up your Personal CAN Raiser page**
 - * Visit www.acscan.org/canraiser and create your page
 - * Customize the text of your page by sharing your story and fundraiser
 - * Upload your own photos * Create a custom URL to direct people to your page
- 2) **Let your friends know**
 - * Send emails through CANRaiser with the templates provided
 - * Post your event URL on social media
- 3) **Keep track of your donations and RSVP's**
 - * Log into your fundraising center and view your progress with the tracker provided
 - * Track your event RSVP's and donations
- 4) **Celebrate, send Thank You's and process the donations**
 - * Send thank you email to everyone who donated to your page * Submit your donations to your staff partner.
 - * For donations made at the event or outside of your CAN Raiser page, make sure to complete an ACS CAN Membership form for those that want to be members of ACS CAN.

*Donations made through your CAN Raiser page enrolls the donor as a member of ACS CAN.

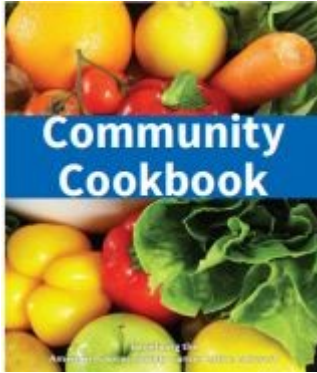
No matter what you choose to do, the American Cancer Society Cancer Action Network is here to help and support you. Please use this toolkit as a starting point to help organize your fund-raising efforts and don't be afraid to reach out to your staff partner with any questions or for more information.

Volunteer Online Fundraising for ACS CAN



Need Some Ideas?

Battle of the Bands: Hold a concert for bands to compete. Charge entry & voting fee.



Block Party: Put together an old-fashioned block party in a parking lot, or close off a neighborhood street (with permission). Have a band donate a few hours, have a BBQ, do face painting, etc.

Book Sale: Encourage your coworkers, family, and friends to dust off their bookshelves and contribute to a book sale.

Bowl-a-thon: Go bowling and host a bowling competition.

Bunco Night: Host a bunco party at your house and ask for donations to participate.

Can and Bottle Drive: Set up at a central location and collect cans and bottles from passersby. Or post flyers around town with a date you will go door to door to collect cans & bottles.

Clothing Drive: Do you have clothes in good condition that you never wear? I'm sure your friends do too! Invite them over for a mini boutique sale. Or think bigger and set up a clothing sale at a local church or community building.

Cook-offs: Encourage budding chefs to compete for the best healthy food dishes. Charge a fee to taste and vote.

Cookbook: Use the template provided in CANRasier and create a cookbook. Ask for recipes from friends and acquaintances in the community and distribute the book for a \$10 donation

Crawfish Boil: Have a Crawfish boil party at your house and ask for donations to ACS CAN.

Dine Out for a Cause: Many restaurants offer opportunities for hosting fundraisers and donating a portion of the sales. Most will have details on their website or contact the manager.

Dress Down Days: Many businesses have allowed employees to dress down for a day if they make a certain donation.

Envelopes at Restaurant Tables : If you work at a restaurant or in an office with a cafeteria, place an envelope at every table stating, "Please donate American Cancer Society Cancer Action Network, and make cancer a national priority for our elected officials" to the help

Fun Run: Host a fun or themed run at a local park or neighborhood.

Golf Tournament: Contact a local golf course to host





Volunteer Online Fundraising for ACS CAN

Here's More Ideas

Halloween Costume Party: Hold a costume party at your house or local community center with seasonal beverages and food, and charge admission at the door.

Horseshoe Tournament: Host a tournament and ask for donations to participate.

Kids Master Chef: Hold a cooking competition for kids. Charge for entry, tastes & judging.

Money Jars: Set up money jars or coin boxes at your place of work. This is good for banks, diner's/restaurants hairdressers, and stores. Check back to empty frequently.

Paint Nites: Most local paint nite organizations will host parties with a % going to the cause.

Pancake Breakfast: Have a pancake breakfast at a designated location and ask for donations.

Pie Sales: Much like bake sales, these are also popular. Especially around the holidays- take orders and distribute the pies.

Potluck Lunches: Have employees make a dish to pass and require a fee for tasting.

Pumpkin Carving Contest: Participant would carve pumpkins for a chance to win a prize. Ask for donations to participate and judge.

Quilting: Quilting is the new hobby for all ages! If you know a creative seamstress, have her hold a quilting class or just a quilting night. Quilters like to sew in groups, make a night out of it and ask for donations.

Scavenger Hunt: Organize a scavenger hunt and send participants all around the neighborhood or local parks. Charge a registration fee.

Super Bowl party: Have a Super Bowl party and ask everyone for donations when they get there. The same can be done for the NCAA Championship basketball game, Indy 500, Masters final round, or World Series. Great idea for someone with a big screen TV!

Themed Dinner Party: Host a themed dinner party at your house. Think mystery or Great Gatsby.

Talent Show: Host a Talent Show!

Weight loss competition: Host a weight loss competition and have everyone donate a dollar for every pound lost.

Wrap
mall.



Presents: During holiday time set up a booth at a local

Yoga/
Gym Studios: Work with a local yoga studio to host a special one-time class, or a weekly class, where all or a percentage of the proceeds benefit



Volunteer Online Fundraising for ACS CAN



Common CANRaiser Questions

Do I need to include the ACS CAN tax disclaimer on event material?

Yes. Any document requesting donations for ACS CAN need to include the tax disclaimer “Contributions or gifts to the American Cancer Society Cancer Action Network, Inc. are not tax deductible.” Even if the flyer is created by the venue hosting the event.

Do we provide tax receipts?

No. Contributions or gifts to ACS CAN are not tax deductible so tax receipts will not be provided.

What are the rules around ACS CAN Membership at events?

Any donor that donates \$10 or more through your CAN Raiser personal page will become a member of ACS CAN . Option to not become a member is presented.

Does ACS CAN pay for volunteer event expenses?

No. ACS CAN is not financially responsible for a volunteer event expenses.

Can the American Cancer Society Cancer Action Network logo be used?

Yes and No. ACS CAN’s logo is seen throughout your CAN Raiser page, but the logo can not be put on event flyers, banners, invitations, etc. that are created outside of CAN Raiser.

Where do I deposit offline proceeds?

Log into your fundraising center to enter the information then give the money to your staff partner.

For additional CAN Raiser resources, please visit www.fightcancer.org/canraiser

Volunteer Fundraising Questions? CAN Raiser Questions?

Contact Molly Waite at 202-585-3275 or Molly.Waite@cancer.org

How to Use CANRaiser

Getting Started: The CANRaiser Website



- To get started open the CANRaiser website. www.acscan.org/canraiser. Select one of the event buttons



Ready to get involved!

Choose from the options below to start fundraising. Inside you will find the tools you need to set up a personal page, email your friends, share your story on social media and fundraising ideas.

