

Welcome to Cancer Action Day



Dear Hawai'i 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!

2025 HAWAI'I CANCER ACTION DAY

AGENDA

- 9:00 a.m. - 9:30 a.m.** Check-In Hawaii State Capitol RM 437
- 9:30 a.m. - 10:00 a.m.** Welcome and Cancer Action Day Overview
- Welcome
 - Logistics / Overview of Day - Cynthia Au Government Relations Director
 - 2025 Legislative Priorities
 - Representative Cory Chun &
 - Representative Tyson Miyake
- 10:00 a.m. - 3:00 pm** Lawmaker Meetings
- 11:30 a.m.** Senate Chamber
- 12:00 p.m.** Group Photo
- 12:30 p.m.** House Chamber
- Lunch
- A Letter to the Editor - Alex Wiles, ACS CAN Senior Regional Media Advocacy Manager
- 3:00 p.m.** Adjourn
- Thank you
 - Report Back Forms - Online

Hawaii State Capitol: Where to find us



Carpooling from ACS Office:
2370 Nu'uuanu Avenue
8:45 AM – 9:00 AM

Event: Hawaii State Capitol
415 S Beretania St. – RM 437

1. Entrance to the State Capitol is on the Street level on Beretani or Chamber level (underground parking).

- The capitol is under construction, you will see large murals surrounding the capitol. Find the stairs on Beretania side or from Iolani Palace side.

Security checkpoint:

- – No firearms or weapons are allowed.
- – If you have a purse, keep your keys and phone in it.
- – If you do not have a purse, security will provide a container to put these in.
- BRING YOUR ID or you will not be able to enter.

2. Once through the checkpoint, take the elevator up to the 4th floor, and look for Room 437.

- We will provide coffee and very light pastries, however if you would like any additional food/drink, there is a snack shop on the chamber level or eateries in downtown.

Look for the group in blue shirts! You'll see our smiling faces when you get there!



2025 Hawai'i Legislative Priorities

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 Hawai'i residents impacted by cancer and their leadership is vital to defeating this disease. In 2025 the American Cancer Society Cancer Action Network (ACS CAN) will work with the Hawai'i state legislature on legislative and regulatory efforts that provide affordable, adequate access to health insurance including Medicaid, ensure adequate funding for lifesaving cancer screening and prevention programs, and enact prevention policies to protect kids from tobacco products and help support those who are trying to quit. We will be making the following fact-based policies a priority and ask for your support:

Expanding Access to Biomarker Testing Coverage: HCR 35 and SCR 29

ACS CAN will advocate for improved 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 better diagnose and 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.

Ensuring Access to Colorectal Screenings: HCR 36 and SCR 28

All individuals should have equitable access to quality cancer care and an equal opportunity to live a full life. ACS CAN supports coverage for colorectal cancer screening and treatment for uninsured and underinsured patients. Additionally, ACS CAN will work to ensure patients are not charged for colonoscopies that follow a positive stool-based test.

Tobacco Taxes & Cancer Research: HB 441

ACS CAN supports increasing the cigarette tax by \$1.00 per pack, or 5 cents per stick, to support the Hawai'i cancer research special fund which supports the University of Hawai'i Cancer Center. As Hawai'i works to identify funding strategies to fund critical programs, ACS CAN will advocate to increase the cigarette tax by \$1.00 per pack with a parallel tax on all other tobacco products including e-cigarettes. Increasing the price of cigarettes and all other tobacco products through regular and significant tobacco tax increases helps prevent kids from starting to use tobacco and helps support people who are trying to quit.

For more information, contact: Cynthia Au, Hawaii Guam Government Relations Director, ACS CAN

Cynthia.Au@cancer.org 808.460.6109

American Cancer Society Cancer Action Network
@ACSCANHI | @ACSCANHI | fightcancer.org

HAWAI'I 2025 LEGISLATIVE ASKS



1 Ensure Access to Quality Care: Biomarker Testing HCR 35, SCR 29

ACS CAN supports 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 better diagnose and 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.

The ASK: Will you support an auditor's study to assess the effects of health insurance coverage for biomarker testing, HCR 35 and SCR 29?

