

Agenda: Timeline of Events



- 8:30 a.m.** Arrival and registration: Cordell Hull Building, Room 8C
- 8:45 a.m.** Legislative breakfast: hear from speakers and network with lawmakers.
- 9:30 a.m.** ACS CAN Priorities & advocacy training
- 10:00 a.m.** Lawmaker meetings
- 12:00 p.m.** Lunch in Room 8C
- 12:15 p.m.** Recap of initial meetings, legislative asks, and any follow-up.
- 1:00 p.m.** Group photo on balcony near 8C (those with no additional meetings may depart)
- 2:30 p.m.** Departure

Contact:

For questions about this information, please email
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Tennessee 2025

Legislative Asks & Talking Points



1 **Vote YES on HB484/SB435 to support comprehensive biomarker testing.**

Ask: Support comprehensive biomarker testing legislation that can help ensure patients get the right treatment at the right time by voting YES on Senate Bill 435/House Bill 484.

- This year, it is estimated that 42,000 Tennesseans will be diagnosed with cancer.
- Biomarker testing is often used to determine the best treatment for a patient, helping them get the most effective treatment for their individual disease, bypassing treatment that may be ineffective.
- Progress in improving cancer outcomes increasingly involves the use of precision medicine.
- Biomarker testing is used in the treatment of cancer, as well as a number of other conditions including preeclampsia, arthritis, and more. Research is happening in many other areas, and biomarker testing will likely become increasingly important to the treatment of other diseases like ALS, Parkinson's Disease, and Alzheimer's Disease.
- In Tennessee, insurance coverage is failing to keep pace with innovations in testing and treatment, which will leave patients without access to the testing that they need, especially in rural areas and areas without an academic medical center.
- Improving access to biomarker testing can help to achieve better health outcomes, improve quality of life, and reduced costs.

Tennessee 2025

Legislative Asks & Talking Points



2 JUUL Settlement dollars must go to the Tobacco Use Prevention and Control Program

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

- In September 2022, JUUL settled with Tennessee for its part in the youth tobacco use epidemic. As a result, our state will receive \$12 million. Please ensure this funding goes to the Tennessee Department of Health for fact-based best practices to keep youth from starting to use tobacco and help Tennesseans of all ages to quit.
- The Tennessee Attorney General's Office receives these funds and has already started receiving a portion of the funds.
- 21.6% of Tennessee high school students use e-cigarettes, compared to 7.8% nationally.
- This funding should be invested in the health of Tennessee's youth who were targeted by JUUL.
- Tobacco companies spend \$280.3 million in Tennessee on tobacco marketing annually. As Big Tobacco has been working hard to addict future generations with e-cigarettes and other tobacco products, the need for funding for tobacco prevention programs has never been greater.
- For every \$1 spent on comprehensive tobacco control programs, states receive up to \$55 in savings from averted tobacco-related healthcare costs.
- Tobacco prevention and cessation is one of the smartest and most fiscally responsible investments that Tennessee can make, as smoking now directly causes \$3.10 billion in health care costs annually in our state.

#TNCAD25

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.

#TNCAD25

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**

#TNCAD25

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.

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

#TNCAD25

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:
fightcancer.org/reportback



#TNCAD25

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. #TNCAD25
- 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 Tennessee posts on social media

Social Media, Continued



Sample Posts

- Great meeting with [[@LAWMAKERHANDLE](#)] during #TNCAD25 and discussing why it's so important to have insurance coverage of Biomarker Testing in Tennessee. #BiomarkersTN
- Spending the day at the Tennessee Capitol with (X- @ACSCANTennessee /Facebook- AcsCanTennessee/Instagram-[acscantennessee](#)) asking lawmakers to increase access to biomarkers testing in Tennessee! #TNCAD25 #BiomarkersTN
- Thank you [[@LAWMAKERHANDLE](#)] for meeting with (X- @ACSCANTennessee /Facebook- AcsCanTennessee/Instagram-[acscantennessee](#)) volunteers today to hear our stories and policy priorities. Together we can #FightCancer #TNCAD25
- Sorry we missed you, [[@LAWMAKERHANDLE](#)], during (X- @ACSCANTennessee /Facebook- AcsCanTennessee/Instagram-[acscantennessee](#)) Cancer Action Day. We hope you will prioritize cancer patients in your policy positions this session. #TNCAD25