



Cancer Action Day 2025



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Welcome to Cancer Action Day



Dear Colorado Advocates,

Thank you for your willingness to participate in our 2025 Cancer Action Day.

As a leading health advocacy organization, we work every day to encourage elected officials to make cancer a top priority. We support evidence-based solutions designed to eliminate major health problems. And together, we bring together ordinary people with extraordinary power to fight cancer with the training and tools they need to make their voices heard.

We want our Cancer Action Day to be an opportunity for all of our volunteers to come together, unite our voices, and ask our elected officials to actively support the fight against cancer. We hope you will find our event energizing, exciting, and personally rewarding.

Included in this packet and your folder are all the resources you will need to advocate successfully with your lawmakers. We truly appreciate your commitment to advocacy and look forward to the great accomplishments we'll achieve together.

Thank you for all you do to help us fight cancer.

Keep fighting!

Let's get started!

Introductions: Colorado Staff



Chinelo Tyler
Grassroots Manager

“

"Never underestimate the power of your voice —each word you speak, each story you share, brings us one step closer to a future where every cancer survivor is heard, valued, and supported."



RJ OURS
Government Relations
Director

“

Volunteers are calling on the Colorado General Assembly to fully fund tobacco prevention, cancer prevention, and early detection programs. Together, we can ensure that all Coloradans, especially those in underserved communities, have access to life-saving care and the opportunity for better health outcomes.

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Introductions: Colorado Lead Volunteers



Tree Brilli
State Lead Ambassador

“

To be an activist is to speak. To be an advocate is to listen. Society can't move forward without both.” – Eva Lewis



Sabrina Wright-Hobart
Vice State Lead Ambassador

“

Too many lives have been lost to cancer, so as long as I can, I will use my voice to advocate for those who can no longer speak for themselves and ensure every American has access to affordable health care and cancer research funding.

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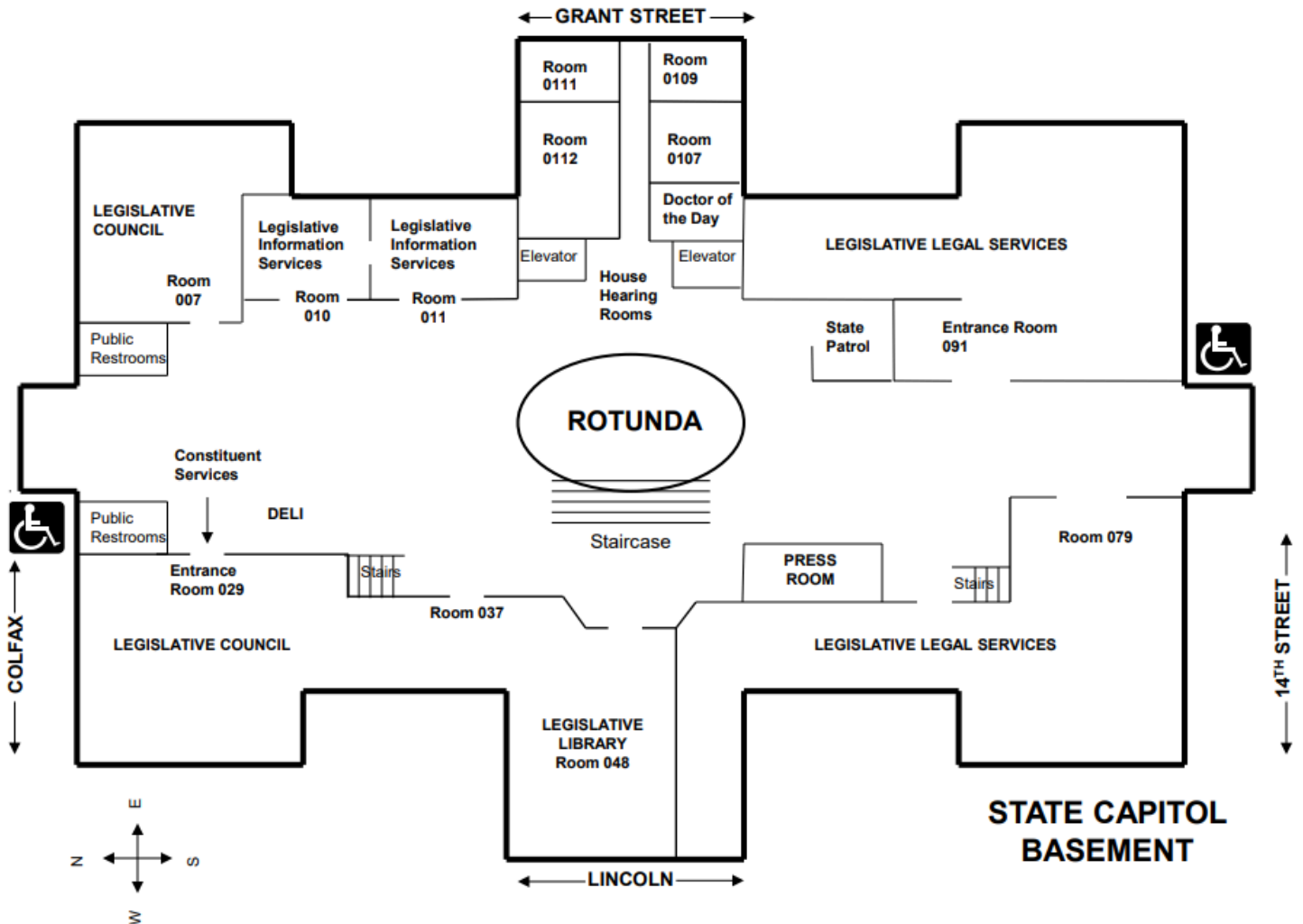
Agenda: Timeline of Events