Lights of Hope



Recognize a loved one with a Light of Hope

GET STARTED

Special Occasion



Getting married? Having a birthday? Request a donation instead of giving gifts

GET STARTED

Create Your Own Event



Organize a party, have a bake sale or host a special fundraiser

GET STARTED

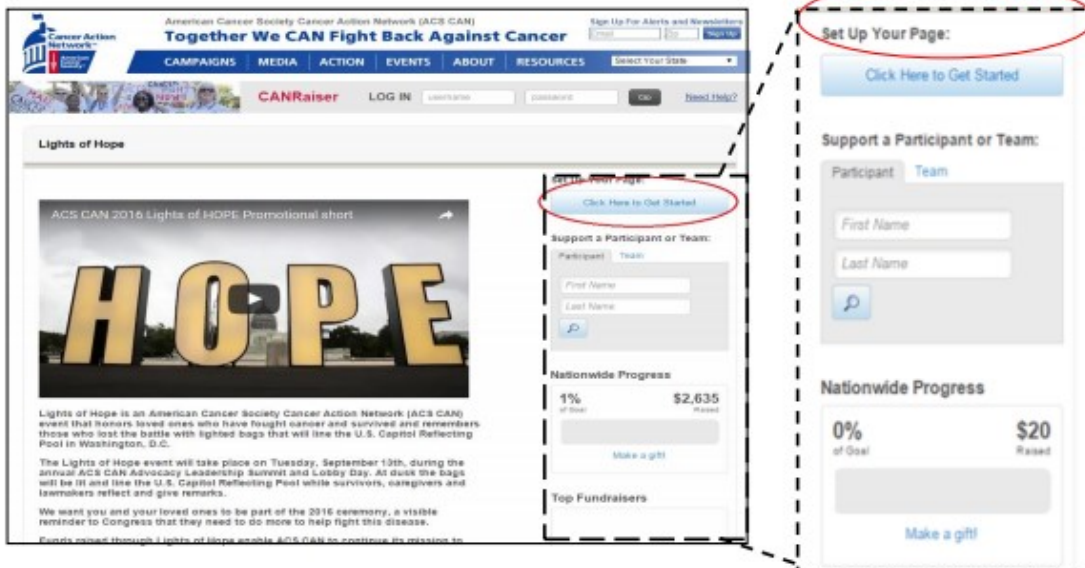
Honor or Memorial



Recognize someone special or honor a loved one's memory

GET STARTED

- Below "Set Up Your Page" click on the "Get Started" button on the right hand column.



A screenshot of the CANRaiser website. The main content area shows a 'Lights of Hope' event page with a video player and text. On the right side, there is a 'Set Up Your Page' sidebar. A red dashed box highlights the 'Set Up Your Page' section, and a red arrow points to a 'Click Here to Get Started' button within it. Below this, there are input fields for 'First Name' and 'Last Name', a search icon, and a 'Nationwide Progress' section showing '1% of Goal' and '\$2,635 Raised'. At the bottom of the sidebar, there is a 'Top Fundraisers' section.

How to Use CANRaiser



- There are THREE steps to choose from to log in. Please choose one.
 1. "New to ACS CAN" If you have **never** created a CANRaiser page click this
 2. "ACS CAN Advocates" If you have created a CANRaiser page in the past enter in your username and password (If you do not remember your username or password click "email me my login information" and follow the instructions)
 3. "Social Login" for easy log in choose from Facebook, Google or Twitter and log into your account. Follow the prompts.

- Enter in your fundraising goal. (this goal can be changed at any time)
- Click "Next Step"

How to Use CANRaiser

Logging into Your CANRaiser Personal Page



- To get started, log into the CANRaiser website www.acscan.org/canraiser. If you have a username and password from last year continue, if you do not follow the directions on the other side of these instructions.

- Enter in your username and password, click "Go"



- This login page will appear verifying the information, click "Submit"

User Login

Existing User
* = Required Fields

* User Name:

* Password:

Keep me logged in. What's this?

Log in using one of your preferred sites


Are you a new user?
Register to get your user name and password and access personalized areas. Registration is quick and easy.

Login Assistance

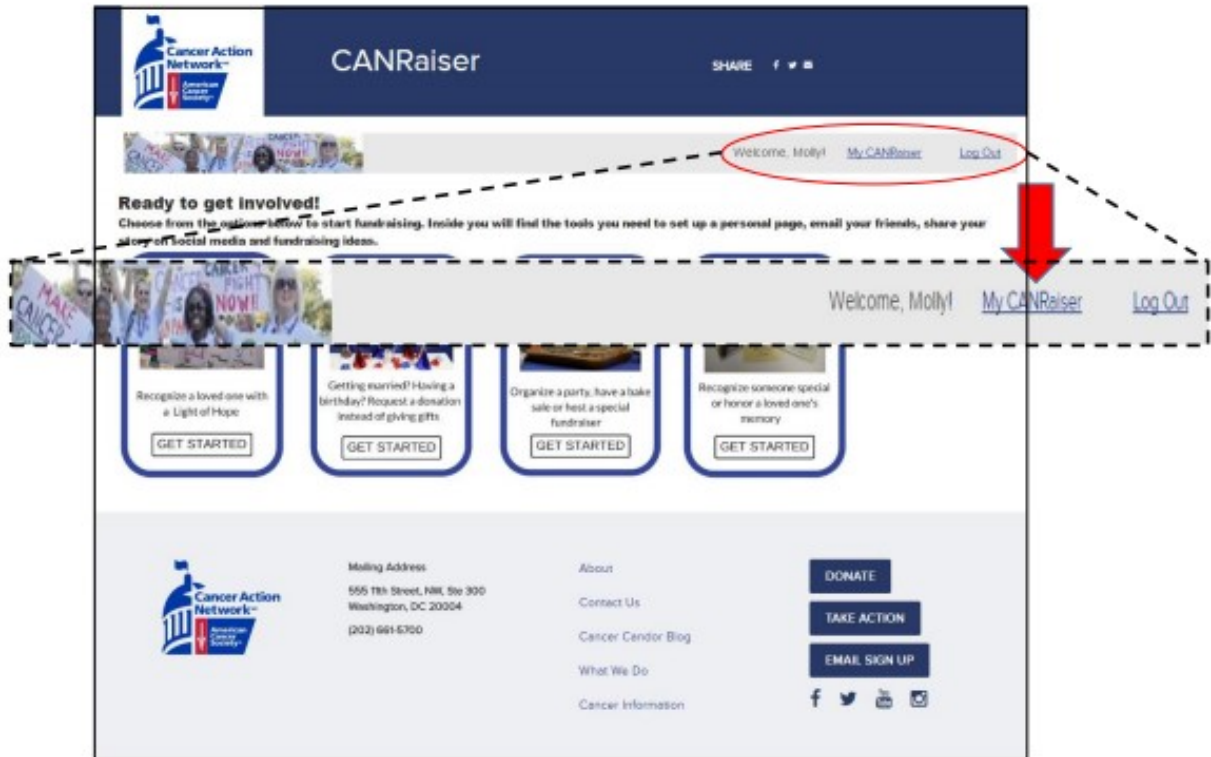
[Forgot User Name?](#)

[Forgot Password?](#)

