



# **ACS CAN New York City Cancer Action Day Training**

**Tuesday, March 17, 2026**



# Meet the Team!



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# North Atlantic Region Staff Support



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Jeff Orloff  
CD12 Lead Volunteer



Monifa Maat  
CD15 Lead Volunteer

# What we'll cover today

- 1 **Agenda: Timeline of Events**
- 2 **Legislative Overview**
- 3 **Meeting with your councilmembers**
- 4 **Social Media**
- 5 **Post-Event**



# How, Where, When

**When: Tuesday, March 24, 2026**

**Location: *Virtual***

## **12-12:25 PM Kick-off**

- **Welcome**
- **Recap of policy proposals**
- **Reminders**

## **12:30-4 PM Virtual Meetings**

- **Schedules will be sent as soon as available**
- **What to do in between meetings**

## **4:30 PM Debrief**

- **How was the experience?**
- **What worked? What didn't work?**
- **Report back forms**
- **Opportunities to get involved**

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# Why we advocate



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

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

Patient  
Support



Action  
through  
advocacy



Advancing  
discovery



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# What we advocate for

Access to Care



Accelerating Cures



Prevention, including Tobacco Control



Eliminating Disparities + Building Health Equity



# Recent New York wins

Access to  
Care

**Biomarker  
Testing**

Tobacco

**\$1 increase  
on packs of  
cigarettes**

Prevention

**Medical Debt**

Early  
Detection

**Cancer  
Screening**

# ...And volunteers make all the difference



# Legislative Asks



# Cancer in New York City

- On average, approximately 40,000 New York City residents were diagnosed with cancer annually between 2018–2022, with 12,000 dying from the disease annually during this period.
- On average, four cancers – **lung, prostate, breast and colorectal** – account for nearly half (47.4%) of all cancer diagnoses and nearly half (45%) of all cancer deaths in New York City. Each of these cancers can be detected early through routine screening therefore increasing the survival rate.
- Tobacco use is the number one cause of cancer deaths in NYC.



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# New York City 2026 Legislative Asks

## 1 **Expand Paid Time Off For Cancer Screening:**

**Will you co-sponsor Intro 434-2026**, which will improve cancer screening rates by requiring most private employers to provide paid time off—up to five hours annually, to all employees—for preventative medical care, including doctor-recommend cancer screening?

## 2 **Ending the Sale of Menthol Cigarettes**

**Will you co-sponsor Intro 0609-2026**, which will help prevent more youth from becoming adults who smoke by ending the sale of menthol cigarettes at the more than 4,000 licensed cigarette stores in New York City?



# Issue #1 Overview:

## Paid Time off for Screenings

- Some reasons why New Yorkers are not getting their recommended cancer screening:
  - They do not have enough sick time.
  - Appointments are only available during traditional office hours, and they are not able to leave work; and/or
  - They do not have time to miss work/employment, or are afraid to use sick time for preventative care.
- Paid time off (PTO) for cancer screenings can help employees be up to date with their recommended screenings



# Issue #1 Overview Part 2:

## Paid Time off for Screenings

- Alleviates a significant barrier to cancer screenings.
- Public employees are already provided with four hours of paid time off for any cancer screenings.
- Employees getting cancer screenings may reduce health care costs related to cancer.
- 90% of NY adults support paid leave for cancer screenings.



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# Issue #1 Overview Part 3:

## Paid Time off for Screenings

- **Intro 434-2026** will require all private employers with a staff of five or more to grant employees paid time off—**up to five hours annually—for preventative medical care, including doctor-recommend screening.**
- Leave is excused leave, not to be charged against any other leave that the employee is entitled to receive.
- Leave does not roll over and cannot be used for any purpose other than to undertake preventative medical care.
- Will you co-sponsor **Intro 434-2026**?



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## Issue #2 Overview:

# End the Sale of Menthol Cigarettes

- Smoking remains the number one cause of preventable death and disease in NYC
- 27.3% of all cancer deaths in New York
- 12,000 deaths from all types of disease
- Menthol cigarettes are the most popular type of cigarette
- 42.3% of high school students who smoke reported using menthol cigarettes in 2023.