- 8:00 a.m.** Check In, Breakfast, and Networking
Location: First Baptist Church
- 8:30 a.m.** Welcome: **Our Plan and Purpose**
Theresa 'Tree' Brilli, State Lead Ambassador
Location: First Baptist Church
- 8:45 a.m.** Policy Updates: **Understanding Our Ask**
R.J. Ours, Government Relations Director
Location: First Baptist Church
- 9:00 a.m.** Leadership Greeting: **Understanding Our Impact**
Location: First Baptist Church
- 9:10 a.m.** Lawmaker Outreach Prep: **Understanding Our Power**
Chinelo Tyler, Grassroots Manager
Breakout groups led by ACS CAN volunteers and staff
Location: First Baptist Church
- 9:40 a.m.** Group Photo
Location: Colorado State Capitol Rotunda Stairs
- 9:50 a.m.** Lawmaker Meetings: **Using Your Voice**
Breakout groups led by ACS CAN volunteers and staff
Location: Colorado State Capitol
- 12:00 p.m.** Report Back Form & Thank You Notes
Location: First Baptist Church
- 12:30 p.m.** Cancer Action Day '25 Lunch & Awards Celebration
Location: First Baptist Church

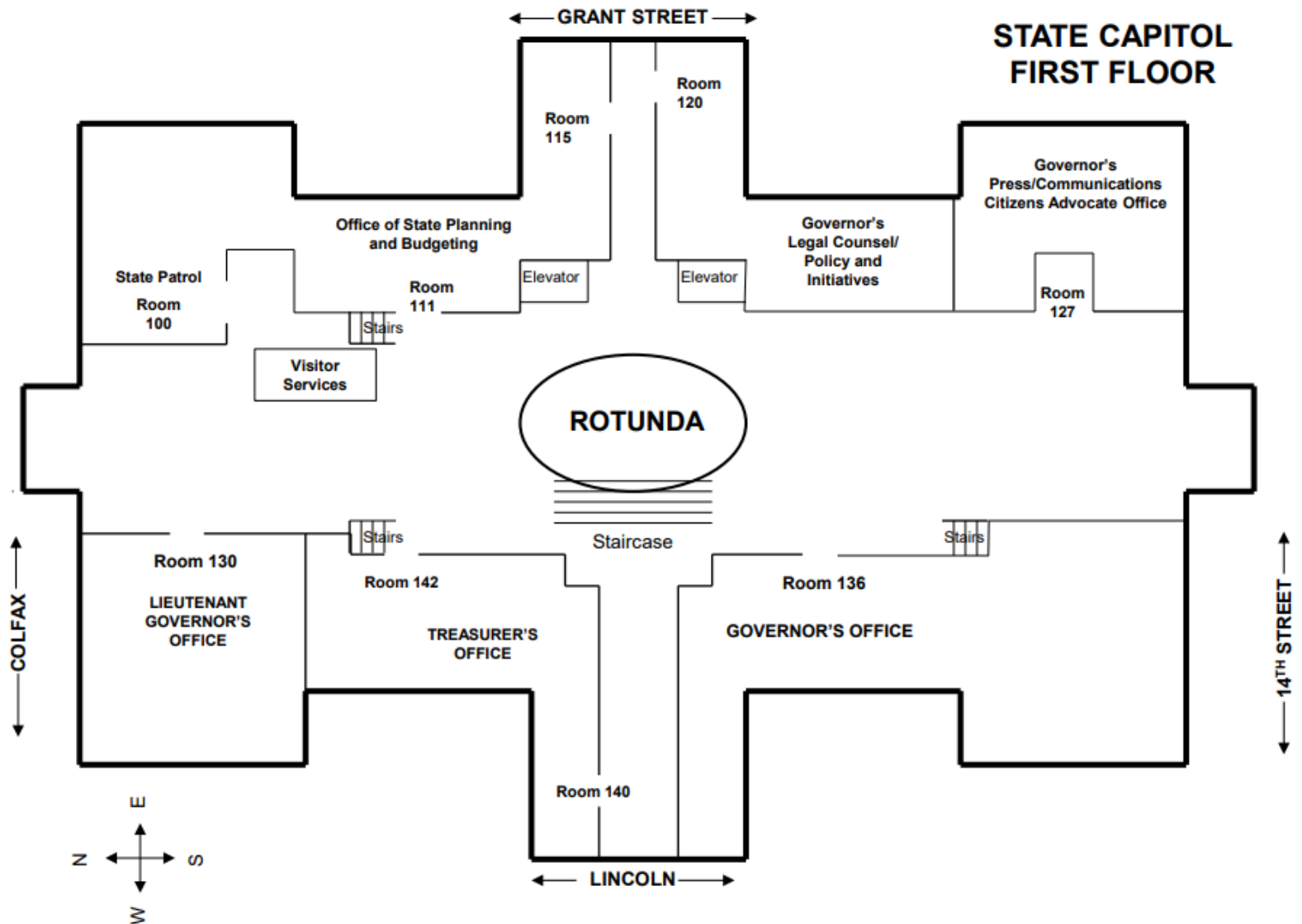
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Colorado State Capitol Map: Basement