How to Use CANRaiser



You should see your name at the top of the page, click on "My CANRaiser"

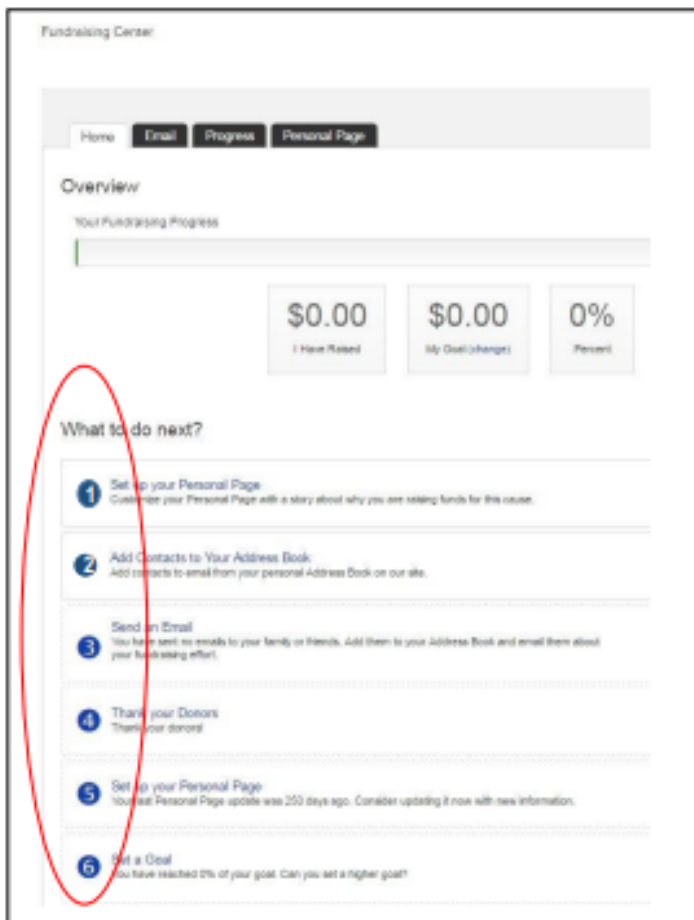


- Click on the event you want to fundraise for



How to Use CANRaiser

- Proceed to work through steps 1-5 in your Fundraising Center



Fundraising Center

Home **Email** Progress Personal Page

Overview

Your Fundraising Progress

\$0.00 **\$0.00** 0%

I Have Raised My Goal (change) Percent

What to do next?

- 1 **Setup your Personal Page**
Consider your Personal Page with a story about why you are raising funds for this cause.
- 2 **Add Contacts to Your Address Book**
Add contacts to email from your personal Address Book on our site.
- 3 **Send an Email**
You have sent no emails to your family or friends. Add them to your Address Book and email them about your fundraising effort.
- 4 **Thank your Donors**
Thank your donors.
- 5 **Setup your Personal Page**
Your Personal Page update was 250 days ago. Consider updating it now with new information.
- 6 **Set a Goal**
You have reached 0% of your goal. Can you set a higher goal?

CANraiser FAQs



How do I sign up online?

It's quick and easy to sign up and raise money online. Simply click on "Click Here to Get Started". From there, follow a few easy steps to complete your sign up.

Signing up online gives you immediate access to your Participant Center, an online tool that makes it easy to send emails to multiple friends and family at once to ask for their support. When you send emails through the Participant Center, your donors will receive a link to your personal fundraising page so they can make quick and secure online donations. You can also use your Participant Center to track online and offline (cash and check) donations, and to send thank-you emails

What if I can't remember my login information from previous years?

Next to the login information at the top of the page click on Need Help? From there you can click on Forgot Username. Type in the email address used in the past. After this you will receive an email with the username in which you have previously registered. The same steps can be followed if you forgot your password.

What should I do if I can't login or have questions about this process?

Follow the instructions above or feel free to email Molly Waite at molly.waite@cancer.org. We're always ready to assist you with any questions you might have.

What is a participant center page?

A participant center page is an online tool for you to use when asking your friends and family to support you by making a donation. Once you sign up online, we'll create a participant center page for you. You can share photos and stories to more effectively spread the word to everyone you know. Upload a photo of yourself or a loved one whose cancer journey has motivated you to participate. Share a personal story about why you choose to participate. This is your place to express why the event is so important to you and encourage others to participate by making a donation.

My personal fundraising page already has default content in it. Do I have to change it?

No, but we recommend you do. A compelling personal fundraising page will help boost your fundraising results (and isn't everything better when it's personalized?). Once you sign up online, a personal fundraising page will be automatically created for you. But a customized personal fundraising page will attract and engage more supporters, so it's best if you tell your story and explain why it is important to you. Emails you send through the participant center will link people to your personal fundraising page so be sure your page reflects your personal story and photos, and is an expression of your commitment to the fight against cancer.

Can I set a personal fundraising goal?

Lights of Hope participants are not required to raise a minimum amount. However, we definitely encourage you to set a personal fundraising goal and to use the fundraising tools we provide to meet or exceed it! In the registration process you will be asked to set a personal fundraising goal. Remember, that you need to raise \$200 in order to secure your free ticket to the CAN Opener celebration at Leadership Summit and Lobby Day.



CANraiser FAQs

How do I use my username and password?

Every time you visit www.acscan.org/canraiser, log in with your username and password by clicking the "Log In" button at the top right of the page. If you have visited the website before, your computer may have a cookie* saved and will recognize you and log you in automatically. Logging in provides access to your participant center page, your personal fundraising page, and online tools to encourage your friends and family to support your efforts.

*A cookie is a small piece of information a website leaves on a visitor's computer when the visitor is browsing the site. Cookies remember information about a visitor for use at a later time.

What if I've forgotten my username and/or password?

Remember your username and password are case-sensitive. If you need assistance retrieving your username and password, you can request an email containing your log-in information.

How do I send an email through CANraiser?

Login to your page and click on Participant Center. Once there, click on the second tab called Email. Two options will be provided. A "Thank You" email and an "Other" email. The "Other" email is the template to ask for donations. Follow the instructions on how to send the email. This can be edited to your preference. The link to your personal page will automatically be added to the bottom of the email.

How can I post my personal page to social media?

Once you are logged into the Participant Center there will be two social media icons on the right hand side of the page. One is for Facebook and the other for Twitter. Click on the icon for which you would like to post. Compose your message and follow the instructions provided.

How do I enter Offline bags?

Start by logging onto your participant center. On the right hand side of the page you will see a green button for Enter offline gift. Enter the required information and click add.

Is my information secure?

The American Cancer Society Cancer Action Network makes every effort to protect your personal information. We use industry-standard Secure Sockets Layer (SSL) encryption techniques to ensure your credit card information, passwords, and personal information travel securely over the Internet. There is also an encryption engine on our database server that securely stores your data.

How is credit card information handled?

Credit card information is not stored in our database. During the donation process, we send donor credit card information to an online processing terminal using a secure connection. The information passed back is an approval or denial of the credit card donation.

How do I unsubscribe from emails?