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## Issue #2 Overview Part 2:

# End the Sale of Menthol Cigarettes

- 8 out of 10 kids who have used tobacco start with a flavored product.
- Tobacco companies spend over \$162 Million per year in New York to market their deadly and addictive products.
- Black, Hispanic, and Asian communities face greater tobacco industry marketing as do the LGBTQ+ community and women overall
- As a result, they have higher rates of menthol cigarette use and greater health disparities.



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## Issue #2 Overview Part 3:

# End the Sale of Menthol Cigarettes

- **Int 0609-2026** will end the sale of menthol cigarettes by the 4,000+ licensed tobacco stores in New York City
- The legislation also clarifies that it is **not** illegal for a person to purchase, use, or possess a tobacco product, cigarette, electronic cigarette, or e-liquid if they are not engaged in a business as a licensed retail store.
- 90,000 people would quit smoking & 3,000 youth, who would have started smoking, not do so.
- Will you co-sponsor **Intro 0609-2026**?



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# Q&A



# Lawmaker Meetings

# NYC Councilmembers

## REMEMBER:

You are meeting with your New York City Council Members

**NOT Assembly Members**

**NOT Senators**

**NOT Congress Members**

**Please remember to address them as Councilmember (Name)**

# Hook, Line, Sinker

**Hook**

**Line**

**Sinker**

**Thank You**

**Who You Are**

**What Is Your  
Story**

**The Ask**

**Appreciation**

# Hook, Line, Sinker

## Hook

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

I am here as a volunteer for ACS CAN. We are meeting with nearly every Member of the New York City Council.

## Line

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

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

## Sinker

**Make the ask!**

Will you support (insert ask)?

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# Hook

## Introductions

- **Meeting Leader (constituent) introduces themselves.**
  - Thank you for meeting with us to discuss the policies that help end cancer, as we know it, for everyone. Today I am joined by fellow volunteers of the American Cancer Society Cancer Action Network from across NYC. We are meeting with city council members concerning our 2 asks. Before we get to the asks, I'd like to allow my fellow colleagues to introduce themselves.

## Allow the group to introduce themselves.

- Who you are, where you're from (borough, neighborhood)
  - Hi, my name is Jane Doe and I live in Manhattan in the East Village. Happy to meet with you today.

# Line

## **Craft Your Story**

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

## **Tell your personal story**

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

# Sinker

## Make the ASK

- Will you co-sponsor Intro 434-2026?
- Will you co-sponsor Intro 0609-2026?

## Secure a response from the Councilmember

- Thank the councilmember for their time.
- Take notes of what was said in the meeting. (Choose a notetaker prior to the meeting). This will be the person who does the report back form for that meeting.
- Is there follow-up needed?
- Ask if you can take a screenshot of your meeting.

# Example of a Legislative Meeting

Listen for:

- Introductions (Hook)
- Personal connection to cancer (Line)
- A request for support (Sinker)



# Example of a Legislative Meeting

**ROLEPLAY!**



# Telling Your Story

- Your story will be different.
- You don't have to be perfect.
- If your story doesn't align to the asks, you can say:

*I know what it's like to hear the words "you have cancer" or I know the impact that a cancer diagnosis can have on a family. Let me tell you about my friend/relative/coworker.....*

*"Imagine you were..."*



# Key Takeaways

- Aim for delivering the Hook, Line and Sinker within 10 minutes.
- Practice telling your story.
- Be polite, direct and specific, wait for a response.
- Leave on a positive note.





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

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

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



Scan the QR code or visit:

<https://act.fightcancer.org/a/acs-can-report-back-form>

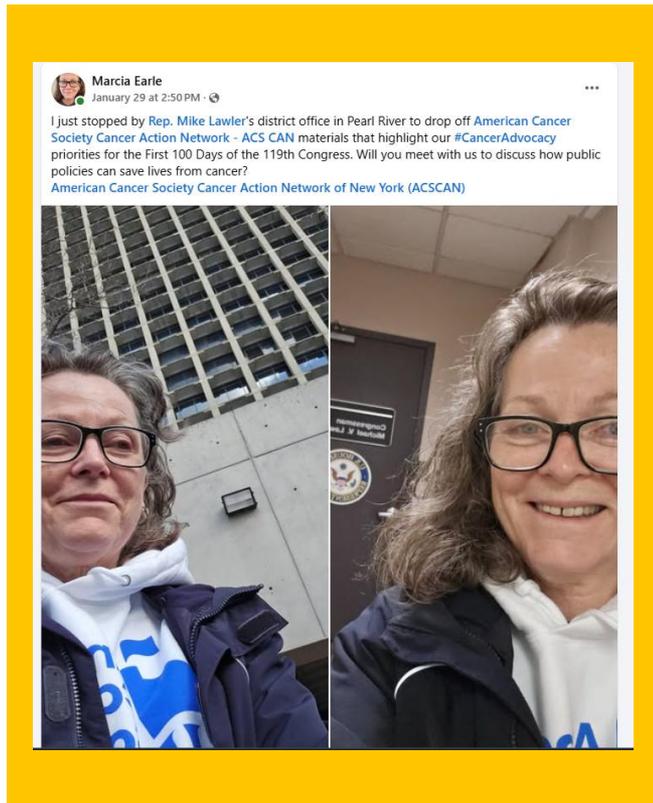
# Important reminders while meeting virtually

- Be prompt! Sign in early and stay signed in, if possible!
- Cameras on the entire time in meeting unless there is an emergency.
- In between meetings, turn camera off and mute yourself unless the group is talking. Keep an eye on time for next meeting.
- Ensure your background is appropriate for our context of meeting with lawmakers. No inappropriate or political images or messages. If unsure, use ACS CAN background.
- During the meeting, stay on mute unless you are speaking.
- Embrace vulnerability while sharing your story.
- Bring full presence, joy, and have fun!

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# Social Media

# Let's Takeover Social Media: Screenshots of Meetings



- **@ACSCAN\_NY = X and Instagram**  
**@ACSCANofNY = FB**
- **Tag your lawmaker**
- **#NYCFightsCancer**
- **#NYCAdvocacy**
- **Share your experience & the Ask**
- **Don't forget to engage with others**

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# Meeting Logistics

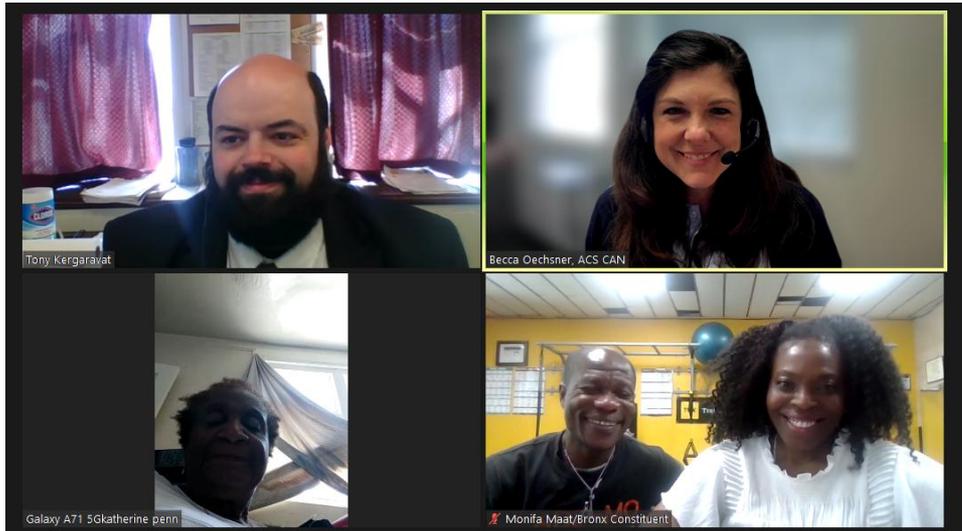
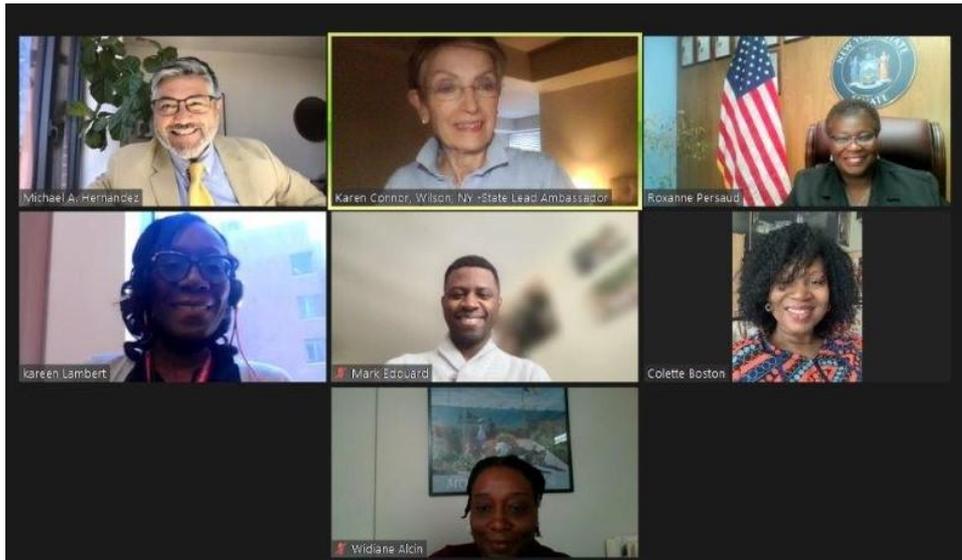
# Meeting Logistics