Biomarker testing can be used to determine the best treatment for a patient and is used to match patients with the right treatment, at the right time.

- It is the analysis of a patient's tissue, blood, or other biospecimen for the presence of a biomarker.
- When someone gets biomarker testing as defined in this legislation, they have already developed cancer or another disease, and the testing is used to determine which treatment is appropriate and/or how aggressive their disease may be.
- Biomarker testing is applicable to other conditions beyond cancer including heart disease, Alzheimer's disease, and other neurological conditions, rare disease, infectious disease and respiratory illness.

Insurance coverage for biomarker testing is failing to keep pace with innovation and advancement in treatment:

- Without action, this could increase existing disparities in health outcomes by race, ethnicity, income and geography.
- 43% of the 198 oncology drugs approved between 1998 and 2022 require biomarker testing prior to use.
- In 2000, 15% of cancer clinical trials involved biomarkers; 2018, 55% of cancer clinical trials involved biomarkers.

Twenty states have recently passed legislation to expand coverage of comprehensive biomarker testing. Access to appropriate biomarker testing can help to achieve better health outcomes, improved quality of life, and reduced costs.

EXPAND ACCESS TO BIOMARKER TESTING IN HAWAII

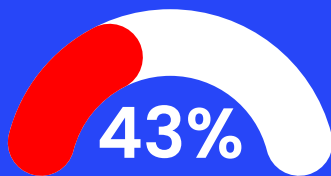
THE RIGHT TREATMENT AT THE RIGHT TIME

WHAT IS BIOMARKER TESTING?

Biomarker testing is often used to help determine the best treatment for a patient.

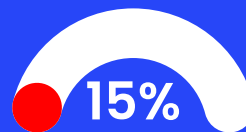
- It is the analysis of a patient's tissue, blood, or other biospecimen for the presence of a biomarker.
- Biomarker testing is an important step for accessing precision medicine, including targeted therapies that can lead to improved survivorship and better quality of life for cancer patients.
- While most current applications of biomarker testing are in oncology and autoimmune disease, there is research underway to benefit patients with other conditions including heart disease, Alzheimer's disease, and other neurological conditions, rare disease, infectious disease and respiratory illness.

THE IMPORTANCE OF BIOMARKER TESTING



Of the 198 oncology drugs approved between 1998 and 2022 require biomarker testing prior to use ¹

In 2000:



Of cancer clinical trials involved biomarkers ²

In 2018:



BIOMARKER TESTING & HEALTH EQUITY

- **Not all communities in Hawaii are benefiting from the latest advances in biomarker testing and precision medicine.**
 - Patients who are older, non-white, uninsured or Medicaid-insured, are less likely to be tested for certain guideline-indicated biomarkers.
 - There are lower rates of testing in community settings versus academic medical centers.

THE BOTTOM LINE

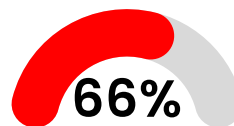
Access to appropriate biomarker testing may help to achieve:

- better health outcomes
- improved quality of life
- reduced costs

Insurance coverage for biomarker testing is failing to keep pace with innovation and advancement in treatment.

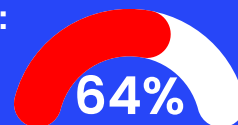
- Without action, this could increase existing disparities in health outcomes by race, ethnicity, income and geography.

Twenty states have recently passed legislation to expand coverage of comprehensive biomarker testing.



Of oncology providers reported that insurance coverage is a **significant or moderate barrier** to appropriate biomarker testing for their patients ³

In HAWAII:



Of fully insured covered lives are enrolled in a plan with coverage that is more restrictive than National Comprehensive Cancer Network guidelines ⁴

SUPPORTERS OF HAWAII BIOMARKER TESTING LEGISLATION HCR 35 & SCR 29



Patients should be able to get biomarker testing when it is ordered by their doctor and there is sufficient evidence that it can help guide their treatment. But that's not what's happening today. As my experience and others show, currently insurers in Hawai'i can use their own determinations of medical necessity to limit access to proven and necessary testing. To help future patients avoid the stress and struggle that I've experienced, I'm urging you to support HCR 35 and SCR 29.