Toward the bottom of each email message, there is a link that states "Click Here to Unsubscribe from This Email Message." Click the link and follow the instructions to unsubscribe. Please remember the emails we send you are related to our advocacy work and contain helpful updates. Unsubscribing might cause you to miss out on important information.

CANraiser FAQs



How do I ask people to support my effort?

The Participant Center, our easy-to-use online fundraising tool, allows you to safely and securely upload email addresses of friends and family into your address book. By using our email templates, or by creating your own, you can ask everyone you know to support you with a donation.

How do I change my personal fundraising goal?

Log in to the Participant Center using your username and password. You can then modify your personal fundraising goal in the Progress section. Simply click Change Goal, enter your new goal, and submit the changes.

How can I see who has donated to me?

Log in to the Participant Center using your username and password, and then click on the Progress section. You can then view your donor list and the amounts donated.

How do I thank my donors?

We have provided a template to send emails to thank your donors for their generosity. In the participant center under the email tab you will find the thank you email. Follow the instructions and customize the email to your preference.

Fundraising Tip Sheet

1. GET THE BALL ROLLING



Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

2. ADD YOUR *WHY* TO THE EMAIL



We've put together an email template you can use right from your fundraising page. The most important thing you can add to this message is why you are fundraising. Let your family and friends know why this matters to you, that's what they care about most!

3. START WITH YOUR CLOSE CONTACTS



It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.

4. NOW

MOVE TO SOCIAL MEDIA



Once you've sent your first batch of emails out, it's time to turn to social media. One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

5.

REENGAGE WITH EMAIL



Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.



6. CONTINUE THANKING AND UPDATING YOUR SOCIAL MEDIA

As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

Fundraising often takes a little creativity and persistence, but its vitally important to our mission and you can do it. Know that your effort will make a big difference!

Help Us Fight for Cancer Research Funding



The new Administration introduced a proposed budget that includes deep cuts to medical research. If approved by Congress, the cuts would represent 21 percent of the National Institute of Health's (NIH) total budget, and we would see a 21 percent cut to the National Cancer Institute (NCI) affecting future innovation in cancer research.



With your help, we can send thousands of signed petitions to Congress urging them to vote 'no' on these budget cuts. We can continue to lobby and educate elected officials on why these cuts would be disastrous for cancer research and we can send them action alerts letting them know the importance of supporting cancer-related legislation

We need your help!

How to get involved:

- Create a CANRaiser fundraising page www.fightcancer.org/canraiser
- Update your personal page letting everyone know why you are getting involved and why this is important to you
- Send emails through CANRaiser and post to social media asking for donations
- Thank your donors

Where the money goes:

\$50 Raised – Helps us send action alerts to our volunteers

\$100 Raised – Helps us fund the collection of thousands of signatures on a petition

\$250 Raised – Helps ACS CAN and our volunteers from across the country call their members of congress to reject the proposed cuts

\$1,500 Raised – Helps ACS CAN send a volunteer to Leadership Summit and Lobby day to be trained on how to become a better cancer advocate



Membership

Why is membership important to ACS CAN?

In addition to funding our state and federal campaigns, membership is the power of ACS CAN. There are two ways to have power over our elected officials. One is through donations. As you know, our organization does not endorse or make campaign donations to candidates or elected officials. The other way is through votes. The more members we have in the district, the more power we have to move an elected official on an issue.

General ACS CAN Membership Pitch

I want to make sure that everyone here today knows exactly how ACS CAN impacts our mission to fight cancer.

ACS CAN is the nation's leading cancer advocacy organization. We are working every day to make cancer issues a national priority. Many of the most important decisions about cancer are made outside of your doctor's office. They are by our state legislature, in Congress, and in the White House. We are your voice - the voice of cancer survivors and caregivers in the halls of government.

As the leading funder of cancer research, the federal government spends billions on cancer research every year. You may have heard that in 2016 Vice President Biden joined forces to create a cancer moonshot aiming at accelerating cancer research. But the "cancer moonshot" did not happen overnight, and it's not a constant guarantee. It happened because you raised your voices. In fact, thanks to you, funding increased in 2017 for the first time in a decade. Which means more breakthroughs, like the work scientists are doing now that harness a patient's immune system to fight cancer. But we must remain vigilant.

There is perhaps no better way for Congress to demonstrate support for the fight against cancer than by funding that fight.

Know your audience - If you have any local or state cancer victories, you can share them here; if you are speaking in a district or state with a member of Congress who is particularly supportive of research, or other federal priorities, make sure to let the audience know. It may help strengthen the importance of being a CAN member.

I am encouraging all of you here today to join me as an ACS CAN member, because membership empowers us as regular people to be part of the growing national movement that is fighting back against cancer. Together we are able to hold lawmakers accountable for their words and their actions. Talk about making a difference! Together we can make history!

Raise your hand high if you want to look back at this moment and know that you were part of changing the world. Raise your hand if you want to join ACS CAN in memory or in honor of YOUR loved one... Stand up if you want to help us end cancer as we know it.

(Pause to allow people to stand. Encourage folks to stand up. Give them a round of applause)

Membership



Thank you for standing up today to make history! It is only \$10.00 to join ACS CAN. However, for those that want to make a larger contribution, we have membership benefits starting at just \$25. These benefits are a daily reminder of how you made your voice heard to help save lives and make history through cancer research funding. (Relay and Strides only: Another great reason to join or renew today is that your membership will be counted towards your team and event level recognition. If our event recruits just 40 ACS CAN members we will join an exclusive club called ACS CAN Club and if your team recruits 10 members they are part of the ACS CAN Club as well.)

We are going to pause for a moment to let you get signed up. Now is the time to pick up your pens, fill out your membership form and raise them up in the air so volunteers can come around and collect them. We will tally them and report back so you know how many voices were added to the fight today!

Start pre selected music

Play music FOR AT LEAST 3 minutes for everyone to complete and turn in member forms.

Make random announcements of your membership #'s as they are turned in. Set a goal of memberships and petitions if you want and do a countdown to your goal. When submissions have slowed down, start script again.

Do : Tweak logistics of final ask as needed for your event

DO: Get Final counts for memberships.

I am THRILLED to announce that we have recruited _____ ACS CAN members tonight. Thank you for your support of ACS CAN today and thank you in advance for helping us picture a cure!

Try to get a picture of all the ACS CAN members that joined. Be sure to post on social media!

ACS CAN Membership Pitch at informational Table Recruitment :

Hi! We're ACS CAN, the advocacy arm of the American Cancer Society. We work with lawmakers to make sure they're doing their part to fully fund breast cancer research and prevention. We're a membership based organization, and if you join at the \$20 level or more you receive one of these (cute purse pins, Lights of Hope, other item) which are only for people who join through this event. We take cash, check, or credit card. Would you like to join today?

Your Donations At Work

Where Does the Money Go?

Quite simply, it goes toward historic legislative accomplishments that will save more lives from cancer. Examples include securing the largest increase in federal cancer research funding in a decade, expanding access to cancer care for hundreds of thousands of people, and making restaurants and bars smoke-free.



