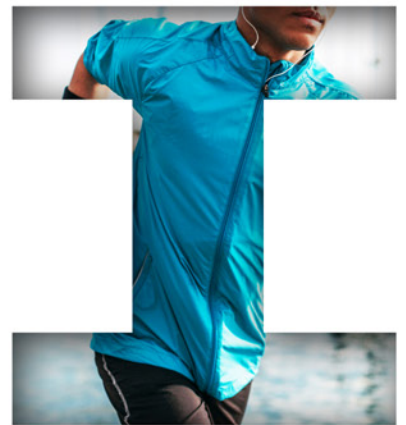




Advocacy Toolkit

Guide to Grassroots Leadership



“When I started the Foundation almost 30 years ago, I knew how critical advocacy would be to our mission of saving lives through cancer prevention and early detection. Advocacy is local. It happens in communities across the country. It occurs in each of our lives. We are all a part of the political system and it’s our duty to make sure we are standing up for the issues that are important. What’s more important than saving lives through cancer prevention and early detection?”

CAROLYN ALDIGÉ, PRESIDENT AND FOUNDER, PREVENT CANCER FOUNDATION

Table of Contents

P. **3**

INTRODUCTION

Prevent Cancer Foundation
Toolkit Audience and Purpose
Background
Talking Points
Policy Priorities

P. **37**

FEDERAL ADVOCACY RESOURCES

Congressional Leadership
Key Congressional Committees
Key Federal Agencies
How a Bill Becomes a Law

P. **11**

ADVOCACY

Advocacy 101
The Advocacy Checklist

P. **47**

STATE ADVOCACY RESOURCES

State Legislatures
State Resources

P. **19**

ADVOCACY TOOLS

Engaging with Elected Officials:
Phone Call (Script)
Schedule Request (Template)
Meeting (Tips)
Meeting Follow-Up (Form)
Thank You Letter (Example)
Letter (Example)

P. **51**

CONCLUSION

Policy & Advocacy Glossary
Social Media Glossary

P. **29**

MEDIA TOOLS

Letter to the Editor (Tips and Example)
Op-Ed (Tips and Example)
Social Media (Tips)

This toolkit was developed by the Prevent Cancer Foundation to serve as a resource for grassroots advocates interested in cancer prevention and early detection issues. The toolkit focuses primarily on legislative and policy advocacy, with some information about personal, community, and media advocacy.

The Prevent Cancer Foundation is pleased to support advocates who wish to learn more about how they can be their own best advocate at all levels. There is a broad spectrum of advocacy activities in which to be involved with, and we encourage individuals to find their voice in whichever area they are most comfortable and where they think they can have the most influence.



Introduction

The Prevent Cancer Foundation is the only nonprofit organization in the United States solely devoted to cancer prevention and early detection. This section provides information about the Foundation as well as data on cancer prevention and early detection and policy priorities which drive our advocacy efforts.

Prevent Cancer Foundation
Toolkit Audience and Purpose

Background

Talking Points

Policy Priorities

Prevent Cancer Foundation

The Prevent Cancer Foundation's mission is saving lives through cancer prevention and early detection. Since 1985, the Foundation, a 501(c)(3) nonprofit organization, has invested over \$138 million in support of cancer prevention research, education, outreach, and advocacy programs nationwide and has played a pivotal role in developing a body of knowledge that is the basis for important prevention and early detection strategies.

The Prevent Cancer Foundation has spent the last three decades working to:

- Reduce the cancer mortality rate by focusing on funding prevention and early detection research, promoting individual healthy behaviors, and engaging in public policy discussions.
- Raise awareness of preventable cancers across all populations.
- Make prevention knowledge and early detection services more accessible for people in medically underserved communities.
- Collaborate with partners to maximize the effectiveness and reach of the prevention and early detection message and programs.
- Increase funding for cancer research and access to quality care for all patients.

Prevent Cancer
is the *only*
U.S. nonprofit
organization
solely devoted
to cancer
prevention and
early detection.

Toolkit

Audience and Purpose

“Congress shall make no law respecting...
the right of the people peaceably to assemble
and to petition the government for a redress
of grievances.”

-First Amendment, U.S. Constitution

The Prevent Cancer Foundation wants to work with you because you are our strongest resource. Your voice is critically important and we can help you amplify it. Your experience, story, interests, and actions increase government funding and resources, strengthen health programs, and enhance awareness. We want to help you be your own best advocate, for yourself, your family, your community, and for the overall cause of cancer prevention and early detection.

The Prevent Cancer Foundation advocacy toolkit was created with a broad audience in mind. It provides basic, foundational information for individuals interested in advocating in support of cancer prevention research and policy issues. The purpose of this toolkit is to educate, engage, and empower you to make your voice heard with elected officials and decision makers. It primarily covers legislative and policy advocacy, but also discusses personal, community, and media advocacy.

“I am so proud to serve in a leadership position for the only organization in the country that solely focuses on cancer prevention and early detection and serves as a leading voice on Capitol Hill and throughout the nation. I look forward to seeing our advocacy progress in the next 30 years.”