Natalie Hyman - Kailua, O'ahu



- 1 Suehnholz SP, Nissan MH, Zhang H, et. al. Quantifying the Expanding Landscape of Clinical Actionability for Patients with Cancer. Cancer Discov. 2023.
- 2 The Evolution of Biomarker Use in Clinical Trials for Cancer Treatments: Key Findings and Implications. Personalized Medicine Coalition, 2019.
- 3 ACS CAN. "Survey Findings Summary: Understanding Provider Utilization of Cancer Biomarker Testing Across Cancers." December 2021.
- 4 Wong WB, Anina D, Lin CW, and Adams D. Alignment of health plan coverage policies for somatic multigene panel testing with clinical guidelines in select solid tumors. Per Med 2022; 10.2217/pme-2021-0174.

For more information please contact:

Cynthia Au, ACS CAN Hawaii Government Relations Director



Cynthia.Au@cancer.org



808.460.6109

HAWAI'I 2025 LEGISLATIVE ASKS



2 **Ensure Access to Colorectal Screenings: HCR 36, SCR28**

All individuals should have equitable access to quality cancer care and an equal opportunity to live a full life. ACS CAN supports coverage for colorectal cancer screening and treatment for uninsured and underinsured patients. Additionally, ACS CAN will work to ensure patients are not charged for colonoscopies that follow a positive stool-based test.

The ASK: Will you support an auditor's study requiring Medicaid to cover colorectal cancer screenings, after a positive non-invasive stool test without cost sharing for uninsured and underinsured patients, HCR 36 and SCR 28?

- Preventable: Most colorectal cancer (CRC) deaths in the U.S. are attributable to not getting screened.
- Disparities in screening: Screening rates are lowest among ages 45-49, Asian Americans, Native Hawaiians and Pacific Islanders, the uninsured, recent immigrants, and those with less than a high school diploma.
- Barriers:
 - Affordability - financial barriers, such as cost sharing or lack of health coverage
 - Lack of a family history or symptoms
 - Feelings of embarrassment or fear
 - No recommendation from a health professional
 - Transportation
 - Language barriers

Hawaii statistics:

- 770 residents will be newly diagnosed with CRC, and 240 will die, in 2025.
- Hawai'i ranks 12th highest rate of NEW CRC cases in the US between 2019 to 2023.
- Rank 33rd in screening rate*
- Colorectal cancer (CRC) is the 3rd most diagnosed and deadliest cancer in Hawai'i and the U.S. among men and women. Screening prevents CRC and helps with early detection.
- 58.6% of new CRC diagnosis are late stage
- Late-stage diagnoses, colorectal cancer treatment can cost over \$100,000.
- In 2022, 64% Hawai'i residents reported being unprepared to pay for their cancer treatment.

COLORECTAL CANCER DISEASE IN HAWAII

Colorectal cancer (CRC) is the 3rd most diagnosed and deadliest cancer in Hawaii and the U.S. among men and women. Screening prevents CRC and helps with early detection.

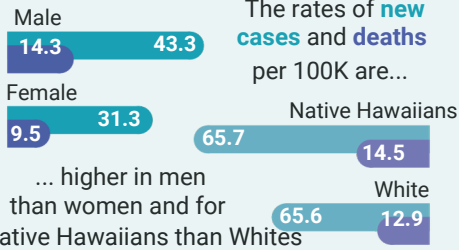
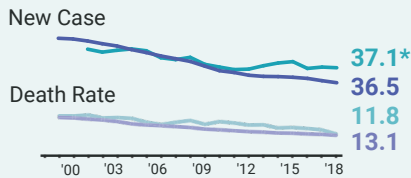
In Hawaii, 820 residents will be newly diagnosed with CRC, and 250 will die, in 2025.

From 2019 to 2023, Hawaii ranks:

12th in highest rate of new CRC cases in the U.S.

33rd in highest rate of CRC screening in the U.S.

Hawaii's CRC new case rates per 100K are above U.S. rates.¹



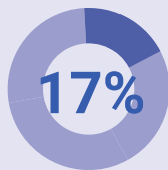
58.6% of new CRC diagnoses in Hawaii are, on average, **late-stage**



Screening is the key to reducing CRC new cases and deaths.