IN JUST THE PAST YEAR, ACS CAN HAS:

SECURED \$3 BILLION INCREASE

in federal medical research

AND

FOUGHT OFF a proposed \$7 BILLION cut in medical research



These laws now cover over 60% of the US population



Protected funding for the federal program that's provided

12.7 MILLION MAMMOGRAMS & CANCER SCREENINGS

to more than 5.3 million low-income women

Membership Benefits



The American Cancer Society Cancer Action Network (ACS CAN) is pleased to recognize our donors with the following benefits. Should you choose to give to ACS CAN more than once in a given calendar year, your donations will accrue towards a higher membership tier and additional ACS CAN membership benefits.

ACS CAN Member - \$10 to \$24

As an ACS CAN member, you'll receive:

- Exclusive access to members-only calls and virtual town hall meetings
- The opportunity to meet other ACS CAN members at members-only events in your state Legislative Action Toolkit including an ACS CAN Membership Card

Star's Circle - \$25 to \$74

You'll receive regular member benefits plus:

- Exclusive members-only Window Cling for your car or home

Patron's Circle - \$75 to \$249

You'll receive all of the benefits of a Star's Circle member plus:

- Exclusive ACS CAN reusable shopping bag
- Early access to ACS CAN's annual reports

Leader's Circle - \$250 to \$499

You'll receive all of the benefits of a Patron's Circle member plus:

- Exclusive ACS CAN journal notebook
- Recognition in ACS CAN's annual Advocacy Accomplishments Report

Hero's Circle - \$500 to \$999

You'll receive all of the benefits of a Leader's Circle member plus:

- Exclusive Hero's Circle lapel pin

Champion's Circle - \$1,000 to \$2,999

You'll receive all of the benefits of a Leader's Circle member plus:

- Exclusive Champion's Circle lapel pin



Membership Benefits

President's Circle - \$3,000 to \$9,999

You'll receive all of the benefits of a Leader's Circle member plus:

- President's Circle ACS CAN Lapel Pin
- Monthly Advocacy Update from ACS CAN President
- Invitation to attend ACS CAN's National Leadership Summit and Lobby Day and participate in special President's Circle Breakout Session along with a dinner with ACS CAN's President
- Recognition on the National Donor's Circle Plaque at ACS CAN Headquarters

Chairman's Circle - \$10,000 to \$19,999

You'll receive all of the benefits of a President's Circle member plus:

- Chairman's Circle ACS CAN Lapel Pin
- Membership in the Laureate Society with benefits that include:
 - ◇ A Personal Liaison - the ability to call anytime of the day or night
 - ◇ Mission updates with that latest information about ACS and ACS CAN's work as well as the latest developments about the fight against cancer
 - ◇ Invitations to special events in your area as well as an annual Laureate Society event

Major CANpaign Circle - \$20,000 and up

You'll receive all of the benefits of a Chairman's Circle member plus:

- Major CANpaign Circle ACS CAN Lapel Pin

Contributions or membership payments to the American Cancer Society Cancer Action Network, Inc. are not tax deductible.

MEDIA



Letter to the Editor Writing Guide



Your voice is a powerful one, so if you'd like to write your own letter to the editor (LTE), below are a few letter writing tips and talking points for you to keep in mind when drafting. Before submitting your LTE to your local paper, please share your letter with your staff partner so it can be run through the quick review process. As always, remember to share the good news with ACS CAN staff when your letter runs. We love to see your work in print!

Tips for Drafting LTEs:

- **Watch length:** Consider your word count – newspapers typically hold LTEs to a 150-250 word maximum, so be sure to check with the paper you're submitting the letter to ahead of time to make sure you're within the allowable word count.
- **Don't paraphrase:** Be careful not to paraphrase any responses given to you by the lawmaker during your visit. Stick to the facts of what happened that day – you met with your lawmaker and asked him/her to support specific legislation. Feel free to thank your Member of Congress or a state lawmaker in the LTE for taking the time to meet with you, but you should not elaborate with any summary of how the meeting went or what they said.
- **Be you:** What you bring to the discussion that no one else can is your personal story and how passing legislation like the bills you're asking your lawmaker to support can impact real people. Briefly explain why the legislation you're focusing on in your letter matters to you.
- **Get local:** Remember to localize your letter. Editors are looking to show how bigger issues impact your local area. Consider sharing the number of people in your state that are diagnosed with cancer each year, or submitting the LTE to the local paper of the lawmaker you met with in order to localize your message.
- **Keep it simple:** The person reading your letter once it's published may have never heard of this issue before, so write your letter as if you're explaining it to your neighbor for the first time. Avoid acronyms or "inside ballgame" type of language like bill numbers. (Bill numbers are important for lawmakers but not to the average newspaper reader.)
- **Pick one fact:** Try to stick to one key fact. Because we're so passionate about these issues, we have a lot of information on them. But if you give too many stats and facts, they won't stick with your reader. Pick the one or two you think are the most powerful, and make your case with those.
- **Make the ask:** Always include a call to action. Remember to let readers know what you're asking your lawmaker to support and why.
- **Submit once:** Don't submit the same letter to multiple newspapers in the same market – editors don't like to see something from their paper printed in a competing paper and it may hurt your chances of getting published now and in the future.



Getting More Mileage from Your Letter to the Editor

Letters to the Editor (LTEs) are an easy way to get your message out to lawmakers—and with a few simple steps, we can make sure every LTE has an even boarder impact than it otherwise would.

STEP ONE: Increase the likelihood your letter gets published with a simple phone call.

HOW? 1-2 days after you have submitted your letter, call the paper where it was submitted and confirm that it has been received, ask if they have any questions, or if there are any edits you could make that would increase the chance of being published.

STEP TWO: Share your letter once it has been published. Getting a letter published gets our issues on the reader’s radar—but to be most effective, we need to get that issue on the lawmaker’s radar.

HOW? Facebook, Twitter & even snail mail! Once your letter has been published, let your Grassroots staff partner know. Then, post a link on your Facebook page and/or Tweet it. Make sure to tag your lawmaker/target in your post and, if possible, tag the paper where it was published. Some examples:

My letter asking @lawmaker to support [issue/campaign] was published in today’s @newspaper—read it here: www.website.org

So glad @newspaper published my letter calling on @lawmaker to support [issue/campaign]. Check it out here: www.website.org

I hope @lawmaker reads my letter in @newspaper thanking him/her for voting in support of [issue/bill] last week. Check it out here: www.website.org

Don’t have social media? That’s fine, too—snail mail works just as well! Print a copy of your letter and mail it to your lawmaker’s district office with a quick note. Example:

*“Dear Senator Jones,
I wanted to make sure you saw my recent letter in the [newspaper name], enclosed here. As a constituent and cancer advocate, I hope you’ll support this bill.
Sincerely,
[Name]
Volunteer, American Cancer Society Cancer Action Network (ACS CAN)”*

STEP THREE: You’re done, and you’re on your way to making sure your letter has a wide-spread impact!

