2022 Multi-State Volunteer Summit AZ, NM, NV, OR & WA



Before We Get Started

- Please keep your microphone muted.
- Use the chat for questions and comments throughout the Summit.
- Before we get started, we have allotted several breaks throughout our time together, however if you need to step away, please feel free to do so.
- Survivor Recognition!

Welcome

Marissa Brown, Senior Vice President, State & Local Advocacy



Roll Call!! Latoschka Nether, GRM Nevada/Utah



Ice Break-Out

- Name
- How long you've been an ACS CAN volunteer
- Why you are passionate about fighting cancer
- A fun fact/or your favorite fact about your state.

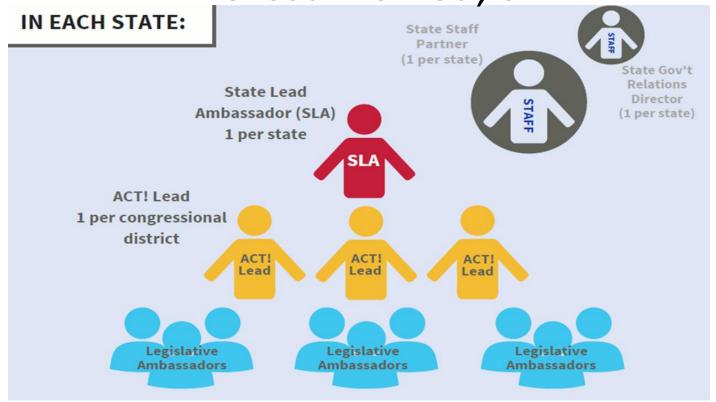
fightcancer.org

How to ACS CAN
Volunteering 101
Melissa Norred, SLA Arizona
Kathy Ottele, SLA Oregon
Annalee Foster, Vice SLA Utah

- ACS CAN Volunteer Structure
- Demystifying Lights of Hope
- Ambassador Action Center



ACS CAN Volunteer Structure Melissa Norred, SLA AZ





Demystifying Lights of Hope

Kathy Ottele, SLA Oregon





Ambassador Action Center

Annalee Foster, Vice SLA UT

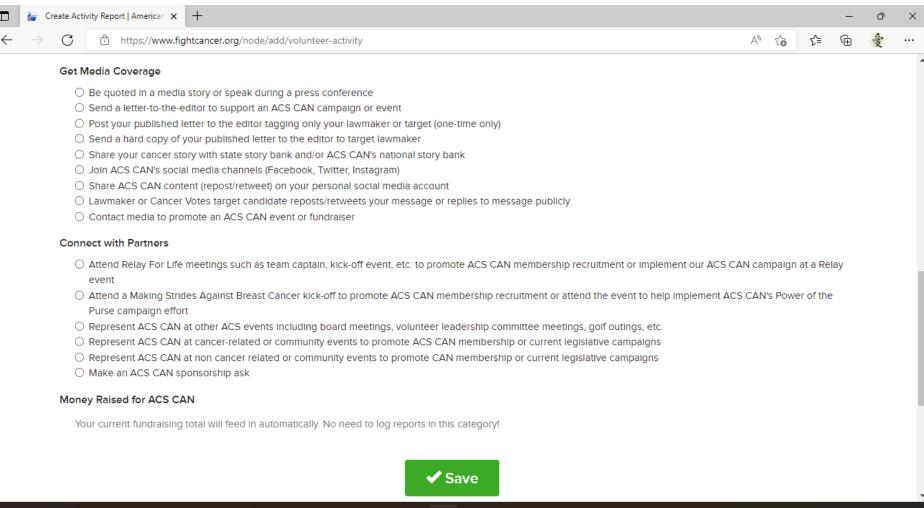




Ambassador Action Center

fightcancer.org/ambassador-action-center









Select a type of activity and we'll ask you a few more questions about your activity.

What did you do? *

Pick one Item that best describes your activity.