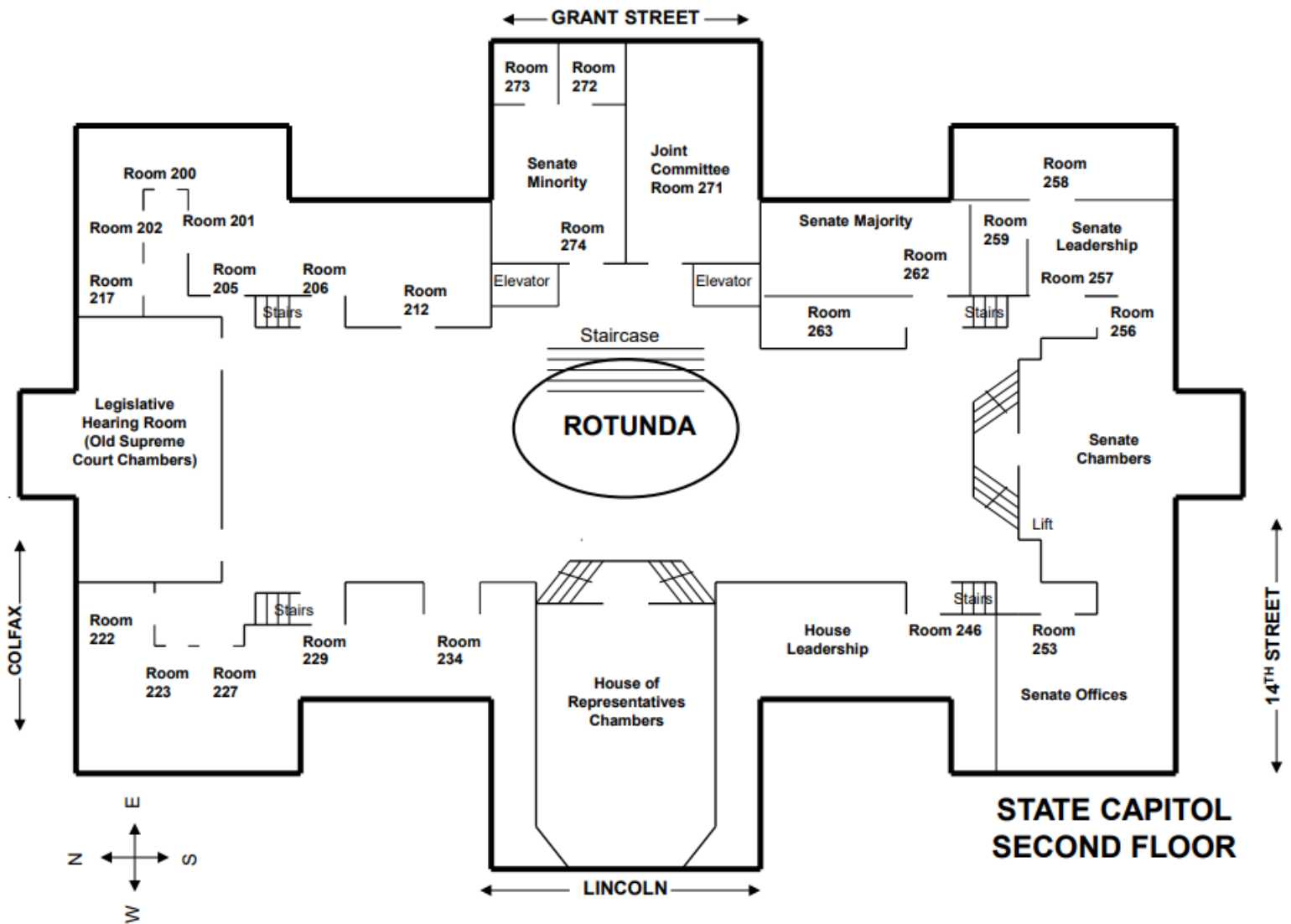
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Colorado Capitol Map: 1st Floor