HOW? Remember your Grassroots staff partner and media advocacy team are here to help. Let us know if you need assistance with contact info for your local paper, locating a mailing address for your lawmaker or identifying the lawmaker or newspaper’s social media tags.

Questions? Contact Becca Oechsner at Rebecca.Oechsner@cancer.org

Advocacy and Social Media



Why Social Media?:

- Use it to grow our network
 - ◇ Get the word out about ACS CAN and the issues we're working on
 - ◇ Help recruit new volunteers
 - ◇ New action takers on our campaigns

Social Media Ideas for Recruitment:

- You have a powerful story
 - ◇ Share why you volunteer
 - ◇ Talk about your experience with ACS CAN
- Tell others how to get involved
 - ◇ Include an action step
 - ◇ Or a way to find out additional information

Tips and Tricks to Improve Your Posts:

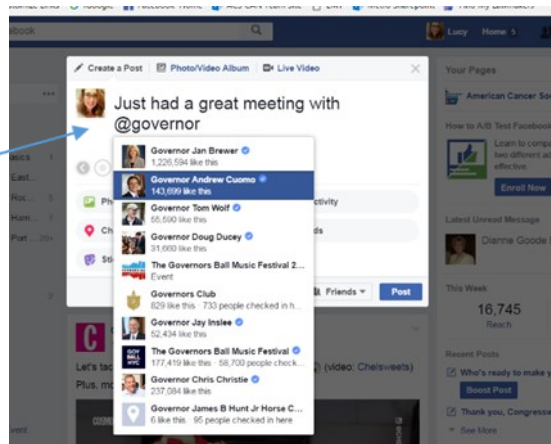
- Pictures!
 - ◇ Drive engagement
 - ◆ Photos and other images 40 times more likely to get shared on social media
 - ◇ Get more interaction
 - ◆ Posts with an image get 179% more interactions than the average FB post
 - ◇ Help you share your message
 - ◆ Pictures grab their attention, and can illustrate or add to the accompanying post
 - ◇ Tips:
 - ◆ Keep it simple!
 - ◆ Use impactful pictures
- Use Hashtags!
 - ◇ Makes your post part of a larger conversation
 - ◇ Spreads the word about a campaign or issue



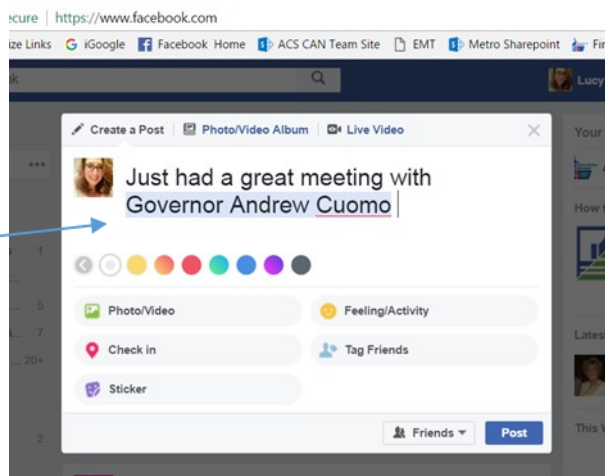
How to tag your lawmaker on Social Media

How to tag your lawmaker on Facebook:

1. Begin to type in your post
2. When you're ready to add your lawmaker type in the "@" and begin to type in his/her name
3. As you type after the "@" a dropdown menu will appear and you will see several people/pages that you can select.



4. Choose the person/page you'd like to tag.

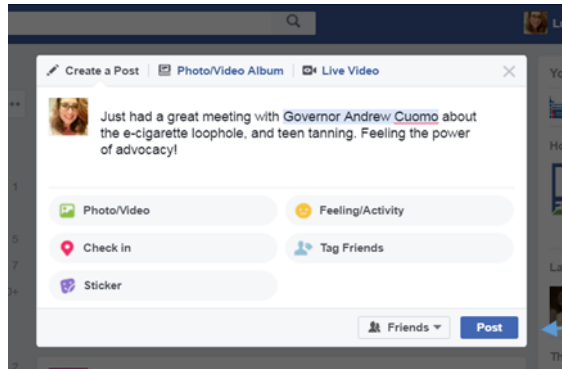


5. The name of the person/page you just tagged should turn blue. If it does not, the tagging did not work correctly, and you'll need to try again. ***You must be friends with or follow the person you want to tag***
6. Finish typing your post

How to tag your lawmaker on Social Media

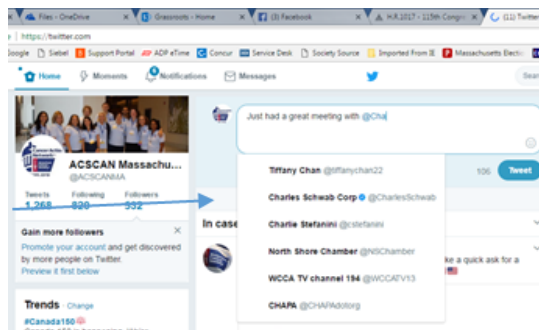


7. Hit “Post” and you’re done! It’s that easy.

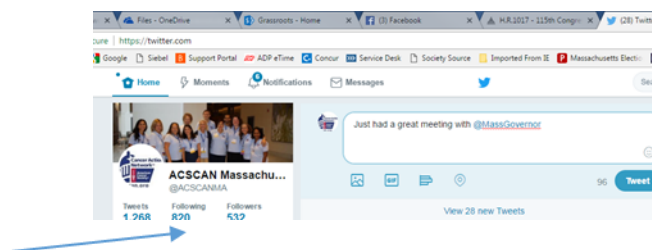


How to tag your lawmaker on Twitter:

1. Begin to type in your post
2. When you’re ready to add your lawmaker type in the “@” and begin to type in his/her Twitter handle
3. As you type after the “@” a dropdown menu will appear and you will see several people that you can select.



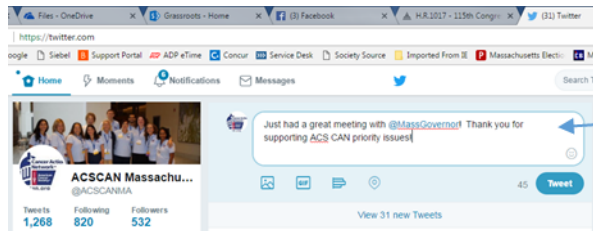
4. Choose the person/page you’d like to tag.





How to tag your lawmaker on Social Media

5. The name of the person/page you just tagged should turn blue. If it does not, the tagging did not work correctly, and you'll need to try again. Finish typing your post
6. Hit "Post" and you're done! It's that easy.