Only 10.5% of Hawaii residents ages 45-75 completed a stool test in 2022 and only 54% completed a colonoscopy.

17% of individuals completed a stool test prior to a colonoscopy.



In 2021, The USPSTF** lowered the screening age range from 50-75 to 45-75 years.

AANHPI are screened at lower rates than their white counterparts

41% of AANHPI ages 45 for CRC.

57% of white individuals aged 45 years and older are screened for CRC.

45 years screening age

Despite increased accessibility, CRC screenings remain low compared to breast and cervical cancer screenings.

Barriers to screening include:

- financial barriers, such as cost-sharing or lack of health coverage
- failure to recommend screening by providers
- transportation.
- language barriers
- patient fear

Removing financial barriers such as cost-sharing is an effective way to improve screening rates.

For late stage diagnoses, colorectal cancer treatment can cost over \$100,000.

In 2020, the total medical expenditure for CRC care was approximately \$24.3 billion, making it the second most costly cancer type after breast cancer.

Why is this important?



In 2022, 64% Hawaii residents reported being unprepared to pay for their cancer treatment.

A study among Medicare enrollees found that removing the 20% coinsurance for a colonoscopy with a polyp removal or a follow-up colonoscopy would be **cost effective** if the screening rate increased by only 0.6 percentage points.



Sources: 1. American Cancer Society. Cancer Facts & Figures 2025. American Cancer Society, 2025.

2. American Cancer Society. Cancer Statistics Center. American Cancer Society, 2025, <https://cancerstatisticscenter.cancer.org/>.

3. American Cancer Society Cancer Action Network. Survivor Views: Cancer & Medical Debt. American Cancer Society Cancer Action Network, 2025.

4. American Cancer Society Cancer Action Network. Survivor Views: Cancer & Medical Debt. American Cancer Society Cancer Action Network, 2025.

5. Centers for Disease Control and Prevention. Colorectal Cancer. CDC, 2024, <https://www.cdc.gov/nccdphp/priorities/colorectal-cancer.html>.

6. "Psychological Barriers and Healthcare Utilization." PubMed Central, U.S. National Library of Medicine.

<https://pmc.ncbi.nlm.nih.gov/articles/PMC11674532>.

7. National Cancer Institute and Centers for Disease Control and Prevention. State Cancer Profiles: Hawaii Quick Profile. 2024

HAWAI'I 2025 LEGISLATIVE ASKS



3 Tobacco Tax and Supporting Cancer Research: HB441

ACS CAN supports increasing the cigarette tax by \$1.00 per pack, or 5 cents per stick, to support the Hawai'i cancer research special fund which supports/funds the University of Hawai'i Cancer Center (UH Cancer Center).

The ASK: Will you support a healthier Hawai'i and increase cigarette taxes by \$1 per pack and support the UH Cancer Center, HB441?

Cancer is the second leading cause of death in Hawai'i.

- This year, more than 9,000 residents from Hawai'i will be diagnosed with cancer, and more than 2,000 residents expected to die from the disease.
- Cancer is the leading cause of death among Asian Americans and the second-leading cause among Native Hawaiian and other Pacific Islander individuals.
- The UH Cancer Center provides important cancer research, access to life-saving treatment including clinical trials, and education which play a critical role in reducing the cancer burden for multi-ethnic residents.
- The UH Cancer Center is 1 of 72 National Cancer Institutes (NCI) designated cancer centers in the U.S., and only one in the Pacific region.

Tobacco use is the # 1 preventable cause of cancer. The cigarette tax has not increased since 2011. Increasing the cigarette tax would give additional funding for the UH Cancer Center while improving the health of our state by reducing tobacco use.

Increasing cigarette taxes by \$1.00 per pack, or 5 cents per stick would...