Im	pact	Your	Lawma	kers
	Pact	l O u i		VE 12

Office meeting with a lawmaker (or lawmaker's staff) or Cancer Votes target candidate
○ Office Drop-By
O Personal Letter
○ Seasonal Card
O Personal Phone Call
O Personal E-mail
○ Tag lawmaker on social media (up to twice per month unless pre-approved by staff partner)
Attend town hall or other meeting where lawmaker is present or Cancer Votes target candidate is present
○ Collect 50 petitions in a current campaign
Forward online petitions and alerts to 10 contacts
Participate in canvassing, phone banking, or collecting signatures for a state campaign
Testifying at city council, state house, or federal hearing
O Host a lawmaker at an ACS / ACS CAN event
Secure a new co-sponsor on a state or federal bill
O Conduct a power analysis of a state or federal lawmaker
ld or Connect With Your Team

Buil

- O Recruit a new Legislative Ambassador
- O Recruit 3-5 people to attend a state lobby day, ACS CAN rally, or represent ACS CAN at Relay or Strides





























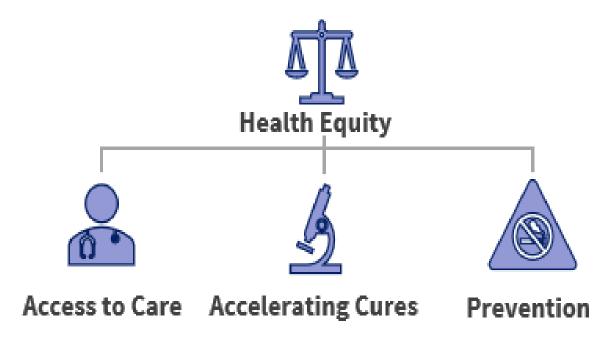




Federal Advocacy Update

Stephanie Krenrich, Senior Director, Federal Advocacy

Federal Advocacy Update





Key Federal Campaigns for 2022





Access to Affordable, Quality Care

Expand equitable access to affordable, adequate health insurance coverage, cancer early detection and screening, and quality care

Health Equity

Woven throughout campaigns; Specific goals include increasing diverse clinical trial enrollment (DIVERSE Trials Act) and laying groundwork for patient navigation campaign

Funding for Cancer Research & Prevention

Increased federal investment in NIH/NCI research and CDC cancer programs; work on tobacco control and cessation

Patient & Survivor Quality of Life

Establish national paid leave program for patients with serious illness & their caregivers; Pass the Palliative Care and Hospice Education and Training Act (PCHETA)

Cancer Research & Prevention

Fiscal Year 2023 Appropriations Process Underway

ACS CAN FY23 asks:

- NIH-TBD
- ARPA-H TBD
- NCI \$7.76B (\$853M increase)
- DCPC \$462.6M (\$72.8M increase)

Cancer Moonshot

- Administration effort to cut the cancer death rate 50% over the next 25 years with a focus on prevention, screening & research
- Not one bill a framework demonstrating commitment to enact policy change to reduce the cancer burden



Access to Care

Reconciliation

- Formerly known as "Build Back Better," stalled in the Senate in late 2021
- ACS CAN is ramping up campaign activities this spring on our asks
- Priorities:
 - Permanent extension of enhanced ACA subsidies
 - A federal fix for the Medicaid Coverage Gap
 - Out of pocket cap on Medicare Part D, plus "smoothing"

Medicare Multi-Cancer Early Detection Screening Coverage Act (MCED), HR 1946/S 1873

Latest Cosponsors List: 194 in the House, 39 in the Senate (as of early May)



Health Equity

Diversifying Investigations Via Equitable Research Studies for Everyone (DIVERSE) Act

- 1 out of 5 cancer clinical trials will fail because of inadequate enrollment
- Patients cite costs as one of the top reasons for not participating in clinical trials
- **DIVERSE Act** would make it easier for all patients to participate in clinical trials by removing some cost barriers:
 - Allows participants to receive financial compensation for non-medical costs (like transportation or lodging) of trial participation;
 - Allows participants to be provided with technology for remote participation



Patient and Survivor Quality of Life

Palliative Care and Hospice Education and Training Act (PCHETA)

- Patient Quality of Life Coalition (PQLC) Lobby Day on June 22
- Introduced week of May 16



Tobacco Control & Cessation

 Tobacco Case Proposed Settlement - Corrective Statements at Point of Sale (May 3)

 FDA Proposed Rules to Prohibit Menthol in Cigarettes and all Flavorings in Cigars (April 28)



Federal Priorities

- Cancer Research Funding
- Access to Care
- Multicancer Early Detection Screening Coverage Act

<u>Current Cosponsors in our Group</u>

Sen. Jackie Rosen (Nevada)

Sen. Mark Kelly (Arizona)

Rep. Derek Kilmer (Washington)

Rep. Jamie Herrera-Beutler (Washington)

Rep. Marilyn Strickland (Washington)

Rep. Suzan DelBene (Washington

Rep. Earl Blumenauer (Oregon)

