

2025 ACS CAN TEXAS CANCER ACTION DAY



Welcome to Cancer Action Day



Dear Texas 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: Texas Staff



James Gray
Sr. Government
Relations Director

“

I am thrilled to have so many passionate and committed cancer advocates in the Texas Capitol. Today, you bring a life saving message directly to your elected officials and your efforts are critical to Texas remaining a leader in the fight against cancer. Thank you for your precious time and all you do on behalf of cancer patients.



Kay Kamm
Sr. Grassroots Manager

“

Cancer Action Day is the highlight of every legislative session. It allows us to provide our state's decision makers not only with facts and figures but also with the personal stories to keep in mind as they make decisions around cancer issues. I began my work with ACS and ACS CAN as a volunteer so I know the commitment you've made to be here. Thank you for joining us and being willing to learn our issues and share your story with your elected officials.



Cassandra Perez
Bilingual Grassroots
Manager

“

Today is so much more than meetings; it's about lifting the voices of your communities, sharing stories, and leaving a lasting impact with your law makers, helping them understand the difference they can make in the lives of cancer patients across Texas. Whether this is your first Cancer Action Day or you are a seasoned advocate, your presence is a testament to your passion and resilience. Every meeting, every handshake, and every story shared helps bring us closer to ending cancer as we know it, for everyone. This is your moment, thank you for being a champion of change.



LaTina Starling
Grassroots
Manager

“

Greetings everyone! I'm so glad that you can join us for Cancer Action Day 2025. This is a full circle moment for me. I get to continue to work alongside passionate volunteers who continue to fight for cancer patients. Today we are the voices for so many battling this disease. My hope is that you leave here with a new sense of purpose in the fight against cancer. Remember that this work continues beyond today.

#TXCancerActionDay

Introductions: Texas Lead Volunteers



State Lead Ambassador

Tina Atchison

(281) 686-5620

“

"Volunteers who advocate for cancer patients and their families serve as vital voices for those unable to speak for themselves. Our advocacy at a state level, plays a crucial role in advancing the mission to find a cure for cancer, as well as improving treatments and support systems for individuals battling this disease."



Vice State Lead Ambassador

Franklin Bush

(940) 312-9462

“

I'm grateful to be on a team with people who are so passionate about making progress in this fight. If this is your first time, breathe, everything is fine. You're an expert in all the things you need to be. Your story. Our collective stories are what drives the legislation that is passed. It is not always easy, but, this is something worth doing. Thank you for coming with us! So that we can end cancer as we know it, for everyone.

#TXCancerActionDay

Agenda: Timeline of Events



Tuesday, February 25

6:00 p.m. Registration Opens
Location: Bluebonnet Room, Doubletree by Hilton

6:30 p.m. – 8:30 p.m. Welcome Reception
Location: Bluebonnet Room, Doubletree by Hilton

Wednesday, February 26

6:00 a.m. Registration opens and Breakfast is available
Location: Bluebonnet Foyer, Doubletree by Hilton
**Breakfast buffet will close at 7:30am*

7:30 a.m. Welcome: **Cancer Action Day Briefing**
Location: Bluebonnet Room, Doubletree by Hilton

8:30 a.m. **Depart for Capitol**
Location: Hotel Lobby

9:00 a.m. Arrive at Capitol: **Group Photo**
Location: Capitol North Entrance

10:00 a.m. – 4:00 p.m. Meetings with Lawmakers*
Location: Texas Capitol, Member offices

11:00 a.m. Senate Recognition
Location: Senate Gallery, Texas Capitol

Lunch Lunch voucher provided
Location: Capitol Grill
You are welcome to stop by our designated hospitality room in E2.022 of the Capitol Extension when you are between meetings or if you have questions you need to ask a staff person.

#TXCancerActionDay

Texas 2025 Legislative Asks



1 Cancer Research Funding

ASK: Support funding for the Cancer Prevention and Research Institute of Texas (CPRIT) at \$300 million annually

- Since CPRIT was established, screening and prevention services have served residents in all 254 Texas counties at one time or another
- With this funding, CPRIT annual funds \$30 million in screening and prevention services and \$270 million for research programs.
- Texas remains the second largest public funding source for cancer research in the world.

2 Eliminate Barriers to Prostate Cancer Screening

ASK: Pass HB 712 to increase access to prostate cancer screening

- In 2024, an estimated 20,790 new cases of prostate cancer will be diagnosed in Texas and 2,360 men will die from prostate cancer
- Prostate cancer is generally asymptomatic in its early stages, and screening may detect the disease early when it's most survivable and least costly to treat.

3 Increase Lifesaving Tobacco Prevention and Cessation Funding

ASK: Support the Department of State Health Services Exceptional Item request for an additional \$2.8 million for adult tobacco cessation assistance.

- Tobacco use remains the leading cause of preventable death, disease, and disability in Texas, contributing to about 20% of all cancers and about 30% of all cancer deaths in the United States.
- In FY 25 Texas spent only 2.3% of the CDC-recommended funding on programs to prevent kids from starting to use tobacco and help those already addicted to quit.