- Generate \$10.84 million in new annual revenue
- Reduce youth smoking by 6.9%
- Help 2,000 adults who smoke quit and save 500 lives

Consider impact of health care cost savings for the next 5-years:

- From fewer smoking-caused lung cancer cases: \$360,000
- From fewer smoking-affected pregnancies and births: \$190,000
- From fewer smoking-caused heart attacks & strokes: \$220,000
- Medicaid program savings for the state: \$990,000

Long-term health care cost savings from adult & youth smoking declines: \$31.80 million



NEW REVENUES, PUBLIC HEALTH BENEFITS & COST SAVINGS FROM A \$1.00 CIGARETTE TAX INCREASE IN HAWAII

- The current state cigarette tax is \$3.20 per pack (8th among all states and DC).
- Annual health care expenditures in Hawaii directly caused by tobacco use are \$611 million.

Projected New Annual Revenue from Increasing the Cigarette Tax by \$1.00 Per Pack: \$10.84 million

New Annual Revenue is the amount of additional new revenue the first full year the tax increase is in effect. The state will collect less new revenue if it fails to apply the rate increase to all cigarettes and other tobacco products held in wholesaler and retailer inventories on the effective date.

Projected Public Health Benefits for Hawaii from the Cigarette Tax Rate Increase	
Percent decrease in youth (under age 18) smoking:	6.9%
Youth under age 18 kept from becoming adults who smoke:	500
Reduction in young adults who smoke (18-24 years old):	100
Current adults who smoke who would quit:	2,000
Premature smoking-caused deaths prevented:	500
5-Year reduction in the number of smoking-affected pregnancies and births:	80
5-Year health care cost savings from fewer smoking-caused lung cancer cases:	\$360,000
5-Year health care cost savings from fewer smoking-affected pregnancies and births:	\$190,000
5-Year health care cost savings from fewer smoking-caused heart attacks & strokes:	\$220,000
5-Year Medicaid program savings for the state:	\$990,000
Long-term health care cost savings from adult & youth smoking declines:	\$31.80 million

12.24.24 ACS CAN / January 24, 2025

- Small tax increase amounts do not produce significant public health benefits or cost savings because the cigarette companies can easily offset the beneficial impact of such small increases with temporary price cuts, coupons, and other promotional discounting. Splitting a tax rate increase into separate, smaller increases in successive years will similarly diminish or eliminate the public health benefits and related cost savings (as well as reduce the amount of new revenue).
- Raising state tax rates on other tobacco products (OTPs), including e-cigarettes, to parallel the increased cigarette tax rate will bring the state additional revenue, public health benefits, and cost savings (and promote tax equity). With unequal rates, the state loses revenue each time someone who smokes cigarettes switches to other tobacco products taxed at a lower rate. To parallel the new \$4.20 per pack cigarette tax, the state's new OTP tax rate should be a percentage of the wholesale price with minimum tax rates for each major OTP category linked to the state cigarette tax rate on a per-package or per-dose basis.

2025 HAWAI'I CANCER ACTION DAY

Lawmaker Mtg Info

Meeting Outline:

Hook: Leader makes introductions.
Line: Explain the need.
Sinker: Make the ask.



Reminders:

Be polite and professional to lawmakers and staff.
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!
Take a photo!

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.

#HICancerActionDay

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

#HICancerActionDay

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 an ACS CAN volunteer. With me are constituents and 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:

- Supporting an auditor study on biomarker testing coverage, HCR 35 and SCR 29.
- Supporting an auditor study on colorectal screenings for uninsured and underinsured in Hawai'i, HCR 36 and SCR 28.
- Supporting a cigarette tax increase of \$1 per pack to support the UH Cancer Center, HB 441.

This is important to me because (share your personal story and connect it to the importance of [state issue]. If another volunteer has a personal story that has a strong connection, please introduce them and have them speak. Keep it brief.)

The ASK:

- Will you support an auditor study to assess the effects of health insurance coverage for biomarker testing, HCR 35 and SCR 29?
- Will you support an auditor's study requiring Medicaid to cover colorectal cancer screenings, including the colonoscopy required after a positive non-invasive stool test without cost sharing, for uninsured and underinsured patients, HCR 36 and SCR 28?
- Will you support a healthier Hawai'i and increase cigarette taxes by \$1 per pack and support the UH Cancer Center, HB441?