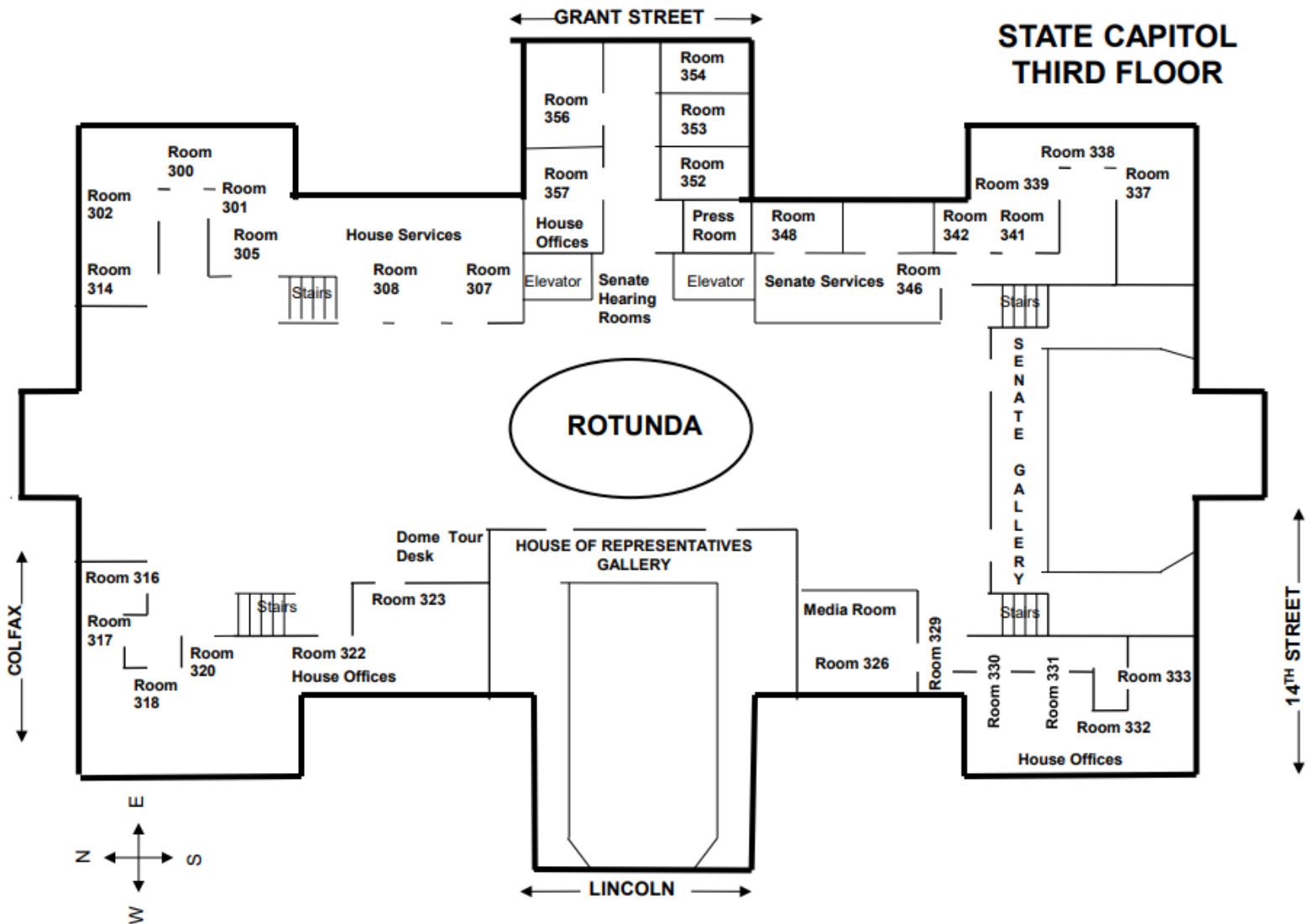
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Colorado Capitol Map: 2nd Floor



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Colorado Capitol Map: 3rd Floor