What is the Cancer Prevention and Research Institute of Texas (CPRIT)?

Created by Texans, CPRIT's goal is to expedite innovation in cancer research and product development, and to enhance access to evidence-based prevention programs throughout the state. CPRIT carries out its three-part mission established by the Legislature:

- Invest in the research prowess of Texas universities and research organizations.
- Create and expand life science infrastructure across the state.
- Expedite innovation in research and enhance the potential of breakthroughs in prevention and cures.

Texas Legislature and Voters Have Made Our State a Leader in the Fight Against Cancer

The Cancer Prevention & Research Institute of Texas was created in 2007 when Texans voted to invest \$3 billion in a historic fight against cancer. Texas voters reaffirmed their support in 2019, when they overwhelmingly approved a constitutional amendment to provide an additional \$3 billion, making CPRIT a \$6 billion, 20-year initiative. Texas is the largest state funder of cancer research in the nation, and the second largest in the world.

- 46,480 cancer and cancer precursors detected
- 59,218 patients in 306 clinical trials or studies
- Funded 252 childhood cancer projects
- 10.1 million preventive services provided to Texans in all 254 counties

CPRIT Brings a Large Return on Investment to Texas

The Cancer Prevention and Research Institute of Texas plays a crucial role in the war on cancer. Through its operations, screening/prevention efforts, and research programs, CPRIT is helping reduce the extremely high human and economic costs of cancer.

- \$3.35 billion in state investment → \$10.66 billion outside investment (follow-on funding)
- 324 researchers recruited to Texas
- Over 7,640 permanent jobs created in Texas in 2023
- Over 9,000 publications reporting research findings
- 637 new patents and patent applications

CPRIT is also generating a sizable economic stimulus from all of its efforts including almost \$27.1 billion in output and 224,575 jobs in 2024 when all secondary and downstream benefits are considered.i

Moreover, the Institute's efforts to improve outcomes related to cancer prevention and treatment can lead to a significant reduction in cancer incidence and severity over time and be a catalyst to biomedical development in Texas. It is far less expensive to screen for cancer and treat it in its early stages. Not only are treatment expenses likely to be lower for early-stage diagnoses, but also morbidity and mortality losses are reduced.

Every \$1 spent through CPRIT for screening and prevention leads to \$29.08 in treatment cost savings and resulting economic benefits through earlier detection. Texas can and must continue this historic cost and life-saving legacy. ii

ⁱ The Perryman Group. An Economic Assessment of the Cost of Cancer in Texas and the Benefits of the Cancer Prevention and Research Institute of Texas (CPRIT) and its Programs. 2024 Update. Available at:

<https://www.cprit.texas.gov/media/3597/perryman-cprit-impact-11-25-2024-updated.pdf>

ⁱⁱ Cancer Prevention and Research Institute of Texas. Prevention. Available at: <https://cprit.texas.gov/our-programs/prevention>

ⁱⁱⁱ Cancer Prevention and Research Institute of Texas. Real Momentum Measurable Results. Updated November 2024.

^{iv} Cancer Prevention and Research Institute of Texas. 2024 Annual Report. About CPRIT. Available at:

<https://2024annualreport.cprit.texas.gov/about-cprit/>

^v Cancer Prevention and Research Institute of Texas. Our Impact. Available at: <https://cprit.texas.gov/our-programs/our-impact>



CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

REAL MOMENTUM **MEASURABLE RESULTS**

The Cancer Prevention & Research Institute of Texas was created in 2007 when Texans voted to invest \$3 billion in a historic fight against cancer. Texas voters continued their support in 2019, when they overwhelmingly approved a constitutional amendment to provide an additional \$3 billion, making CPRIT a \$6 billion, 20-year initiative. CPRIT awards grants for a wide variety of innovative cancer-related research, prevention and product development projects. Established by the Texas Legislature, our three-fold mission is:

Invest in the research prowess of Texas universities and research organizations

- ▶ 324 stellar researchers and their labs recruited to Texas research entities with \$943.5 million in CPRIT support
- ▶ \$3.5 billion in direct follow-on funding raised by CPRIT research grantees
- ▶ Texas achieved 3 NCI comprehensive cancer centers - previously only MD Anderson Cancer Center
- ▶ 82 CPRIT core facility awards and renewals to provide access to cutting-edge shared technology through specialized instrumentation and technical expertise

Expand life science infrastructure by attracting companies to Texas & creating high-quality jobs

- ▶ 74 companies started, expanded, or brought to Texas with CPRIT investment totaling \$777.8 million
- ▶ \$1.29 billion total expenditures generated by CPRIT activities statewide in 2024
- ▶ 84 product development grants with established connections to Texas academic institutions
- ▶ \$2.15 billion annual state and local tax receipts
- ▶ \$7.18 billion (9 to 1) direct follow-on funding raised by CPRIT companies
- ▶ Over 7,640 permanent jobs created in 2023 in Texas