SCOTT MCINTYRE, MANAGING DIRECTOR, PRICEWATERHOUSECOOPERS (PWC),
CHAIRMAN, PREVENT CANCER FOUNDATION BOARD OF DIRECTORS

Cancer Prevention and Early Detection Background

Something is preventing prevention. Seven in ten deaths in the U.S. are related to chronic diseases such as obesity, diabetes, high blood pressure, heart disease, and cancer. Cancer is the second leading cause of death in the U.S., responsible for an average of 1,575 deaths daily—equivalent to the loss of all passengers on three fully-loaded jumbo jets each and every day.

Cancer is a leading cause of death worldwide, yet the World Health Organization (WHO) states that it is avoidable to a large extent. Across America, approximately 1.6 million people will receive a cancer diagnosis this year and more than half a million people will lose their lives to the disease. While survival rates have increased in recent years, cancer still ranks as the second most deadly disease in our nation. Continued improvement in survival rates will increasingly depend on better treatments, and importantly, better screening and prevention efforts.

Prevention is vital to the health and wellbeing of individuals and families in the United States and around the globe. It makes sense, but more important, it saves lives. Prevention is by far the most logical solution to better health outcomes and reduced health care spending. Lifestyle choices such as refraining from using tobacco products, maintaining a healthy weight, regularly exercising, eating a nutritious diet, practicing sun safety, receiving proper immunizations, practicing safe sex, and knowing family medical history can drastically improve health outcomes. Research shows that prevention efforts can save 4.5 million lives and almost \$600 billion over the next 25 years.

Approximately, two-thirds of Americans are obese or overweight and nearly 20 percent smoke tobacco products. Obesity costs the nation \$196 billion and tobacco use \$96 billion in direct health care costs each year. If we continue on this trajectory, by 2030 half of Americans will be obese. Current outcomes and projections are even more dire for people of color, those living in poverty, individuals with lower education levels, and the uninsured. Meanwhile, fewer than half of Americans receive recommended prevention and screening services.

We currently spend 75 percent of \$2.5 trillion annual U.S. health care dollars on treatment of chronic conditions. Although the U.S. spends far more on medical care than

1.6 million people will receive a cancer diagnosis this year and more than half a million people will lose their lives to the disease.

Up to 60 percent of cancer cases and more than 50 percent of cancer deaths are preventable with the knowledge we have today.



Only three pennies of each national health care dollar spent goes towards prevention.

any other industrialized nation, it ranks 26th among 36 OECD (Organisation for Economic Co-operation and Development) countries in terms of life expectancy. As noted above, the Centers for Disease Control and Prevention (CDC) warns that chronic conditions are the nation's leading cause of death and disability, although many chronic diseases can be prevented.

Meanwhile, current expenditures on chronic disease prevention are low, with only three cents of each national health care dollar in the U.S. going towards prevention. A 2011 Institute of Medicine (IOM) report, "For the Public's Health, Investing in America's Future," recommended at the time that Congress double the current federal appropriations level for public health.

Continuing to focus most of our efforts on diagnosis and treatment is unsustainable. We can no longer afford it—in terms of both cost, but more importantly in terms of lives lost. The prevention community, as a whole, must work cohesively to develop advocacy, policy, and regulatory approaches to best utilize scarce health care resources and promote and protect prevention strategies. Regardless of the chronic disease, the answer is the same: prevention.

Research shows that prevention efforts can save 4.5 million lives and almost \$600 billion over the next 25 years.

Cancer Prevention and Early Detection Talking Points

CANCER

- Cancer is the second leading cause of death in the U.S., killing 1,575 people each day.
- 1.6 million people receive a cancer diagnosis every year in the U.S.
- More than 580,000 people in the U.S. lose their lives to the disease each year.
- Only five percent of cancers are hereditary.
- Approximately 2/3 of cancer deaths are caused by using tobacco products, physical inactivity, and poor diet choice.

Obesity is poised to surpass tobacco as the leading cause of cancer within a few years.

RISK FACTORS

- **Obesity:** Approximately 2/3 of Americans are obese or overweight. By 2030, half of Americans will be obese (at this rate). Obesity is poised to surpass tobacco as the leading cause of cancer within a few years.
- **Diet:** Eating healthy foods like fresh fruits and vegetables can help individuals maintain a healthy weight and reduce their cancer risk. Yet, 40 percent of Americans misjudge the quality of their diets, believing themselves to be healthier than they are.
- **Exercise:** Regular exercise can reduce the risk of cancer, yet only 20 percent of Americans meet the recommended guide lines for aerobic physical activity and muscle strength training.
- **Tobacco:** Approximately 20 percent of Americans use tobacco products. Up to 85 percent of lung cancer is related to smoking and 30 percent of all cancer deaths are attributable to tobacco. In fact, many people diagnosed with lung cancer had already quit smoking (50 percent) or had never smoked (15 percent). This is one more reason why screening is critical.
- **Sun:** Approximately 63,000 new cases and 9,000 deaths are attributable to melanoma (the deadliest form of skin cancer) each year—with a price tag of over \$8 billion.
- **Alcohol:** Drinking alcohol poses a cancer risk, yet a quarter of adults report binge drinking.