Rep. Kurt Schrader (Oregon)

Rep. Peter DeFazio (Oregon)

Rep. Suzanne Bonamici (Oregon)



5 Minute Break



Prize Drawing

PRIZE PACK 1

PRIZE PACK 2

PRIZE PACK 3









Health Equity & the ACS CAN Legislative Agenda

Trista Hargrove, Director, Media Advocacy - Health Equity **Gladys Arias,** Principal, Health Equity Policy Analysis & Legislative Support





Trista Hargrove

Director, Media Advocacy –

Health Equity



Gladys Arias

Principal, Policy Analysis &

Legislative Support –

Health Equity



Leslie Ferreira
Associate Director,
Grassroots Alliances –
Health Equity



Lance Barbour
Director, State & Local
Programs – Health Equity

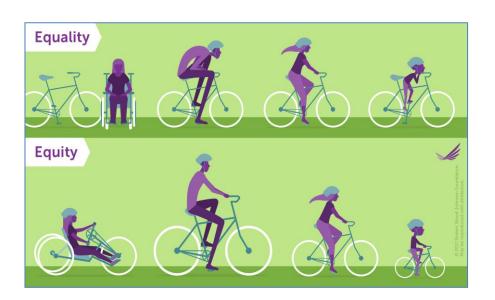
ACS CAN Health Equity Team



Definition of Health Equity Through a Cancer Lens



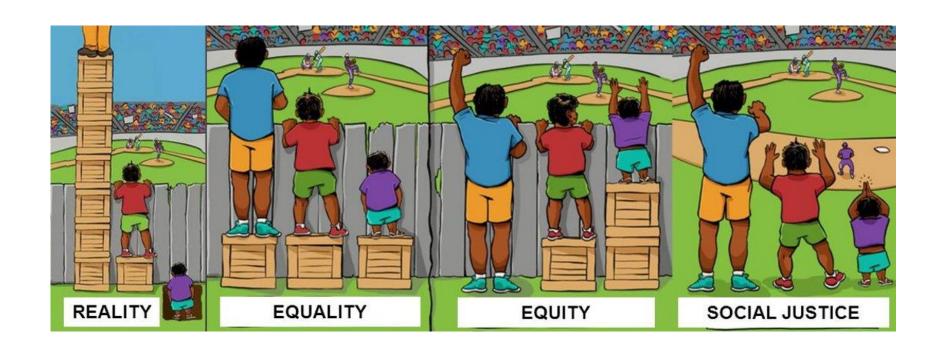
Everyone has a fair and just opportunity to prevent, find, treat, and survive cancer. Where you live, should not determine if you live.



Equity is not the same as equality.

Equality is providing everyone with the same tools and resources.

To achieve equity, individuals and populations with the greatest needs and least resources require different, not equal, effort and resources to improve their health.













Access to Care



Black patients have the **highest death rate & shortest survival rate** of any racial/ethnic group
in the U.S.

Access to Care

Patient Navigation

NBCCEDP Funding

Medicaid Expansion

DIVERSE Trials Act



Tobacco Control



For decades, the tobacco industry has used menthol products to target a wide range of groups: communities of color, youth, LGBT communities, women and low-income communities.

Tobacco Control

Menthol and flavors legislation

Cessation Coverage



Accelerating Cures



Racial/ethnic minorities are underrepresented in publicly funded research and clinical trials.

Accelerating Cures

Henrietta Lacks Enhancing Cancer Research Act

Biomarker Testing Model legislation enacted in Illinois



Health Equity Priorities & Vision for 2022

- ACS CAN is a recognized leader on cancer health equity issues
 Build and deepen relationships and strategic partnerships
 Expand Spanish-language content and materials
- ACS CAN is a recognized national leader on health equity
 Enhance existing and engage new partnerships
 Identify and address social determinants of health
- ACS CAN launches health equity advocacy campaigns that reduce cancer disparities Patient navigation, continuum of screening for communities of color, telemedicine, data collection, diverse trials, flavored tobacco bans
 - Create leadership pathways for diverse volunteers





Questions?

Thank You



How Words Matter A Look At Our Unconscious Bias

Dr. Carol Coram -SLA Washington State Radious Guess-USA Track & Field Gigi Melichar- USA Tack & Field





Session FLOW

- INTRODUCTIONS
- GROUNDING
- TOPIC INTRODUCTION
 - Bias [implicit (unconscious) and explicit]
- Q & A



Radious

- Radious is a national certified Diversity, Equity & Inclusion Trainer and Facilitator. She has delivered keynotes and conducted workshops on the role and presence of whiteness, implicit bias and more!!!.
- Radious received her BS from an HBCU, Jackson State University and MA from the University of Nebraska-Lincoln. Radious is married (29 years), has 3 children and 1 grandchild.