Expedite innovation breakthroughs in prevention and cures

- ▶ 59,218 patients in 306 clinical trials or studies statewide
- ▶ Nationally recognized teams and centers in immunotherapy and childhood cancers
- ▶ \$394.1 million in grants awarded for 311 prevention projects in all 254 Texas counties
- ▶ 13 percent of CPRIT's portfolio goes to childhood cancer projects – proportionally 3 times greater than federal commitment
- ▶ 46,480 cancers and cancer precursors detected by CPRIT-funded prevention projects

Follow-on Funding Success

CPRIT-funded academic research grantees and companies raised \$10.66 billion in follow-on funds, exceeding contracted awards by \$7.32 billion

\$3.35 B

CPRIT
CONTRACTS



\$10.66 B

TOTAL NONSTATE
FOLLOW-ON FUNDING

Prevention Services

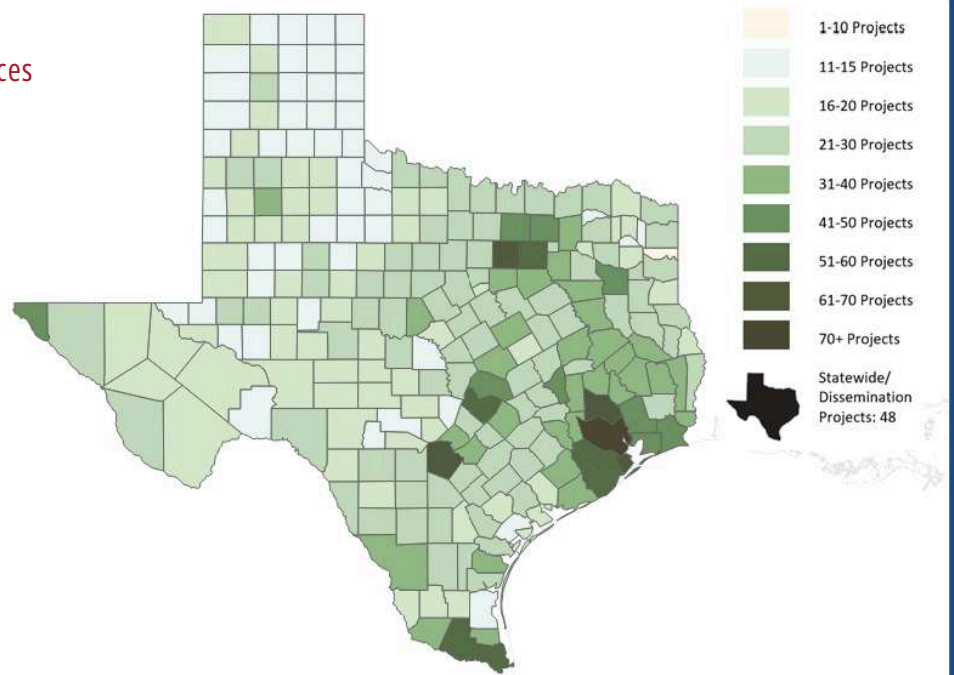
CPRIT grants helped deliver 10.1 million prevention services to Texans in all 254 counties

Including:

6.2 million Education & Training Services

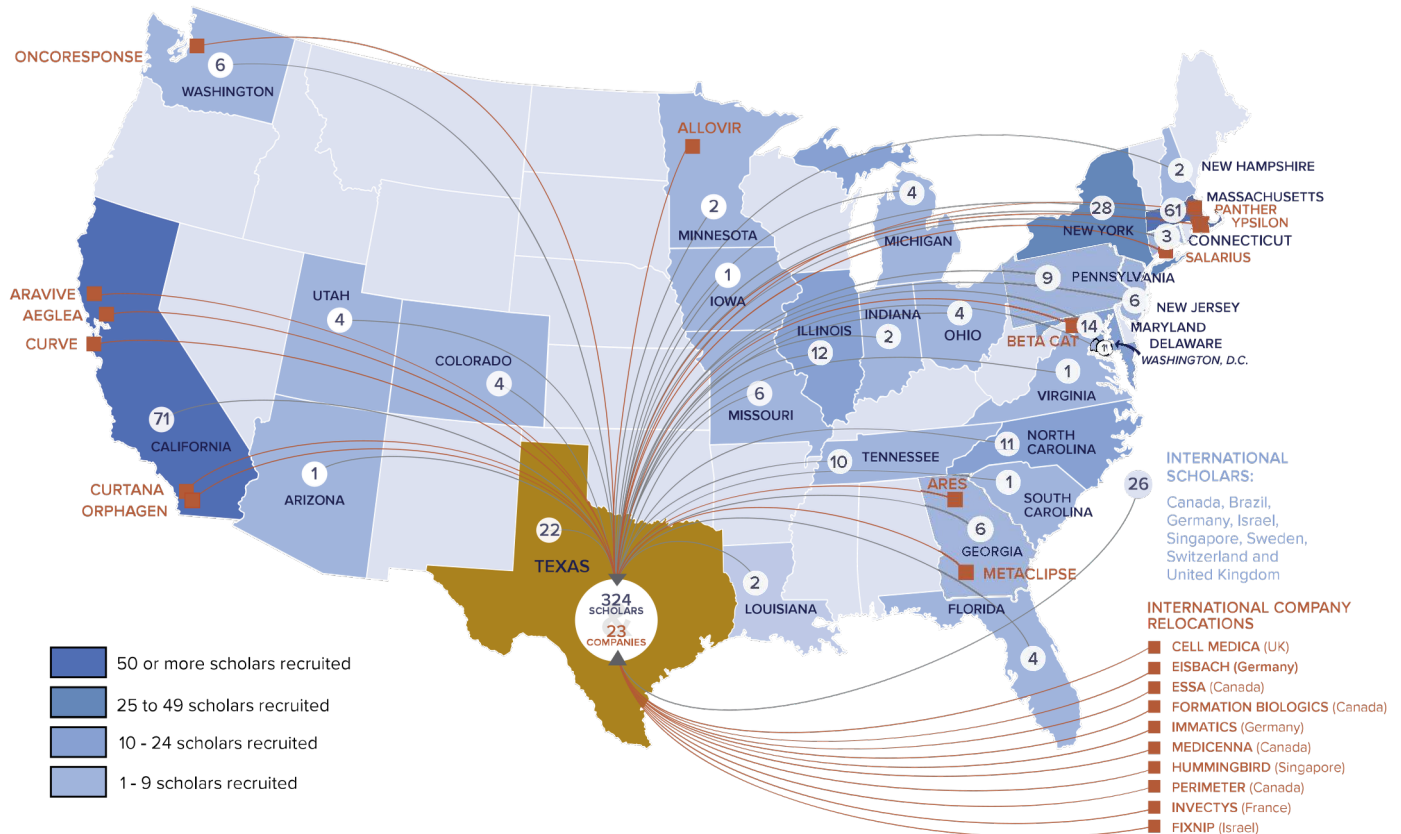
3.9 million Clinical Services:

- ▷ Vaccinations
- ▷ Tobacco Cessation
- ▷ Screening: breast, cervical, colorectal, and lung
- ▷ Genetic testing and counseling
- ▷ Survivor care



Scholars & Companies

CPRIT enabled the recruitment of 324 scholars and 23 companies to Texas from around the world



STAY CONNECTED WITH US

Increase Access to

Prostate Cancer Screening

Get high-risk Texans screened to save lives and costs

ZERO[®]
PROSTATE CANCER



- **Texas Prostate Cancer in 2024:** New cases: 20,790 | Deaths: 2,360
 - Texans ages 40+ who were screened for prostate cancer in the last two years dropped from 59.1% in 2010 to 27.2% in 2020.²
 - In the last decade, the metastatic case rate increased 5% per year, outpacing the overall prostate cancer case rate by an additional 2%.³
- Prostate cancer is generally asymptomatic until it is metastatic, and screening helps detect the disease early when it's most survivable and least costly to treat.

	EARLY STAGE	LATE STAGE	DIFFERENCE
6-YEAR SURVIVAL RATE ⁴	<div><div></div></div> 99%	<div><div></div></div> 28.7%	<div><div></div></div> 70.3%
AVERAGE ANNUAL COSTS ⁵	\$32,985	\$110,318	\$77,333



Screening saves one life for every 11 to 16 men diagnosed,⁶ but cost-sharing drives men to cut back on screenings,⁷ annual examinations,⁸ and visits to the urologist,⁹ leading to later-stage disease which is 70% less survivable⁴ and \$77,333 more costly to treat each year⁵.

Cost Savings: Removing Prostate Cancer Screening Cost-Sharing for High-Risk Men

- The fiscal note for [HB 118](#),¹⁰ which the House passed last session to remove out-of-pocket costs for prostate cancer screening for high-risk men, said that the bill would not have a significant impact on the General Revenue Fund.
- Fiscal notes for similar bills in Kentucky,¹¹ Maryland,¹² Tennessee,¹³ and Virginia¹⁴ showed significant impact on state spending or insurance premiums, with Maryland's premiums increasing by \$0.35 per person annually following bill passage and Kentucky anticipating long-term savings via improved screening access.
- Similar bipartisan bills have been passed in Tennessee, Illinois, Rhode Island, New York, and Kentucky and are currently being considered in Virginia, New Jersey, Delaware, and Ohio.
- Research suggests that removing cost-sharing for prostate cancer screening would lead to:
 - 416,763 more Texans screened every two years, increasing screening by 25%.¹⁵
 - 573 metastatic cases prevented and 19,103 more cases detected in men aged 55-69 over 13 years.¹⁶
 - \$177,275,792 in treatment cost savings for men aged 55-69 over 13 years.^{5,16}
 - 335 lives saved of men aged 55-69 over 16 years,¹⁷ including the lives of veterans,¹⁸ Black men,¹⁹ rural Texans,²⁰ men with a family history²¹ or genetic predisposition,²² and legislators who are all at-risk.²³