New York Lawmakers



District	Title and Name	Facebook	Instagram	Twitter
NY-01	Rep. Lee Zeldin	@RepLeeZeldin	@leezeldin	@repleezeldin
NY-02	Rep. Peter King	@reppeteking	@reppeteking	@RepPeteKing
NY-03	Rep. Tom Suozzi	@reptomsuozzi	@tom_suozzi	@reptomsuozzi
NY-04	Rep. Kathleen Rice	@repkathleenrice	@repkathleenrice	@repkathleenrice
NY-05	Rep. Gregory Meeks	@repgregorymeeks	@repgregorymeeks	@repgregorymeeks
NY-06	Rep. Grace Meng	@repgracemeng	None	@repgracemeng
NY-07	Rep. Nydia Velazquez	@repnydiavelazquez	@rep_velazquez	@nydiavelazquez
NY-08	Rep. Hakeem Jeffries	@RepHakeemJeffries	@repjeffries	@repjeffries
NY-09	Rep. Yvette Clarke	@RepYvetteClarke	@replyvettedclarke	@replyvettedclarke
NY-10	Rep. Jerrold Nadler	@CongressmanNadler	@repjerrynadler	@repjerrynadler
NY-11	Rep. Max Rose	@maxroseforcongress	@maxroseforcongress	@maxrose4ny
NY-12	Rep. Carolyn Maloney	None	@repmaloney	@repmaloney
NY-13	Rep. Adriano Espillat	@repespiallat	@repadrianoespillat	@repespillat
NY-14	Rep. Alexandria	@Ocasio2018	@Ocasio2018	@AOC
NY-15	Rep Jose Serrano	@RepJoseSerrano	@repjoseserrano	@repjoseserrano
NY-16	Rep. Eliot Engel	@RepEliotEngel	None	@reliotEngel
NY-17	Rep. Nita Lowey	@RepLowey	@nitalowey	@nitalowey
NY-18	Rep. Sean Maloney	@RepSeanMaloney	@repseanpatrickmalo	@repseanmaloney
NY-19	Rep. Antonio Delgado	@DelgadoforCongress	@delgadoforcongress	@repdelgado
NY-20	Rep. Paul Tonko	@reppaultonko	@reppaultonko	@reppaultonko
NY-21	Rep. Elise Stefanik	@RepEliseStefanik	@elisestefanik	@RepStefanik
NY-22	Rep. Anthony Brindisi	@brindisiforcongress	None	@repbrindisi
NY-23	Rep. Tom Reed II	@RepTomReed	@rep.tomreed	@reptomreed
NY-24	Rep. John Katko	@RepJohnKatko	@repjohnkatko	@repjohnkatko
NY-25	Rep. Brian Higgins	@RepBrianHiggins	@repbrianhiggins	@repbrianhiggins
NY-26	Rep. Joseph Morelle	@repjoemorelle	None	@repjoemorelle
NY-27	Rep. Chris Collins	@RepChrisCollins	@repchriscollins	@repchriscollins



Twitter and Advocacy

Why Twitter Matters:

Twitter is a fast, effective way to get the message out on why our issues are important. And it is the most effective way to directly advocate to lawmakers in a public way—adding accountability to their actions.

To be successful, we need tweets from individuals in addition to organizations.

Setting Up an Account:

1. Go to <http://twitter.com> and find the sign up box, or go directly to <https://twitter.com/signup>.
2. Enter your full name, email, and a password.
3. Enter the phone number that you would like to associate with your Twitter account. Twitter will call you with a verification code.
4. Click “sign up” for Twitter.
5. Choose a profile name—ideally your full name or part of it. You can use the underscore (“_”)!
6. Choose a profile picture. A real picture of you will make it easier for people to relate to you. People want to talk to a person, not a brand. Don’t leave the default “egg” picture there!
7. Write your bio in under 240 characters. Make it inviting and interesting. Make sure to include your location in your profile.
8. Follow people. Choose people who will likely take interest in what you’re doing.
9. Start tweeting! An easy way to start is to follow other accounts (news outlets, advocacy groups) and retweet them.
10. Check your mentions often. When you tweet people (mention them or retweet them), they can tweet back. You may get a notification via email, and also notifications are noted on your homepage—the “notifications” section at the top will light up with your number of new interactions.

Using Twitter to Influence Lawmakers:

According to a recent study by the Congressional Management Foundation, fewer than 30 constituent tweets are enough to influence a legislator, especially when inboxes are overflowing with emails and you’ve already reached out by phone.

How to Advocate on Twitter:

- Use the “@” sign before a lawmaker’s twitter handle to “tag” the lawmaker and notify him or her of your tweet. (Be sure to place a period before the “@” sign if the lawmaker tag is the first word in the tweet, otherwise it will not appear on your account as a tweet.)
- Every time you tag a lawmaker in a tweet, that person is sent a push notification, allowing them to see the tweet directly in their account.
- Use the hashtag given to you by your grassroots manager in all your tweets. Hashtags aggregate all advocacy and highlight our collective voice.

LEGISLATIVE RELATIONSHIPS





Building a Relationship With your Lawmaker

It is crucial that our lawmakers hear from us regularly and that we build and maintain relationships with the lawmaker and the members of his/her staff. Frequently, this is done by making a call regarding a legislative ask, or delivering petitions, but here are some other ways to keep in touch with our elected officials:

- If you're a new Legislative Ambassador ask you ACT! Lead if there are any upcoming meetings with your Federal lawmaker you can attend.
- Set up an intro meeting with your state lawmakers or attend one of their office hours to begin building your relationship with them.
- Follow up all meetings with a thank you note or email.
- Send a card for special events to your lawmaker(s):
 - ◊ Your Lawmaker's birthday
 - ◊ Thanksgiving
 - ◊ New Year's/ Winter Holidays
- Drop off/ email new ACS CAN reports/information:
 - ◊ How Do You Measure Up (End of Summer)
 - ◊ Annual Accomplishments Report (Spring)
 - ◊ Fact Sheets/ Development on campaign issues
 - ◊ Share exciting updates
- Did your Letter to the Editor get published? Share a copy with your relevant lawmaker(s)
- Thank them for co-sponsoring a bill, for taking a public stance, or after a big win
 - ◊ This could be via email, phone call, or written note
- Did your lawmaker support your ask? Invite them to an upcoming Relay or Strides event and ask them to talk about it!
- Attend a town hall meeting wearing ACS CAN gear---don't forget to snap a photo!
 - ◊ Find one near you at www.townhallproject.com
- Ask your lawmaker's Health Aide/ Chief of Staff to grab coffee and get to know them better.
- Ask them how you can be helpful to them on pertinent issues
- Visit your lawmakers' local offices when they're not in session or when you know they're in town
- Invite them to join you at ACS CAN events in your area: Lobby Days, Interest Meetings, Hope Lodge outings whenever appropriate.

Beginning the Relationship



If you can't do an in office visit or attend coffee hours to introduce yourself to your legislator, a snail mail letter to their office, addressed directly to the lawmaker, is the second best option.

Tips:

- Keep it to 2 or 3 paragraphs
- Include your contact information in your signature so they can contact you if needed
- Run the final version past GRM for a second set of eyes.

Talking Points you could include:

- Introduce yourself as a volunteer with the American Cancer Society Cancer Action Network (ACS CAN) and a constituent. Make sure to include the town you live in.
- Share with them a little about why you are volunteering with ACS CAN.
- This is a great time to share with them your connection to cancer
- Share a little about yourself and what motivates you
- Let them know you are available in their community as a resource for cancer related policies.
- Don't worry...if they ask you a question you don't know the answer to, Melissa will be able to find you the answer.