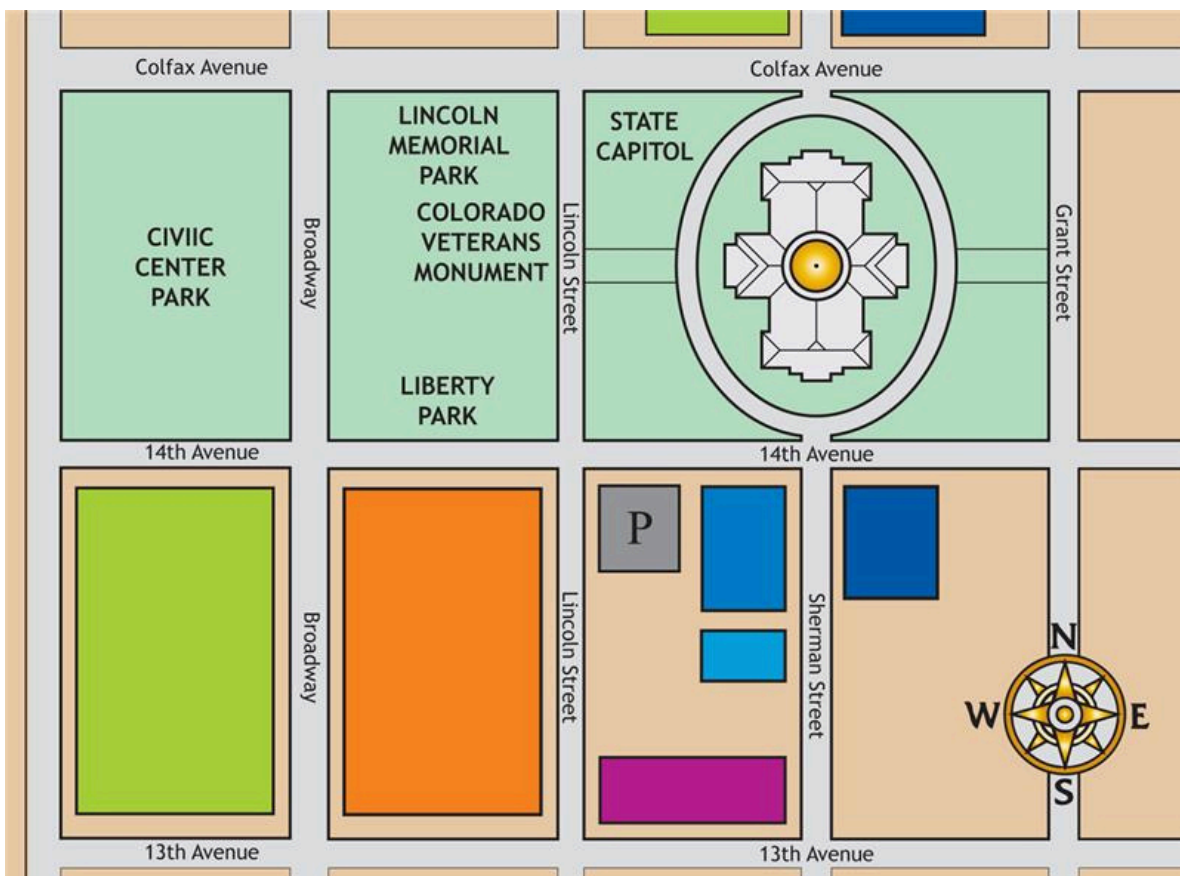


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Colorado Capitol Map: Instructions



Two entrances are available for Capitol visitors. You may enter the building on the north side (Colfax and Sherman Avenues), up the stairs, or use the ADA accessible ground level entrance (14th and Sherman Avenues), under the stairs.



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First Baptist Church: Visitor Directions



- Walk to the entrance of the building and walk down the hall until you come to a staircase on your left.
- If you need the elevator, continue walking past the stairs and there's an elevator on your left. It's old and much smaller, so be prepared to wait a few extra minutes.
- Once in the basement, take a right and follow the hallway all the way to the end.
- Check-in and find your table.

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2025 Colorado Legislative Priorities



In 2025, the American Cancer Society Cancer Action Network (ACS CAN) will work with the Colorado General Assembly on legislative and regulatory efforts that ensure adequate appropriations funding for lifesaving cancer screening programs, tobacco prevention, education and cessation policies that help people who use tobacco products quit and deter kids from ever using tobacco products. We will also educate the General Assembly regarding our goal of extending equitable and adequate access to Medicaid coverage for biomarker testing. Victory in the fight against cancer requires support for existing and bold new public policies that promote cancer prevention, early detection of cancer, and expand access to new methods of innovative, quality, affordable health care. Lawmakers make many decisions that impact the lives of Coloradans impacted by cancer and their leadership is vital to defeating this disease. We will be making the following fact-based policies a priority and ask for your support:

Cancer Prevention and Early Detection: Breast & Cervical Cancer Screening Program – Defending Appropriations

- **Breast and Cervical Cancer Program Funding:** ACS CAN will advocate to sustain projected constitutionally prescribed funding for the state breast and cervical cancer screening and treatment program for low-income uninsured and underinsured women administered by the Colorado Department of Public Health & Environment through the Women's Wellness Connection. Funding for FY 2025–2026 is projected to be \$3 million. These funds are derived entirely from the Amendment 35 tobacco excise tax. ACS CAN will remain focused on this line item throughout the appropriations process.