Continued on next page ▶

FOR MORE INFORMATION, PLEASE CONTACT:

Georgia Bates, Manager of State Government Relations & Advocacy for ZERO Prostate Cancer

✉ georgia@zerocancer.org

📞 713-898-1283

🌐 zerocancer.org

Increase Access to Prostate Cancer Screening



- 1 Cancer Facts & Figures 2024, American Cancer Society.
- 2 Centers for Disease Control and Prevention (CDC). Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, [2010, 2020].
- 3 Kadeerhan, G., Xue, B., Wu, X.-L., Chen, W.-N., & Wang, D.-W. (2023). Incidence trends and survival of metastatic prostate cancer with bone and visceral involvement: 2010-2019 surveillance, epidemiology, and end results. In *Frontiers in Oncology* (Vol. 13). Frontiers Media SA. <https://doi.org/10.3389/fonc.2023.1201753>
- 4 SEER*Explorer: An interactive website for SEER cancer statistics [Internet]. Surveillance Research Program, National Cancer Institute; 2024 Apr 17. [cited 2024 Jun 11]. Available from: <https://seer.cancer.gov/statistics-network/explorer/>. Data source(s): SEER Incidence Data, November 2023 Submission (1975-2021), SEER 22 registries (excluding Illinois and Massachusetts). Expected Survival Life Tables by Socio-Economic Standards.
- 5 McGarvey, N., Gitlin, M., Fadli, E., & Chung, K. C. (2022). Increased healthcare costs by later stage cancer diagnosis. In *BMC Health Services Research* (Vol. 22, Issue 1). Springer Science and Business Media LLC. <https://doi.org/10.1186/s12913-022-08457-6>
- 6 Basourakos, S. P., Gulati, R., Vince, R., Spratt, D. E., Lewicki, P., Hill, A. J., Nyame, Y. A., Cullen, J., Markt, S. C., Barbieri, C. E., Hu, J. C., Trapl, E. S., & Shoag, J. (2022). Harm-to-Benefit of three decades of prostate cancer screening in Black men. *NEJM Evidence*, 1(6). <https://doi.org/10.1056/evidoa2200031>
- 7 Trivedi, A. N., Rakowski, W., & Ayanian, J. Z. (2008). Effect of Cost Sharing on Screening Mammography in Medicare Health Plans. In *New England Journal of Medicine* (Vol. 358, Issue 4, pp. 375–383). Massachusetts Medical Society. <https://doi.org/10.1056/nejmsa070929>
- 8 Cherkin, Daniel C. PhD; Grothaus, Louis MS; Wagner, Edward H. MD, MPH. The Effect of Office Visit Copayments on Utilization in a Health Maintenance Organization. *Medical Care* 27(11):p 1036-1045, November 1989.
- 9 Scitovsky, A. A., & McCall, N. (1977). Coinsurance and the demand for physician services: four years later. *Social security bulletin*, 40(5), 19–27.
- 10 Legislative Budget Board, Cortez, & McGinty, J. (2023). Fiscal Note, 88th Legislative Regular Session. In T. Oliverson, House Committee on Insurance. <https://capitol.texas.gov/tlodocs/88R/fiscal-notes/pdf/HB00118H.pdf#navpanes=0>
- 11 Kentucky Department of Insurance. (2024, February 9). Financial Impact Statement on HB 52. <https://apps.legislature.ky.gov/recorddocuments/note/24RS/hb52/HCS1HM.pdf>
- 12 Steffen, B. (2020, January 28). Request for Cost Estimate to Eliminate Cost Sharing for Prostate Cancer Screening. [https://www.scstatehouse.gov/CommitteeInfo/ProstateCancerStudyCommittee/MHCC%20Transmittal%20Letter%20PSA%20screening%20\(2\).pdf](https://www.scstatehouse.gov/CommitteeInfo/ProstateCancerStudyCommittee/MHCC%20Transmittal%20Letter%20PSA%20screening%20(2).pdf)
- 13 Carsner, K. L. (2024). Fiscal Note HB 2954 - SB 2883. <https://www.capitol.tn.gov/Bills/113/Fiscal/HB2954.pdf>
- 14 Virginia Department of Planning and Budget. (2022). 2022 Fiscal Impact Statement on HB 477. <https://lis.virginia.gov/cgi-bin/legp604.exe?221+oth+HB477F122+PDF>
- 15 Bitler, Marianne P., and Christopher S. Carpenter. 2016. "Health Insurance Mandates, Mammography, and Breast Cancer Diagnoses." *American Economic Journal: Economic Policy*, 8 (3): 39-68.
- 16 US Preventive Services Task Force, Grossman DC, Curry SJ, et al. Screening for Prostate Cancer: US Preventive Services Task Force Recommendation Statement. *JAMA* 2018; 319(18):1901–1913.
- 17 Hugosson J, Roobol MJ, Månsson M, et al. A 16-yr follow-up of the European Randomized Study of Screening for Prostate Cancer. *European Urology* 2019; 76(1):43–51.
- 18 Zhu, K., Devesa, S. S., Wu, H., Zahm, S. H., Jatoi, I., Anderson, W. F., Peoples, G. E., Maxwell, L. G., Granger, E., Potter, J. F., & McGlynn, K. A. (2009). Cancer Incidence in the U.S. Military Population: Comparison with Rates from the SEER Program. In *Cancer Epidemiology, Biomarkers & Prevention* (Vol. 18, Issue 6, pp. 1740–1745). American Association for Cancer Research (AACR). <https://doi.org/10.1158/1055-9965.epi-09-0041>
- 19 Powell IJ, Bock CH, Ruterbusch JJ, Sakr W. Evidence supports a faster growth rate and/or earlier transformation to clinically significant prostate cancer in black than in white American men, and influences racial progression and mortality disparity. *J Urol*. 2010;183:1792–1796.
- 20 Hu, S., Chang, C.-P., Dodson, M. W., Deshmukh, V., Newman, M., Date, A., Sanchez, A., Lloyd, S., O'Neil, B., & Hashibe, M. (2024). Rural-urban disparities in prostate cancer survival: A population-based study. In *Journal of Clinical Oncology* (Vol. 42, Issue 4_suppl, pp. 267–267). American Society of Clinical Oncology (ASCO). https://doi.org/10.1200/jco.2024.42.4_suppl.267
- 21 Beebe-Dimmer, J. L., Kapron, A. L., Fraser, A. M., Smith, K. R., & Cooney, K. A. (2020). Risk of Prostate Cancer Associated With Familial and Hereditary Cancer Syndromes. In *Journal of Clinical Oncology* (Vol. 38, Issue 16, pp. 1807–1813). American Society of Clinical Oncology (ASCO). <https://doi.org/10.1200/jco.19.02808>
- 22 Akbari MR, Wallis CJ, Toi A, et al.: The impact of a BRCA2 mutation on mortality from screen-detected prostate cancer. *Br J Cancer* 111 (6): 1238-40, 2014
- 23 Bijoux, W., Cordina-Duverger, E., Balbolia, S., Lamy, P.-J., Rebillard, X., Tretarre, B., Cenee, S., & Menegaux, F. (2022). Occupation and prostate Cancer risk: results from the epidemiological study of prostate cancer (EPICAP). In *Journal of Occupational Medicine and Toxicology* (Vol. 17, Issue 1). Springer Science and Business Media LLC. <https://doi.org/10.1186/s12995-022-00346-2>