Suggested Talking Points:

- Talk about a recent bill/initiative the lawmaker has supported.
- Congratulate them on returning to office, entering office, or a recent community award.
- Thank them for speaking at an event you attended.
- Make it personal!



Building a Relationship With your Lawmaker—The Meeting

Meeting in person with your elected officials is the single most important grassroots action you can take to fight for the issues you care about.

A Few Things to Keep in Mind for Your Meetings...

While no meeting ever follows an exact script, below are some reminders and tips and tricks you can use when sitting down face to face with lawmakers and/or their staff.

- THANK THEM FOR THEIR PAST SUPPORT. We want to thank the lawmakers for making many of our issues a top priority, from whether we're meeting with a state legislator or a federal delegation member be sure to thank those who have already signed on to cosponsor our priority issues. Because of them we are in a much stronger position to help improve the lives of cancer patients and survivors.
- REITERATE ACS CAN'S BIPARTISAN SPIRIT. We work best when we work together to solve tough issues, like finding new treatment options for cancer patients, making support services for patients and survivors readily accessible, or removing barriers to accessing cancer screenings. Everything you are talking about with your lawmaker needs both sides of the aisle to work with us on, together.
- STATE THE PURPOSE OF YOUR MEETING. Let them know you're there as a volunteer for ACS CAN in their district. Remind them that we are all touched by cancer, and that more than 600,000 Americans are likely to die this year from the disease.
- REMEMBER TO PERSONALIZE YOUR DISCUSSION. Let them know your connection whether it be a cancer treatment breakthrough, access to quality of life services, or cancer screening story. How has cancer touched your life? Lawmakers hear from professional lobbyists all day, every day. They don't need to hear a lot of statistics from you, so just memorize one fact that you think will be persuasive to them.
- LET US KNOW THE OUTCOME. Whether you get a yes, no, or a maybe, ACS CAN's staff wants to know how your meeting went. Please be sure to log into the Ambassador Action Center and let us know the result of your meeting.

Tips and Tricks:

- Stay on message: Your group's power stems from being able to deliver the same unified message in many legislative offices. Sending a different message is counterproductive & unfair to your fellow advocates. Unsympathetic legislators will try to sidetrack you by introducing other issues in your conversation.
- Show up on time: Punctuality conveys professionalism, confidence & urgency. Keep in mind that your legislators might be late to meetings & remain flexible.
- Dress for success: Legislatures are formal institutions. Dress conservatively.

The Meeting



- Avoid Gushing: You have scheduled a meeting as a credible source of information from the district. Don't distract legislators from that role by being either overly complimentary or verbally abusive.
- It's ok to say "I don't know": If you don't know the answer to a question that your representative asks, tell them you will get back to them with the requested information & be sure to follow-up.
- Staff matter: No matter who you meet with in a legislative office, it is an opportunity to develop a relationship. Staff can be your best ally within the legislative office.
- Follow up: Immediately send a thank-you note, & stay informed on the progress of your issue. Thank the office if the lawmaker votes the way you would like, & request an explanation if he does not deliver on any promises made.

The Meeting:

Legislative meetings are very brief—usually no more than 15 minutes or so. That means you have to get right to your issues and story and then make a clear request. If you have multiple people in your group assign one person to begin the meeting and one person to end it.

In your meeting, remember the 3 parts:

- HOOK (who you are) Everyone should briefly introduce themselves at the start of the meeting. This is your chance to remind the legislator that you are constituents. Consider sharing a few unique personal details.
- LINE (why you care & why they should care) Provide the legislator with local stories or a strong argument. Lawmakers especially appreciate real-life examples that put a face on an issue.
- SINKER (your request or ask) Stay on message. Make a clear request of the legislator or the staff. Ask for a commitment & then listen carefully to the response. Remember to thank them before you leave.

After the meeting – meet with your group to compare and identify any follow-up work that needs to take place, such as sending requested info. Get business cards from any staff you meet with and send a thank you note.



Building a Relationship With your Lawmaker—The Letter

Even in this age of technology, a written letter remains one of the most effective ways to communicate with your elected officials.

A Few Things to Keep in Mind for Your Letter...

- Titles matter: Please address the lawmaker by the correct title, for example: Senator Baker or Representative Allen.
- Where you live: State that you are a constituent and provide your street address at the beginning of any piece of correspondence. This is critical; lawmakers are under no real obligation to consider the requests of citizens who are not their constituents.
- Why you're writing: Do state your opposition to or support for a bill by number early in the letter. This will help clarify your position & aid in routing your letter to the correct staff and/or the correct bill file.
- Make it personal: Don't get so caught up in explaining the legislation or providing local statistics that you forget to talk about your cancer story and your connection to the issue. They can look up facts and figures. What they need to hear is how this issue has impacted your life or the life of someone you love.

Building a Relationship With your Lawmaker—The Email



With email, it is even more important that you signal your constituent status early. The success of the email will be determined by the personalized local information it conveys.

A Few Things to Keep in Mind for Your Email...

- Who you are: Put your name and address at the top of every message: you might even consider putting your name & address in the subject line so it is the first thing read.
- Do personalize your e-mail: Customize any email that is provided by an interest group with your own personal stories & local statistics. Create a unique message even if you are participating in a larger action on-line – but remember to keep the request exactly as it is provided to stay on message.
- Do be brief: There is not a lot of patience among lawmakers or their staff for scrolling down through lengthy emails. Make sure your email is personalized, but you probably do not have more than a few paragraphs to get the job done.
- Do be clear about your request: You do not want your lawmaker to simply care about a given issue – you want him or her to take a specific action on that issue. If you write to your federal elected officials, your email is likely to be circulated among staff. Make it absolutely clear what your request is & if you are sending email as part of a coordinated interest group campaign, stay on message. A good idea is to begin & end your email with a statement of your request.
- Do proofread your e-mail or have someone else proofread it for you.
- Relationship first: Do consider establishing a relationship with your legislator through a face-to-face meeting or letter before beginning to send e-mail: Email can be an extremely timely & powerful way for you to communicate with your local legislative offices after they have met you & recognize you as a voter from the district with important insights on an issue. Once they know who you are, your email has a much better chance of commanding more than a cursory glance by the intern.



Building a Relationship With your Lawmaker—The Phone

An effective phone call is concise, yet gets the message across. Be civil & avoid the tendency to ramble.

A Few Things to Keep in Mind for Your Phone Call...

- Be nice: Start the call by greeting the staffer answering the phone.
- Who you are: State your name and home address establishing you are a constituent.
- Make your position/ask clear: State your position and refer to a bill by its official number, i.e., “I would like Senator Jones to vote in support of SB 6.”
- Ask for follow-up: This lets the office know that you are serious about your request & just might be watching when the vote is taken.
- Live is better than recording: Place your call during business hours when possible. There is no guarantee that your message will be properly recorded if you leave a message on voice mail.
- Relationship first: Do consider establishing a relationship with your legislator through a face-to-face meeting before placing a call if possible.