Gigi

- Gigi Melichar's own path to excellence is rooted in an unrelenting zest for empowering people.
- Gigi is committed to creating an infrastructure where more inclusive understandings of LGBTQIA2UA+ issues foster a sense of belonging for all.



Carol

- During Dr. Carol Coram's tenure as a teacher and school principal, she studied and researched the topic of unconscious bias. She presented the subject at various national education conferences around the country.
- Today's topic is near and dear to Dr. Coram. "Just as important as the behavioral change necessary to one day make it a thing of the past. There's so much work to do."
- Dr. Coram is the ACS CAN State Lead Ambassador for Washington





Learning Intentions

- To examine systems and self for unconscious bias
- To understand the root cause of stereotypes and prejudice in our society
- To understand how implicit biases play a role in our daily lives
- To understand the importance of recognizing your bias when making decisions

Grounding

- · We are excited to be on this learning journey with you.
- · Take three deep inhalations and exhalations



Glossary of Terms

- Bias Reflects a stereotype or prejudice but is not illegal
- Discrimination Illegal behavior concerning equal access and/or treatment that violate federal, state or local laws
- Implicit Bias negative associations that people unknowingly hold. They are expressed automatically, without conscious awareness
- Explicit Bias explicit biases are intentional and controllable. With explicit bias, individuals are aware of their prejudices and attitudes toward certain groups.
- Microaggressions The everyday verbal, nonverbal, and environmental slights, snubs, or insults, whether intentional or unintentional, which communicate hostile, derogatory, or negative messages to target persons based solely upon their marginalized group membership.
- Gender Inequality Gender inequality is discrimination on the basis of sex or gender causing one sex or gender to be routinely privileged or prioritized over another.

Everything we see, hear, or feel is affected by our biases.

We all have unique experiences that have shaped our version of the truth and created the lens through which we see the world. Humans operate on bias, either consciously or subconsciously.



Biased, Who Me?

- Research has shown that men and women alike start to treat people who are racially, culturally and ethnically different within milestones of seeing them.
- People with the best of intentions toward equity and inclusion can harbor attitudes and beliefs that affect their thoughts, feelings and actions outside of their awareness.



How are our biases reinforced?

- Once learned, stereotypes and prejudices resist change, even when evidence fails to support them or points to the contrary.
- We embrace anecdotes that reinforce our biases, but disregard experience that contradicts them.



We all have biases...



How do we learn our biases?

- Social scientists believe children begin to acquire prejudices and stereotypes as toddlers.
- Many studies have shown that as early as age 3, children pick up terms of racial prejudice without really understanding their significance.



Gender Bias Effects

Gender biases could affect training and careers in four ways:

- Biases in workplace
- Epistemic injustices
- Role stereotypes
- · Experiences of objectification.







Ways to Eliminate Gender Bias

- Educate Your Employees on Gender Bias
- Evaluate Hiring Practices
- Review Your Recruiting Processes
- Stand Up to Gender Bias When It Happens



Six Forms of Unconscious Bias

- 1. Exclusion
- 2. Stereotyping
- 3. Isolation
- 4. Linguistic
- Selectivity
- 6. Unreality



REMEMBER ...

- Bias is not limited to race and ethnicity
- Unconscious bias is more prevalent
- Everybody holds unconscious bias beliefs
- Unconscious bias is detrimental to others



Discussion Questions

- 1 What are some biases that you have seen or experienced in your life?
- 2. How can you in your role(s) address bias and its negative impacts?



5 Minute Break



Prize Drawing

PRIZE PACK 1

PRIZE PACK 2

PRIZE PACK 3













Funding the Cancer Fight

Molly Waite, Senior Development Manager – Peer to Peer Fundraising

Why Fundraise for ACS CAN?

To Make the Fight Against Cancer a Top Priority

Work for access to care for all Americans

Fully fund our nation's research budget

Prevent death from cancer

Support Issue Campaigns

Persuade lawmakers to support laws and policies proven to help people fight cancer Train our network of grassroots volunteers

to make them effective advocates to push our mission forward



Welcome to Marina's Lights of Hope Page



On September 18, ACS CAN will be hosting its 11th annual Lights of Hope event. This year will be truly special as we celebrate ACS CAN's 20th anniversary. Lights of Hope bags dedicated to loved ones who have been touched by cancer will be displayed in communities from coast to coast. Please join me in bringing Lights of Hope to our community.