Tobacco Education, Prevention, and Cessation Programs – Defending Appropriations

- **Tobacco Education, Prevention and Cessation Program Funding:** ACS CAN will work to maintain constitutionally and statutorily prescribed funding for fact-based, statewide tobacco prevention and cessation programs. Program funding is projected to receive \$31.3 million in revenue in FY 2025–2026 from the revenue proceeds of the Amendment 35 tobacco tax and the Proposition EE tobacco excise tax. ACS CAN will remain focused on this line item throughout the appropriations process.

Ensuring Equitable Access to Quality Cancer Care

- **Access to Biomarker Testing Medicaid Coverage:** ACS CAN appreciates the 2024 enactment of private health insurance coverage for biomarker testing. We will educate legislators about the merits of Medicaid coverage of comprehensive biomarker testing. Progress in improving cancer outcomes increasingly involves the use of precision medicine, which uses information about a person's own genes or proteins to prevent, diagnose or treat diseases like cancer. Biomarker testing is an important step to accessing precision medicine which includes targeted therapies that can lead to improved survivorship and better quality of life for cancer patients, but insurance coverage for biomarker testing is failing to keep pace with innovations and advancements in treatment.

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Colorado 2025 Legislative Asks



1 Defend appropriations for State Breast and Cervical Cancer Screening Programs

Support the \$3 million budgeted for FY 2025-2026.

- The program screens at more than 100 clinics across Colorado for those who qualify.
- Ninety-eight percent of women survive breast cancer when it's found early.
- Ninety-two percent of women survive cervical cancer when it's found early.
- Cervical cancer screening tests can help prevent cancer and breast cancer screenings can find cancer early when it's more treatable.

2 Defend appropriations for Tobacco Education, Prevention, and Cessation Programs

Support the \$31.3 million budgeted for FY 2025-2026.

- The program provides funding for education and cessation programs to reduce initiation, promote cessation of tobacco use among youth and adults, and reduce exposure to secondhand smoke.
- Since 2004, the adult cigarette smoking rate has dropped from 20.1% to 10.2%; the high school rate has dropped from 26.7% to 3.1%.

3 Defend appropriations for State Cancer, Cardiovascular, and Pulmonary Disease Programs

Defend State Cancer, Cardiovascular, and Pulmonary Disease Program Appropriations.

- This program provides a comprehensive approach that focuses on prevention, early detection, and treatment for cancer, cardiovascular disease, and chronic pulmonary disease.

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Hook, Line, and Sinker



The hook, line and sinker strategy will help ensure you cover key messages and conduct an effective and successful meeting with your lawmaker.

Hook: Who You Are

Tell them who you are. Remember, you are a voter, a survivor/caregiver/advocate and their constituent. Make sure everyone in the group introduces themselves.

Be careful. A little small talk is acceptable but stay on message and don't be drawn into storytelling off topic – you'll never know where the time went!

State why you are here by introducing the ask/s.

Line: Share your stories and statistics.

Be informative, be thorough and be concise. Provide your lawmaker with personal stories. They'll appreciate real-life examples that put a human face on the issue.

Discuss how the legislation will directly affect you, your friends and your family.

Personal stories truly make an impact and achieve results.

Sinker: The Request

Ask your legislator their position on the issue. Be polite, direct and specific. Wait for their response. It is important to get a clear answer to provide on your report back form.

Answer any questions to the best of your ability. If you don't know the answer, it's OK to say "that's a good question, I'm not positive on the answer, and I'll need to get back to you." Don't answer any questions you're not 100% sure you know the answer to – make sure to list them on your report back forms. This is an excellent opportunity for staff to follow-up with the lawmaker after our day!

Leave on a positive note. As you wrap up the conversation, repeat one last time what action you hope the lawmaker will support. Make sure your lawmaker and/or their staff member receives a copy of the leave-behind materials. Thank them for their time and offer to be an ongoing resource.

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Hook, Line, and Sinker, Continued



Hook

Who you are, where you're from -- Leader introduces the rest of the group.
"We are here to today to ask for..."

Line

What is the problem we are trying to solve? _____

What is the proposed policy solution?

What is a data point to back up that solution? _____

Share your cancer connection and how it relates to the ask.