© 2024 ZERO® Prostate Cancer. All rights reserved.

FOR MORE INFORMATION, PLEASE CONTACT:

Georgia Bates, Manager of State Government Relations & Advocacy for ZERO Prostate Cancer

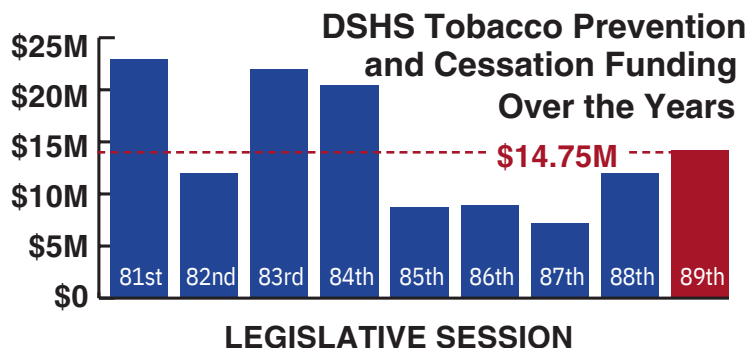
✉ georgia@zerocancer.org

📞 713-898-1283

💻 zerocancer.org

Increase Lifesaving Tobacco Prevention and Cessation Funding in Texas

Tobacco prevention is greatly underfunded in the state. The Texas Legislature can increase funding and support the DSHS Exceptional Item request of \$2,750,000.



Tobacco use remains the leading cause of preventable death, disease, and disability in Texas, contributing to about 20% of all cancers and about 30% of all cancer deaths in the United States.¹

The Texas Tobacco Prevention and Control Program at the Department of State Health Services (DSHS) funds tobacco prevention and cessation programs for youth, young adults, and adults. States with sustained, well-funded prevention programs have cut youth smoking rates by at least half.²

In FY 24 Texas spent only 2.3% of the CDC recommended level of tobacco prevention and cessation funding.³