I am excited to be a part of this and I'll be honoring my friends and family who have been touched by cancer with personalized Lights of Hope Bags.

My Mom's - and my own survivorship. Yahoo! I will also be honoring a couple of very dear friends whose names I would mention...but giving them their privacy... You know who you are!

I will also be remembering with love, never to be forgotten, my Nana, cousin Billy, Sandy, Dennis, and my friends and patients from Hillman Cancer Center that I have lost. I'd love for those you know who have been touched by cancer - friends and loved ones - to be part of it too.

One Step, One Year, One Dollar



1973-2015

It was an idea that came from a conversation with my niece: "What if every survivor or caregiver donated one dollar for every year of survivorship?"

I am a 26-year survivor of breast cancer and longtime ACS CAN volunteer, I had traveled to Israel to be with my niece Tali who had been diagnosed with breast cancer. I was telling Tali how volunteering for ACS CAN had become a passion of mine

"I said to her, 'All it takes is one step, one day...' and then she looked at me and said '...one dollar', finishing my sentence,"

The conversation sat with me as I began to think about how the act of simply donating one dollar per year of survivorship, could add up to not only an enormous amount of fundraising, but also something greater: the total years of survivorship. The impact this had on me was what motivated myself to start the "One Step, One Year, One Dollar" campaign.

Just a month shy of her 42nd birthday, Tali passed away from breast cancer. Today, I hope to keep her memory alive by spreading the message of the One Step, One Year, One Dollar campaign with others. In the hope that others will create their own One Step, One Year, One Dollar campaign.

I am donating \$26 as a celebration of my anniversary of 26 years of survivorship. "I ask all survivors to join me in doing so, in honor of your own years of good health or in memory of loved ones you have lost."

Donna's ACS CAN Birthday Fundraiser



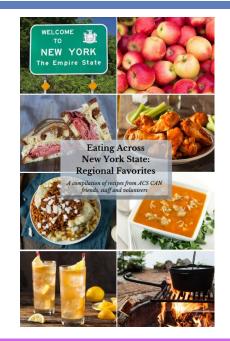
It's My Birthday Month! I hope you'll join me in celebrating by donating to an organization that is very important to me – the American Cancer Society Cancer Action Network (ACS CAN).

ACS CAN is the nation's leading cancer advocacy organization; encouraging lawmakers to support policies that lead to the prevention, early detection and treatment of cancer.

I'm excited to have you as part of this special event. Together, we can help saves lives from cancer.



Group Fundraisers



CHANGE FOR HOPE

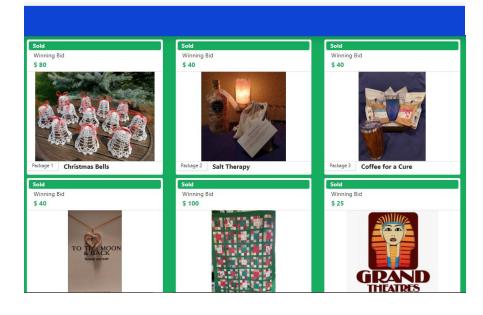
FILL ME UP WITH SPARE CHANGE TO HELP US ADVOCATE FOR CANCER RESEARCH FUNDING WITH CONGRESS

LEARN MORE ABOUT LIGHTS OF HOPE AT FIGHTCANCER.ORG/HOPE



2021 ACS CAN Crave a Cure Event

American Cancer Society - ACS CAN Welcome





Lights of Hope Across America

Displays across the country in August and September of 2022

Display in Washington D.C. September 13, 2022



Lights of Hope and Sponsorships

- Sponsorships make up 21% of raised Lights of Hope dollars.
- In 2020 we raised \$40,000 in sponsorships and that grew to \$128,000 in 2021

Visit <u>www.fightcancer.org/lohresources</u> for sponsorship information and all things Lights of Hope.