Add your personal story:

Why are you passionate about the fight against cancer?

How can you find a connection to the days asks? _____

Sinker

"In conclusion..."

We're asking _____

Will you support [State Issue] to help cancer patients by

**Don't forget the "thank you"!
The appreciation goes a long way
Feel free to ask for a selfie AFTER your meeting**

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Lawmaker Meetings: Suggested Script



"Thank you, Representative/Senator _____, for taking the time to meet with your cancer-fighting constituents today.

My name is _____ and I am here today as a constituent and an ACS CAN volunteer. With me are advocates from around your district to talk about their cancer stories. Introduce constituent(s) in the room with you.

During this meeting we would like to discuss defending appropriations for:

- **State Breast and Cervical Cancer Screening Programs**
- **Tobacco Education, Prevention, and Cessation Programs**
- **State Cancer, Cardiovascular, and Pulmonary Disease Program**

This is important to me because...

(Share your personal story and connect it to the importance of the appropriations of these programs. If another volunteer has a personal story that has a strong connection, please introduce them and have them speak. Keep it brief. This is also where you can share a favorite fact or data point about the program to emphasize why it is important.)

The ASKs:

- **Will you support the \$3 million budgeted for FY 2025–2026 for the State Breast and Cervical Cancer Screening Programs?**
 - **Will you support the \$31.3 million budgeted for FY 2025–2026 for the Tobacco Education, Prevention, and Cessation Programs?**
 - **Will you defend State Cancer, Cardiovascular, and Pulmonary Disease Program Appropriations?**
-

Remember, we want to hear a yes or no answer.

- *If your lawmaker answers yes to a question that is great! Thank them for their support.*
- *If your lawmaker answers no, ask them why and if there is further information you can provide after the meeting. Include that information on your report back form.*
- *If your lawmaker doesn't give a direct yes or no answer, ask for clarification.*
- *You should plan to follow-up with your lawmaker 1–2 weeks after your meeting (by phone or email) to ensure their questions are answered and check on their level of support.*

Please note: this script is a framework for your conversation. Please feel free to elaborate and share your personal cancer story and use information from the fact sheet and talking points.

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Lawmaker Meeting: Do & Don't



Do:

- Look and act professional
- Introduce yourself and tell the legislator where you are from
- Stay on message
- Be prepared to wait
- Know the asks and something about it
- Be efficient and articulate; the meeting should be brief and concise
- Ask for your legislator's support for the issue
- Stop discussing the issue if you get a "Yes"
- Leave a one-pager about the issue
- Turn off your cell phone
- Thank the lawmaker (be sure to also send a thank-you note)

Don't:

- Attempt to answer questions you don't know the answer to or commit to anything you aren't certain of
- Get angry or hostile
- Get distracted by small talk
- Mention your political affiliation
- Leave behind materials that aren't provided in this packet
- Lobby on other issues
- Get defensive if an elected official doesn't support our legislation

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Lawmaker Meeting: Schedule



Keep track of your meetings:

Chamber	Name	Meeting Time	Meeting Notes	Do they support or oppose?	Do they have a cancer story?
House					
House					
House					
Senate					
Senate					

Meeting Outline:

Hook: Leader makes introduction.

Line: Explain the need.

Sinker: Make the ask.

Remember:

Be polite and professional to lawmakers and interns.

It is okay to look at your notes!

Your personal story matters more than anything else.

Your legislators work for you and your voice matters

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Report Back Form



**HOW WAS YOUR
LAWMAKER MEETING?**

Report back and let us know how your meeting went

Your feedback helps our staff provide additional information to lawmakers and make strategic decisions in successful campaigns. Share with us what you heard from your lawmaker during your recent visit.

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

Scan the QR code or visit:

www.fightcancer.org/reportback



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Before Event

- Draft 3 social media posts that you can later copy and paste.
 - Who do you want to reach?
 - What story are you trying to tell?
 - What is one fact you want people to know?
- Share your personal story related to our asks at Cancer Action Day the night before.
- Follow your lawmakers on social media

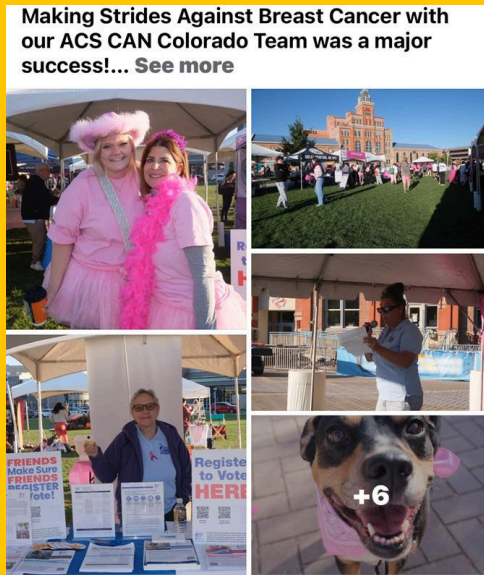
During Event

- Don't forget to post about what's happening in real time!
- Use hashtag in every post.
- Post updates, pictures, and tag lawmakers who volunteers are visiting.
- Tell lawmakers and their staff about our hashtag and handle and encourage them to use it.
- Thank lawmakers for meeting with us in a post and tag them in it. If possible, include a photo with the lawmaker for better engagement.
- Post an accompanying action alert for your campaign on your social media channels.