Helping Texas Youth and Young Adults

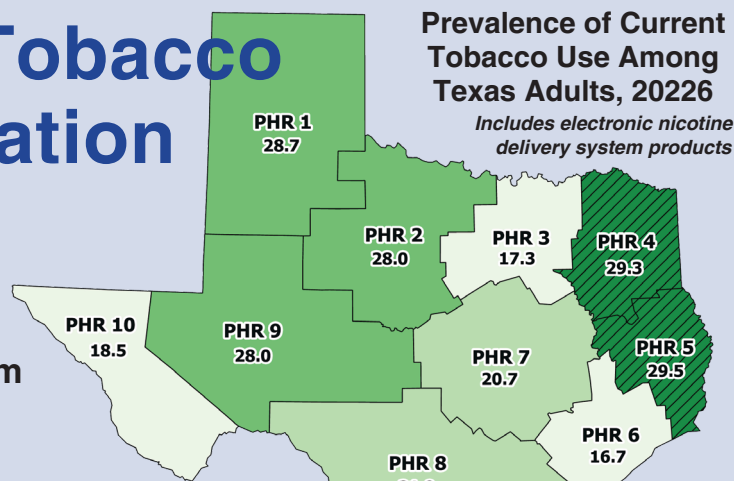
Say What!, the official statewide youth tobacco prevention program, and Peers Against Tobacco, aimed at college students, provide youth with the tools they need to prevent tobacco use and support to quit.⁴

Helping Texans Quit

The Texas Tobacco Quitline provides free cessation services to Texas residents ages 13 and older. Nicotine replacement therapy and quit coaching sessions are also available for adults ages 18 and older. For more information, visit yesquit.org or call 1-877-YES-QUIT.⁵

Empowering Local Communities

Due to funding limitations, only three community coalitions receive state funding to prevent and reduce tobacco use in their communities. These coalitions only cover eight of the 254 counties in the state (only about 3%): Bexar, Ellis, Johnson, Nacogdoches, Houston, Jasper, Shelby, and Tyler. Every community needs local support.⁵



Data Classification: Quantiles Data Source: 2022 Texas Behavioral Risk Factor Surveillance System (BRFSS), Center for Health Statistics, Texas Department of State Health Services. Current Tobacco Use: Defined as current cigarette smoking, current smokeless tobacco use, or current ENDS use. It does not include use of cigars, pipes, bidis, or kreteks. The following survey questions and responses were used to define any current tobacco use: "Yes" responses to the survey question, "Have you smoked at least 100 cigarettes in your entire life?" and responses of "every day" or "some days" to the survey question, "Do you now smoke cigarettes every day, some days, or not at all?"; "Yes" responses to the survey question, "Have you ever used or tried an e-cigarette, vape pen, or e-hookah?" and responses of "every day" or "some days" to the question, "Do you currently use this/these products every day, some days, or not at all?"; or responses of "every day" or "some days" to the survey question, "Do you currently use chewing tobacco, snuff, or snus every day, some days, or not at all?"

Overall Prevalence of Current Tobacco Use in Texas = 19.6%

Prevalence Estimate

- 16.7% - 18.5%
- 18.6% - 21.0%
- 21.1% - 23.7%
- 23.8% - 29.5%

Regional Prevalence is Significantly Different than Texas Overall



\$10.29 BILLION
Annual healthcare costs due to smoking⁷

\$2.1 BILLION
Annual Medicaid cost due to smoking⁸

Children who have reported using tobacco products in the past 30 days⁸:



28,030
Texans die from smoking-related causes annually⁹



TEXAS TOBACCO CONTROL COALITION



[texastobaccocontrol](https://www.facebook.com/texastobaccocontrol)

1 www.cancer.org/cancer/risk-prevention/tobacco/health-risks-of-tobacco/health-risks-of-smoking-tobacco.html

2 www.tobaccofreekids.org/what-we-do/us/prevention-cessation

3 www.tobaccofreekids.org/what-we-do/us/statereport/texas

4 www.dshs.texas.gov/tobacco/tobacco-prevention-and-control/youth

5 www.dshs.texas.gov/tobacco/tobacco-prevention-and-control/community-coalitions

6 2022 Texas Behavioral Risk Factor Surveillance System (BRFSS), Center for Health Statistics, Texas Department of State Health Services

7 www.tobaccofreekids.org/problem/toll-us/texas

8 www.dshs.texas.gov/sites/default/files/tobacco/YTS%202023%20State%20Report.pdf

9 www.tobaccofreekids.org/problem/toll-us/texas



TEXAS TOBACCO CONTROL COALITION

STEERING COMMITTEE



**American
Heart
Association®**
life is why™



**American
Lung Association®**
Texas



**TEXAS MEDICAL
ASSOCIATION**

Physicians Caring for Texans



**TEXAS ACADEMY OF
FAMILY PHYSICIANS**



everychild.onevoice.®



**Texas
Pediatric
Society**

The Texas Chapter of the
American Academy of Pediatrics
INCORPORATED IN TEXAS

THE UNIVERSITY OF TEXAS

**MD Anderson
Cancer Center**

Making Cancer History®

PREVENTING TOBACCO ADDICTION FOUNDATION

**MD Anderson serves as an
educational resource to the coalition.*

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.

- Tell a VERY BRIEF personal tie to the cost of health care related to cancer prevention or treatment or even better, the reason your personal tie to cancer is tied to CPRIT. 2-3 sentences.
- Research shows the more a state like Texas spends on comprehensive tobacco control programs, the greater the reductions in smoking with their residents...
- With support from CPRIT funded programs, cancer research has...

