



State Based Lung Cancer Advocacy Guide

BECOME A LUNG CANCER ADVOCATE

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.” ~ Margaret Mead

Advocates are a vital component in the fight against lung cancer.

An “advocate” is defined as a person who supports a cause and exercises his/her right to be heard. We need your help in raising awareness about lung cancer in your communities.

Get Involved with the Caring Ambassadors Program. You can make a difference by ***Giving Lung Cancer a Voice, Volunteering, or Making a Donation*** to support our efforts.



State Based Lung Cancer Advocacy Guide

Your “Elevator Speech”

You may find yourself in a situation where you unexpectedly come in contact with a policymaker or staff member who is influential in changing the course of lung cancer. In cases like this, you have less than a minute to make an impact. To make the most of this time, it is important that you have prepared a pitch in advance.

General tips and strategies

- Frame the elevator pitch around the point of view of the person to whom you are speaking.
- Focus your pitch on a problem this influential person can help solve.
- Speak concisely about lung cancer and what action you want taken.
- Your goal is to pique the person’s interest and leave him or her wanting to know more about lung cancer.
- Be passionate, concise, and succinct.
- Write it out and practice, practice, practice.

General outline for an effective speech

- Introduce yourself and quickly describe your experience with lung cancer.
- State the case you wish to make using powerful details that are important to the listener (ie. Lung cancer is the leading cancer killer in both men and women in the United States).
- Suggest how the listener may be able to help with this issue.
- End with a call to action – a future meeting or phone call?
- Ask for a business card and supply yours, if you have one, or follow up with an email.



State Based Lung Cancer Advocacy Guide

Sharing Your Story

Send us your video story

Make a short video about your experience with lung cancer (2-3 minutes). We will post it on our site. We at the Caring Ambassadors Program believe the sharing your story and putting a face to this disease increases awareness and reduce the stigma associated with lung cancer. By sharing your story, you pave the way for newly diagnosed patients with lung cancer, and all those living with the disease, and their loved ones.

How to make a video:

Online examples of video creation and editing tools – YouTube and third-party applications that enable users to create videos.

Examples of how to create a YouTube video – www.funnyutube.net

Welcome to Vimeo Video School (<http://vimeo.com/videoschool>)– Vimeo Video School is a fun place for anyone to learn how to make better videos.

How to Make a YouTube video – www.Ehow.com

Sample Video

Here is an example of a video story, “My Journey” with Jessica Steinberg.



State Based Lung Cancer Advocacy Guide

Call your elected officials

Call your state and local elected representatives. Tell them you want lung cancer moved to the top of their health agenda. Here are sample scripts and contact information:

Find your State's Senators: <http://www.senate.gov/>

Find your State's Representatives: <http://www.house.gov/>

Call the Capitol Switchboard toll-free at 1-888-876-6242 and ask to be connected to your US Representative. When you are connected, ask for the staff person who handles healthcare issues.

Whether you speak directly to the staff person or leave a message, tell him/her:

My name is _____ and I live in (city,state). I am calling to urge Representative _____ to become aware of the issues surrounding lung cancer in our Country.

Representative _____, were you aware that that are lung cancer accounts for more deaths than any other cancer in both men and women. An estimated 159,260 deaths accounting for 27% of all cancer deaths, are expected to occur in 2014. I urge you to support any active legislation or funding for the early detection, diagnosis, and treatment for lung cancer.

Next, call both of your two US Senators (using the Capitol Switchboard number toll-free at 1-888-876-6242) and deliver the same message to their healthcare staff.



State Based Lung Cancer Advocacy Guide

Write your elected officials

Write your state and local elected representatives. Tell them you want lung cancer moved to the top of their health agenda. Share your story about why lung cancer is important to you and explain why you are calling. Whether you are asking for a Proclamation in your state to declare November – Lung Cancer Awareness Month, asking them to support important legislation, or the importance of raising awareness about the disease - make your voice heard!

Use the Senate Caring Ambassadors Program “Lung Cancer By The Numbers” Advocacy Map as a tool. The map will show you incidence/death for your state to share.

Visit your elected officials

A short visit with your elected official’s office at home or in DC can make the biggest impact. Tell them what matters to YOU! They want to hear from you. You vote for them.

Find you State’s Senators: <http://www.senate.gov/>

Find your State's Representatives: <http://www.house.gov/>

Official Visitor Center Map of the U.S. Capitol: U.S. Capitol Map <http://www.visitthecapitol.gov/plan-visit/us-capitol-map>



State Based Lung Cancer Advocacy Guide

State Proclamations

Would you like to raise awareness in your state by asking your legislators to proclaim November – Lung Cancer Awareness Month?

How to Start:

- Start early, it could take several weeks to get a proclamation issued
- Go to your states government website to find out the process for receiving a proclamation (this will vary from state-to-state). Visit www.USA.gov to find your state government websites.
- Call your Senator’s office and ask about the process, who to contact, etc.
- Email your request to your Senator with a sample proclamation.

Sample Text:

Whereas an estimated 224,210 new cases of lung cancer were expected to be diagnosed in 2014, accounting for nearly 13 percent of cancer diagnoses in the United States; and

Whereas lung cancer accounts for more deaths per year than any other cancer in both men and women, and an estimated 159,260 deaths due to lung cancer were expected to occur in 2014, accounting for nearly 27 percent of all cancer-related deaths; and

Whereas lung cancer is the leading cancer-related killer in the United States and in (State); and

Whereas in 2014, _____ new cases of lung cancer were expected to be diagnosed in (State); and

Whereas,

Whereas early detection of lung cancer can dramatically improve survival rates, but only 15 percent of lung cancers are diagnosed in early stages; and

Whereas funding for lung cancer research trails far behind funding for research of other cancers; now, therefore,

Be It Resolved by the Legislative Assembly of the State of _____:

That we, the members of the Legislative Assembly, are committed to making lung cancer a public health priority by supporting advocacy work on behalf of lung cancer patients, those at risk for the disease and those in our communities who are affected by lung cancer.



State Based Lung Cancer Advocacy Guide

Share the Proclamation

Share the proclamation through Social Media and include background information on how you made this happen. The Caring Ambassadors Program made displays with the official proclamation in Oregon and Washington and asked local cancer center to display during Lung Cancer Awareness Month. You can also make posters and share within your community health centers.

