

# ACS CAN Florida Cancer Action Week

Complete the actions below during our 2025 Cancer Action Week. If together we commit to increase our voices and actions this week, we will maximize our advocacy impact.

- ☐ **Schedule a Meeting with your Lawmaker:** Email/Call your Senator and House Representative to schedule an in-district meeting to discuss our Cancer Action Week asks. (See ATTACHED documents for lawmaker contact info and sample email.)
- ☐ **Complete the Email Action Alerts:** During the week you will receive email action alerts from the Florida ACS CAN team. Take action on the alerts and share them on social media.
- ☐ **Post on Social Media:** Post the ATTACHED social media graphic on your Facebook, Instagram, and X account and tag your lawmaker with hashtag [#FLCAW25](#).
- ☐ **Submit a Letter to the Editor:** Work with Valentina Palomino to write letter to the editor and submit it online to your local newspaper.
- ☐ **Invite a Friend to Take Action:** Ask friends, family, and colleagues to take any of the above actions to increase our impact.
- ☐ **Send Thank You Email to Lawmaker:** After your meeting, send a Thank You email to your lawmakers.
- ☐ **Complete Report Back Form:** After your legislative meetings, complete a report back form for each at [fightcancer.org/reportback](https://fightcancer.org/reportback). This is very important so we know that you met with your lawmakers and can see your meeting feedback.

Please contact your staff partner if you have questions:

- Southeast Florida: Natalie Kline at [Natalie.Kline@cancer.org](mailto:Natalie.Kline@cancer.org)
- Southwest and Central Florida: Serena Rodrigues at [Serena.Rodrigues@cancer.org](mailto:Serena.Rodrigues@cancer.org)
- North Florida: Storm Goodlin at [Storm.Goodlin@cancer.org](mailto:Storm.Goodlin@cancer.org)

# Schedule Lawmaker Meeting

## Email Template for Requesting Legislator Meetings

*\*\*If you will have team members joining you for the meeting, please be sure to include their names in the email as well. Staff will need to know how many people expect so that they can appropriately accommodate the group. \*\**

Dear (LEGISLATOR),

My name is (NAME) and I am a constituent from (COUNTY OF RESIDENCE). I am also a volunteer with the American Cancer Society Cancer Action Network (ACS CAN). I would like to request a meeting with you at your district office to discuss a few legislative issues that are important to me and the thousands of cancer patients and survivors in Florida. Can you please let me know if you are available to meet on any of the days listed below?

Monday, November 10<sup>th</sup>

Tuesday, November 11<sup>th</sup>

Wednesday, November 12<sup>th</sup>

Thursday, November 13<sup>th</sup>

Friday, November 14<sup>th</sup>

Please let me know if you or your staff have time to meet with me on any of these days.

Thank you for your time and for your service to our great state.

Sincerely,

(NAME)

# Schedule a Meeting Phone Script

## Phone Script for Requesting Legislator Meetings

*\*\*If you will have team members joining you for the meeting, please be sure to include their names when you call. Staff will need to know how many people to expect so that they can appropriately accommodate the group. \*\**

Hello,

My name is (NAME) and I am a constituent from (COUNTY OF RESIDENCE). I am also a volunteer with the American Cancer Society Cancer Action Network, or ACS CAN. I am calling to request a meeting with (Representative/Senator NAME) at the district office to discuss a few legislative issues that are important to me and the thousands of cancer patients and survivors in Florida. Can you please let me know if (he/she) or staff will be available to meet on any of these days?

Monday, November 10<sup>th</sup>

Tuesday, November 11<sup>th</sup>

Wednesday, November 12<sup>th</sup>

Thursday, November 13<sup>th</sup>

Friday, November 14<sup>th</sup>

Thank you for your time, and I look forward to meeting you!

# Sample Thank You Email

## Thanking Lawmakers after Meetings

### Actions:

1. **Thank your lawmakers for meeting with you:** This can be done through e-mail, or by mail if you prefer. See template language below as an example. Contact information can be found at [www.myfloridahouse.gov](http://www.myfloridahouse.gov) or [www.flsenate.gov](http://www.flsenate.gov) or be sure to get a card from the member or legislative aide.
2. **Thank your lawmaker on social media:** Use the sample social media posts and twitter handle lists to post a thank you and tag the lawmakers.