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.

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

#TXCancerActionDay

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. Thanks so much for taking the time to meet with us today. As an advocate who has been impacted by cancer, I wanted to talk to you about some important issues impacting the fight against cancer in Texas. **Introduce constituent(s) in the room with you.**

During this meeting we would like to discuss:

- **Continued funding for the Cancer Prevention and Research Institute of Texas.**
- **Pass HB 712 to increase access to prostate cancer screenings.**
- **Increase funding by \$2.8 million for adult Tobacco Cessation Programs**

We are working to ensure Texas remains the second largest public funding source for cancer research in the world. We are also proactively working to provide affordable, adequate access to health insurance, and expand prevention policies that help people who use tobacco products quit, while deterring kids from ever using tobacco products.

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

The ASK:

- **Can I count on your help to secure \$300 million annually in appropriations to support the Cancer Prevention and Research Institute of Texas, pass HB 712 to increase access to prostate cancer screening tests, and increase funding by additional \$2.8 million for adult tobacco cessation assistance?**

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 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.

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

#TXCancerActionDay

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



#TXCancerActionDay

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 Texas posts on social media

Social Media, Continued



Sample Posts

- Thank you [lawmaker's social media handle] for meeting with me today! I enjoyed our discussion about [issue(s) discussed]. I look forward to seeing your efforts to champion these important issues. @ACSCANTexas #TXCancerActionDay #TxLege [photo]
- Thank you [lawmaker's social media handle] for meeting with me today as part of the @ACSCANTexas #TXCancerActionDay! I look forward to your work on [issue(s) discussed]. #TxLege [photo]

#TXCancerActionDay

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>The logo for the American Cancer Society Cancer Action Network, featuring a stylized blue and red building icon to the left of the text "American Cancer Society Cancer Action Network" in blue.</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 @ACSCANTexas	Meet with a legislative staffer
Pose for a photo with a lawmaker	Follow your lawmaker on social media	The logo for the American Cancer Society Cancer Action Network, featuring a stylized blue and red building icon to the left of the text "American Cancer Society Cancer Action Network" in blue.	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"
Join 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 or watched 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 [lawmaker's social media handle] for meeting with me today! I enjoyed our discussion about [issue(s) discussed]. I look forward to seeing your efforts to champion these important issues. @ACSCANTexas #TXCancerActionDay #TxLege [photo]
- Thank you [lawmaker's social media handle] for meeting with me today as part of the @ACSCANTexas #TXCancerActionDay! I look forward to your work on [issue(s) discussed]. #TxLege [photo]

Stay Involved:

Follow us on social media @acscantexas

Visit www.fightcancer.org/texas

Sign up to volunteer! fightcancer.org/volunteer-for-acscan

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.

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.

Hand-Written Notes:

Dear [Insert lawmaker name with formal title- ex. Representative or Senator _____],

Thank you for meeting with me on February 26th for our American Cancer Society Cancer Action Network (ACS CAN) Texas Cancer Action Day.

I am grateful for the time we spent discussing maintaining cancer research funding through CPRIT, passing HB 712 to increase access to prostate cancer screenings, and to increase funding for tobacco cessation programs in Texas. Advocating on behalf Texas' cancer patients and survivors is important to me because [Add your personal reason for participating here].

Once again, thank you for your time and attention. I hope we can count on you to support cancer research funding during this legislative session and increase funding for vital cancer research and preventative services.

Sincerely,

[Sign your name]

[Add your phone number and address]

Stay Involved:

Follow us on social media @acscantexas

Visit www.fightcancer.org/texas

Sign up to volunteer! fightcancer.org/volunteer-for-acscan

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.

FAQ



What do I wear?

Business casual attire red, white, or blue. Wear comfortable shoes for walking.

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

You need to arrive for the breakfast program no later than 7:15am in order to grab breakfast and be ready for the program to begin promptly at 7:30am. Please arrive at the Capitol at by 8:55 a.m. for our group photo.

Your day will end when your lawmaker meetings conclude. Final meetings should end by 4:30pm.

Who should I contact with questions?

Kay Kamm, Sr. Grassroots Manager

- Phone (214) 734-9930
- Email kay.kamm@cancer.org

James Gray, Sr. Government Relations Director

- Phone (512) 350-4152
- Email james.gray@cancer.org

Tina Atchison, State Lead Ambassador

- Phone (281) 686-5620

What should I bring with me?

- Water
- Photo ID Required
- A watch/cell phone to keep track of time
- A notebook to take additional notes during lawmaker meetings

Where do I go if I need to take a break?

Our designated hospitality room in E2.022 of the Capitol Extension when you are between meetings or if you have questions you need to ask a staff person.

#TXCancerActionDay

Contact:

For questions about this information, please email

latina.starling@cancer.org

cassandra.perez@cancer.org

kay.kamm@cancer.org

james.gray@cancer.org