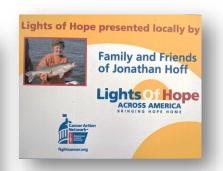


Sponsorship Levels and Benefits

- \$200 Bronze Sponsor
- \$350 Silver Sponsor
- \$500 Gold Sponsor / Family Sponsor
- \$1,000 Platinum Sponsor
- \$2,500 Diamond Sponsor (NEW)
- \$5,000 Champion Sponsor (NEW)

- Lights of Hope bags that can be personalized
- Logo/name featured on lawn signs
- Recognition on ACS CAN State social media

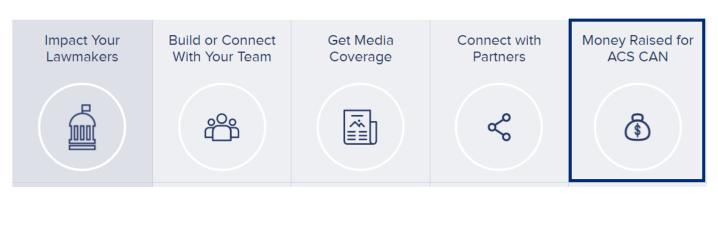


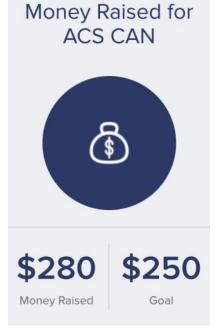




Ambassador Action Center

POINTS BY CATEGORY







Questions?

5 Minute Break

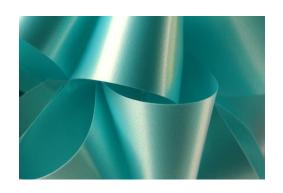


Prize Drawing

PRIZE PACK 1

PRIZE PACK 2

PRIZE PACK 3









The Power of Storytelling

Tomica Smith, Senior Outreach Manager State & Local Campaigns



Overview

- Why Storytelling?
- Stories and ACS CAN
- Telling Your Own Story
- Different Versions for Different Audiences
- Next Steps in My Story Journey



Importance of stories

- Cut through the politics
- Humanize an issue
- Helps people imagine themselves in that position

The New Hork Times

Democrats' Bill Would Go Far Toward 'Patching the Holes' in Health Coverage

Taken together, the provisions in the social policy bill represent the biggest step toward universal coverage since the passage of the Affordable Care Act.



Tim Floyd lives in one of 12 states where Republicans have refused to expand Medicaid, making health insurance even less accessible for an estimated 2.2 million low-income adults. Andrea Morales for The New York Times

Erasing the 'Coverage Gap' for Poor Adults

Tim Floyd of Guntown, Miss., was working construction jobs in 2012 when he noticed numbness in his foot. It was neuropathy, a sign of diabetes. But he was uninsured and could not afford a doctor visit.

How we work with stories at ACS CAN

- Advocacy
- Education
- Organizing



Story campaign example: Medicaid Covers US

- Public education project about the importance of Medicaid and need for Medicaid expansion for families, communities, the economy and the health care system.
- An opportunity to share stories
 to help people understand what
 Medicaid is and why it is a vital
 program.



Video



https://vimeo.com/402566328

Password: SLA2020







Telling Your Story.

- Your Introduction
- What Happened?
- What Helped?
- How You're Different Today?
- What is the Need or Problem?
- What Will Help Others
- Your ASK!

Different Audiences.

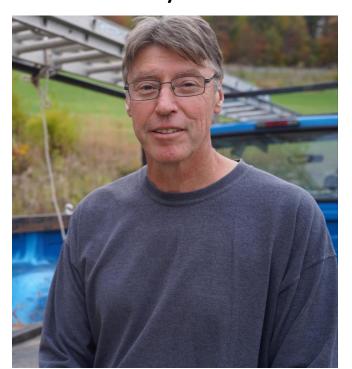
Your Story Can Always Help Someone!

- Share Your Story
 - Legislators
 - Family and Friends = Potential Volunteers
 - The Media

Next Steps

We Want to Hear Your Story!







Q&A and Call to Action

Audrey Miller, Sr. Grassroots Manager, Washington Kathy Ottele, SLA Oregon



Call to Action

- Follow us on social media
- Like, comment, share, repeat
- Take action via action alerts
- Share your story
- Attend a State Recess Meeting with your member of Congress
- Register for Cancer Action Day
- Sign up for Lights of Hope Across America or set up your personal CANRaiser



Community Events















Virtual Events







Follow us on Social!



- @ACSCANWA
- @acscannv
- @Utahacscan
- @ACSCANArizona
- @ACSCANNM
- @ACSCANOregon



- @ACS_CAN_WA
- @ACSCANNevada
- @ACSCANUtah
- @ACSCANAZ
- @ACSCANnm
- @ACSCANOregon



@acscannm



Thank you!





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