



2023 Breakout Descriptions

Why it Matters: Access to and Diversity in Clinical Trials

Description: Clinical trials are an essential step in advancing potential new treatments from research to care. Most cancer patients are eager and willing to participate in these trials, but only a small fraction end up enrolling due to various enrollment barriers. This session will describe efforts to increase access to and improve diversity in clinical trials.

California leading the pack- Lights of Hope 2023

Description: Lights of Hope is ACS CAN's largest, nationwide fundraiser. The event helps us honor and remember loved ones. California prides themselves on being number one in the country for Lights of Hope Fundraising. We do this by being motivated, passionate, and informed. Join this session to get new ideas and fundraising tools so we can continue to lead the pack this year with Lights of Hope and support ACS CAN's mission.

How ANYONE Can Engage Youth in Advocacy

Description: A youth-led breakout about empowering elementary to college age youth in advocacy and leadership. Join Kira Sano, Executive Chair of the California Emerging Leaders Council, as she shares opportunities for you to support youth efforts to organize on the local and state level. You will leave this session with actionable plans toward activating youth and young adults in your area!

Tactics for Winning California's Priority Campaigns and Influencing Lawmakers

Description: Join us to review the outlook for the 2023 California legislature and to discuss opportunities for influencing lawmakers, including next-level strategies for building a relationship with your lawmaker and showing power. Bring your good ideas, success stories, and challenges to share with the group as we learn from each other.

- **NOTE:** *This breakout is for veteran volunteers with previous experience.*

Hacks to Nail Your Next Media Interview

Description: You have the incredible opportunity to raise the profile of ACS CAN and the importance of our work through the media. Join this session to learn interview best practices including everything you need to know to ace a Zoom interview, from lighting, background, setup and more. Note: this session will be offered separately in English and Spanish.

Trucos para una entrevista con los medios exitosa

Descripción: Tienes la increíble oportunidad de informar a tu comunidad sobre ACS CAN y la importancia de nuestro trabajo a través de entrevistas con los medios. En esta sesión aprenderás las mejores prácticas a la hora de conceder entrevistas -- incluyendo todo lo que necesitas saber para hacerlas vía Zoom: desde la iluminación, el tipo de fondo y mucho más. Nota: esta sesión se ofrecerá por separado en inglés y español.

Supercharging Your Story

Description: Your personal story of how cancer has impacted you has tremendous power – it can play a key role in moving elected officials to support policies that help in the fight against cancer. This session will help you tailor your story to the issue you are advocating for to enable you to increase your chances of getting a “Yes!” from your lawmaker.