- All participants will be assigned to a team.
- A team leader will be assigned to facilitate each meeting for that team.
- Each team will be assigned a Zoom link for the day. That link is the team's "room" for the day. Team members will use that link for all of their meetings.
- Team assignments and Zoom links will be shared in advance.
- Lawmakers will come and go from your team's "room" between 12:30pm and 4pm. Participants should be prepared for a lawmaker to arrive at any time and keep small talk to a minimum and always assume someone is listening.

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# Reminders

# Logistics Reminder:



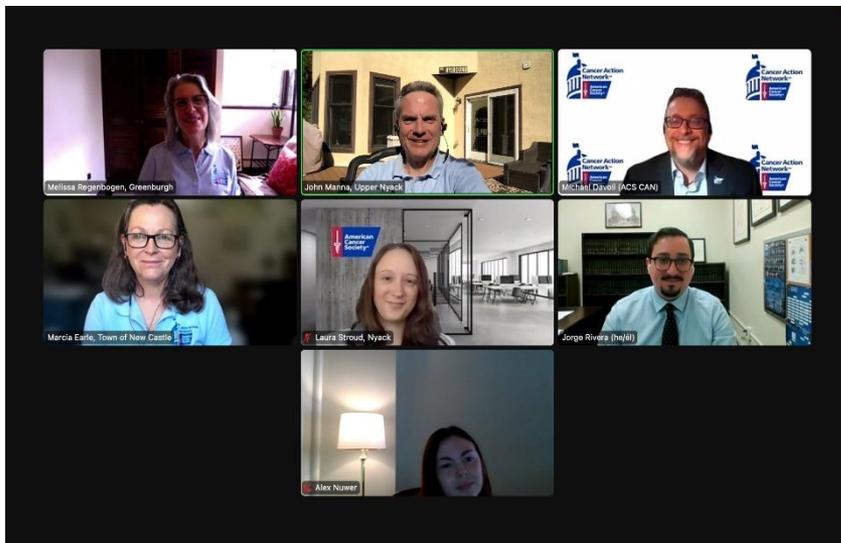
- **Login early and stay logged in until 4PM**
- **Keep your microphone muted when not speaking**
- **Keep your video on during meetings**
- **What to wear:**
  - Business casual
  - ACS CAN shirt if you have one

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# Reminder to:



- Meet with your team and practice virtually prior to Tuesday. Your team leader will contact you.
- Post on social media.
- Thank your councilmember/staff person via email or mail a handwritten note.



- Your story is your strongest tool when advocating and no one knows it better than you.
- Do not talk about political affiliations or if you voted for the member or not. Stick to the script and the task at hand, "Fighting Cancer as we know it, for everyone."



**Most importantly don't forget to: HAVE FUN!**



**Join us for our IN-PERSON Cancer Action Day in Albany  
Tuesday, April 21 – Bus transportation from Manhattan,  
Bronx and Queens!**



# Q&A



**Thank You**