### Template (Thank You Letter)

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

Thank you for meeting with me on [Date] during American Cancer Society Cancer Action Network (ACS CAN) Florida Cancer Action Week.

I am grateful for the time we spent discussing the Mary Brogan Breast and Cervical Cancer Early Detection program, and Cancer Research funding in Florida. Advocating on behalf of Florida's 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 making permanent \$3.6 million for Mary Brogan Breast and Cervical Cancer Early Detection program during this legislative session and increasing funding for vital cancer research programs.

Sincerely,

[Sign your name]

[Add your phone number and address]

# Making The Ask: Hook, Line, and Sinker

## **THE HOOK:**

Hi Representative/Senator \_\_\_\_\_, my name is \_\_\_\_\_ and I am a volunteer with the American Cancer Society Cancer Action Network (***if applicable:*** I am also a constituent in your district). 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 Florida.

## **THE LINE:**

- **Tell a VERY BRIEF personal tie to the cost of health care related to access to cancer screenings, prevention, treatment, or research. 2-3 sentences. Don't overthink it!**
- Maintaining funds for breast and cervical cancer screening programs is necessary. Proactive, regular screening tests are useful in detecting pre-cancer and cancers at earlier stages, when treatment is less costly and more effective.
- Ongoing state investments in cancer research and innovation programs stimulate Florida's economy while also saving precious lives.
- Medicaid coverage remains critically important for many low-income state residents who depend on the program for cancer and chronic disease prevention, as well as early detection, diagnostic, and treatment services. Medicaid enrollees should have adequate access to care to ensure they have the best chance to detect, treat, and survive cancer.

## **THE SINKER:**

Will you support \$3.6 million in recurring state funding for the Mary Brogan Breast & Cervical Early Detection Program?

**AND**

Will you support maintaining state funding for critical cancer and biomedical research programs?

**AND**

Will you work to ensure Medicaid enrollees have adequate access to care and oppose proposals that could create barriers or reduce access to care?

**{Wait silently for answer}**

# Making The Ask: Hook, Line, and Sinker

Options depending on response lawmaker gives to your asks:

- If answer is **YES**: “Thank you so much for your support and for meeting with us today.”
- If answer is **UNSURE**: “Can we get you any more information on the issue to gain your support? Can I leave my contact information in case you have further questions when deciding how you will vote? Can I follow-up with you in a week or two?”
- If answer is **NO**: “Thank you for your time and consideration today, please don’t hesitate to contact me if you have further questions prior to your final vote on this important issue.”

## **Additional Talking Points for Your Line:**

### **Mary Brogan:**

- The Mary Brogan Program provides lifesaving cancer screenings for medically underserved women between the ages of 40 and 64 who have incomes below 200% of the federal poverty level.
- Breast cancer is the second leading cause of cancer death for women. An estimated 23,920 Floridian women will receive a breast cancer diagnosis in 2025 and an estimated 3,210 are expected to die from this disease.
- Florida currently invests \$3.6 million state dollars in this program which provides medically underserved women access to screenings and diagnostic services, including mammograms, Pap tests, HPV tests and diagnostic testing if abnormal results are found. During the 2025 Legislative Session, the state allocated an additional \$1.83 million in non-recurring funding to the base \$1.83 million. Program eligibility was also increased to ages 40-64 (from 50-64), meaning more women now qualify for screening. We want to ensure the full \$3.6 million is recurring in the state budget.

### **Cancer Research:**

- ACS CAN supports continued state funding for cancer and biomedical research, including the Casey DeSantis Cancer Research Program, the Florida Cancer Innovation Fund, the Bankhead-Coley Cancer Research Program and the King Biomedical Research Program.
- These state cancer research programs enhance the quality and competitiveness of cancer care in Florida. The funding will also further a statewide biomedical research strategy directly responsive to the health needs of Florida’s citizens and capitalize on the potential educational opportunities available to its students.