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

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

#HICancerActionDay

Lawmaker Meetings: Suggested Script



The CLOSE:

Before we leave, can we take a photo with you?

Thank you for taking the time to meet with all of us and for all that you do for the people of Hawaii and your support of cancer related issues.

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.

#HICancerActionDay

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

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.

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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

#HICancerActionDay

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

Scan the QR code or visit:



#HICancerActionDay

Social Media



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

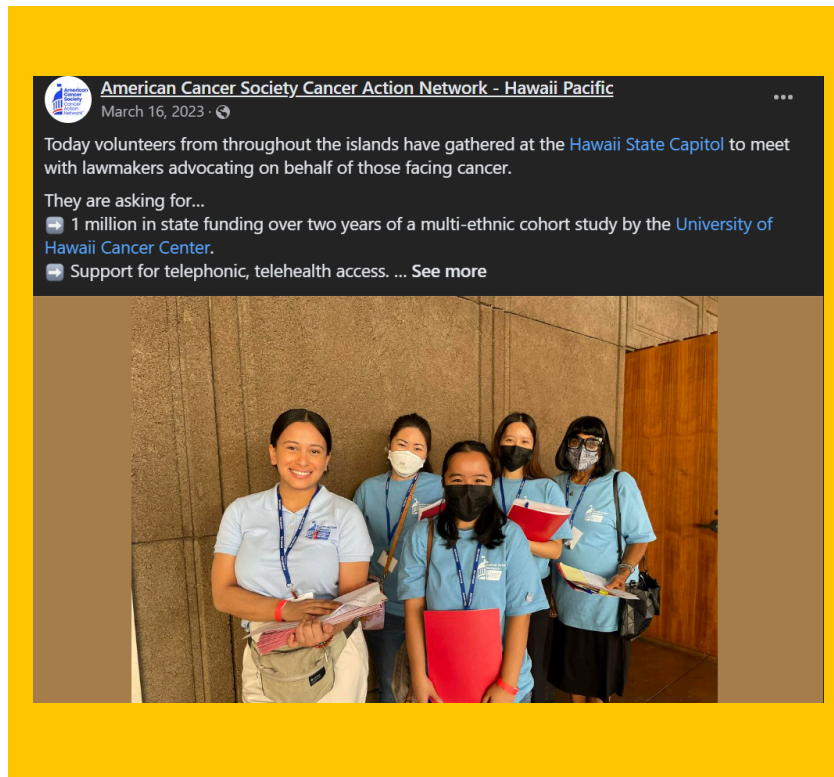
During Event

- 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 Hawai'i posts on social media

Social Media, Continued



Sample Posts

- Great meeting with [[@LAWMAKERHANDLE](#)] during #HICancerActionDay and discussing why it's so important to [[state issue](#)] in Hawai'i. Let them know why you think it's important, too!
- Spending the day at the Hawai'i Capitol with @ACSCANHI asking lawmakers to make [[state issue](#)] a priority! #HICancerActionDay
- Thank you [[@LAWMAKERHANDLE](#)] for making [[state issue](#)] a top priority! #HICancerActionDay
- @ACSCANHI volunteers will be talking to lawmakers in 1 week at #HICancerActionDay about [[#state issue](#)]. Check back for photos & updates!

#HICancerActionDay

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 [State Handle] volunteers today to hear our stories and policy priorities. Together we can #FightCancer
[#Event Hashtag]

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

Hand-Written Notes:

Use the cards in your packet 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 [State Handles]

Visit [State Website]

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

Remember:

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

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

What do I wear?

ACS CAN Blue shirt, comfortable walking shoes.

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

Check in is at 9:00am–9:30am in RM 437. End at 3:00 pm.

Who should I contact with questions?

Cynthia Au, Government Relations Director:

- Phone: 808.392.3229
- Email: Cynthia.Au@cancer.org

Jenny Hausler, ACS CAN Senior Advisor

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What should I bring with me?

- We will provide water. Water Bottle (optional– refill stations at the Capitol)
- A watch/cell phone to keep track of time

Can we watch a committee hearing or general session?

As a group we will attend both House and Senate Floor Chamber session. If any of the bills are heard on Cancer Action Day, we can attend.