After Event

- Post pictures of lawmaker meetings and tag their handles. Remember to mention the legislation or campaign discussed and include the event hashtag.
- Share engage with other volunteers posts. Like, share, and comment.
- Share ACS CAN [State] posts on social media

Social Media, Continued



Sample Posts

- Great meeting with [[@LAWMAKERHANDLE](#)] during #COCancerActionDay and discussing why it's so important to fund our state Breast and Cervical Cancer Screening Programs, Tobacco Education, Prevention, and Cessation Programs and State Cancer, Cardiovascular, and Pulmonary Disease Program. #COCancerActionDay
- Spending the day at the Colorado Capitol with [[@ACSCANCo HANDLE](#)] asking lawmakers to make funding cancer screening and prevention programs a priority! #COCancerActionDay
- Thank you [[@LAWMAKERHANDLE](#)] for making cancer a priority in Colorado! #COCancerActionDay

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Bingo



Participate in this engaging activity to maximize your efforts at the Capitol. You won't want to miss out!

<div>Cancer Action Day</div> <div>BINGO</div> <div></div>				
Sign a petition on www.fightcancer.org	Thank a lawmaker	Participate in a lawmaker meeting	Practice your "ask" with another volunteer	Take pic in front of capitol and post on social media
Review your Cancer Action Day packet	Tag your lawmaker on Social Media	Share a post from the state ACS CAN Facebook page	Follow ACS CAN on Social Media	Meet with a legislative staffer
Pose for a photo with a lawmaker	Follow your lawmaker on social media		Complete your Report Back form	Use the Cancer Action Day hashtag
Ask 3 people to "like" the ACS CAN Facebook Page	Sign up as a Legislative Ambassador	Take a pic with an ACS CAN volunteer and post on social media	Share an ACS CAN action alert with 2 people	Ask an ACS CAN staff member a question about the "ASKs"
Donate to ACS CAN	Post a selfie at Cancer Action Day asking others to take action	Tweet/X at your lawmaker	Use the Hook, Line, Sinker approach	You participated in the pre-event training

Post-Event



Congratulations!

Cancer action day is completed! You should feel proud of the effort and the impact of your meetings.

Follow the steps below to properly wrap up your experience and tie any loose ends.

Social Media Posts:

Thank you @[legislator handle] for meeting with @ACSCANCO volunteers today to hear our stories and policy priorities. Together we can #FightCancer #COCancerActionDay

Sorry we missed you, @[Legislator handle], during @ACSCANCO Cancer Action Day. We hope you will prioritize cancer patients in your policy positions this session. #COCancerActionDay

Hand-Written Notes:

Use the cards in your folder and write a note for any legislators who you wanted to speak to, but weren't able. Just a quick "sorry we missed you".

Also write brief thank you notes for all legislators who took the time to meet with you.

Turn in these note cards to your Grassroots Manager.

Stay Involved:

Follow us on social media @ACSCANCO

Visit fightcancer.org/colorado

Sign up to volunteer! fightcancer.org/volunteer-for-acs-can

Remember:

Cancer Action Day is only one way to advance our priorities.

Think about how you can leverage this experience to continue our life-saving work back home.

What do I wear?

- Business casual with comfortable walking shoes.

What time do I need to be at the Capitol? When are we done?

- Arrive at First Baptist Church (1373 Grant St, Denver, CO 80203) by 8 a.m. on Wednesday, March 12 for our morning training and to receive your materials. After our training, we will walk to the Capitol in groups and return to the church by noon for lunch and ACS CAN awards. The program will end by 2 p.m.

Who should I contact with questions?

Chinelo Tyler, Grassroots Manager

- 314-865-9595 (c)
- chinelo.tyler@cancer.org

R.J. Ours, Government Relations Director

- 303-748-7357 (o)
- rj.ours@cancer.org

What should I bring with me?

- Water
- A watch or cell phone to keep track of time
- A notebook to take additional notes during lawmaker meetings



Contact:

For questions about this information, please contact:

Chinelo Tyler

chinelo.tyler@cancer.org

314-865-9595

R.J. Ours

rj.ours@cancer.org

303-748-7357