COST

- Cancer will cost the nation \$158 billion by the year 2020.
- Obesity costs the U.S. \$196 billion each year.
- Tobacco use costs the U.S. \$96 billion each year.
- The U.S. spends 75 percent of \$2.5 trillion annual health care dollars on treatment of chronic conditions.
- Only three cents of every health care dollar goes towards prevention.

Cancer will cost the nation \$158 billion by the year 2020.

PREVENTION

- Fewer than half of all Americans receive the recommended preventive services.
- Prevention efforts can save 4.5 million lives and almost \$600 billion over the next 25 years.
- Research shows that up to 60 percent of cancer cases and more than 50 percent of cancer deaths are preventable —if we just act on the knowledge we have right now.

SCREENING FOR PREVENTION AND EARLY DETECTION

- There are tests to detect some cancers early when a successful outcome is more likely.
- Some screening tests can also detect precancerous conditions before they become cancer.
- Cancer treatment is generally more effective when the disease is found early.
- However, not all types of cancer have screening tests.

Prevent Cancer Foundation

Policy Priorities

The advocacy work of the Prevent Cancer Foundation is driven by the following policy priorities. Each is accomplished through work with the U.S. Congress and Executive Branch (including federal agencies) as well as other health care organizations, state legislatures, and relevant stakeholders, including our grassroots advocates.



PREVENTION

Support and work towards policies and education efforts that will reduce cancer diagnoses and preventable deaths.



ACCESS

Increase access to necessary health care services including cancer prevention and early detection screening and resources.



DISPARITIES

Reduce the barriers for all individuals (particularly those who are underserved) to achieve optimal health and wellness including, but not limited to, access, affordability, and equity.



FUNDING

Ensure adequate funding for cancer research and prevention efforts at federal and state levels.



HEALTH CARE

Promote patient-centered, accessible, integrated, high-quality health care for all.



Advocacy

If you've never advocated before, this section provides general information regarding the many different ways in which you can make your voice heard as well as an advocacy checklist to get you started. In later chapters in the toolkit, you will find tools and templates to help support your work.

Advocacy 101

Advocacy Checklist

“A powerful example of our advocacy leadership is our work on skin cancer. As a member of the National Council on Skin Cancer Prevention, we were delighted this year when the Acting Surgeon General released a Call to Action to Prevent Skin Cancer. This disease affects over five million people in the United States each year, including me. A renewed focus on awareness, research, and access is critical to saving lives from this largely preventable cancer.”

JAN BRESCH, EXECUTIVE VICE PRESIDENT AND
CHIEF OPERATING OFFICER, PREVENT CANCER FOUNDATION

Advocacy 101

Advocacy: noun \ˈad-v̩-ˈk-sē The act or process of advocating or supporting a cause or proposal.

IS THE WORD “ADVOCACY” INTIMIDATING?

Most people have never set foot on Capitol Hill or in their state legislature. However, advocacy is much more than supporting legislation or being involved in politics. It includes a wide array of activities and efforts that can actually be fun and easy. Here are some examples of advocacy activities that range from individual actions to group, community, and legislative or policy efforts.

Q: Do you stay active and maintain a healthy weight?

Q: Do you try to maintain a healthy diet?

Q: Do you encourage family and friends to take care of themselves?

Q: Have you asked about your family medical history?

Q: Have you been screened for cancer and other diseases?

Q: Do you keep up with news coverage about cancer and health care issues?

Q: Have you participated in a health-related activity in your community?

Q: Have you navigated a health care system for yourself or a loved one?

Q: Have you promoted a fitness program at your place of employment?

Q: Have you sent a letter to the editor regarding a health-related issue?

Q: Have you ever contacted your state legislator or Member of Congress in support of or opposition to an issue?

THESE ARE ALL EXAMPLES OF ADVOCACY ACTIVITIES.

While it is critical for individuals to actively play a role in their own cancer prevention and early detection efforts, collectively we can effect even greater change through broader advocacy efforts at local, state, and national levels. Advocacy, in the classic sense, is influencing decision and policy makers in support or opposition of a cause or policy. The Prevent Cancer Foundation, however, helps individuals across the

country better understand how they can become advocates through taking steps, both large and small, in their daily lives. Prevent Cancer Foundation advocates fight for policies, laws, and regulations that will expand awareness of and opportunities for Americans to access effective cancer screening and prevention strategies. But we can't do it alone. To be truly effective, a commitment to cancer prevention and early detection needs to be made in state capitols, county boards, town halls, communities, and homes across the country. That's where you as a grassroots advocate come in.

THERE ARE MANY DIFFERENT TYPES OF ADVOCACY, INCLUDING:

COMMUNITY

Represent the rights and interests of your community (which can be your neighborhood, place of worship, community organization, etc.). Educate those around you so that you can work together to build the strongest community possible.

LEGISLATIVE

Work with elected officials (at local, state, or federal levels) to educate and influence them on important legislative decisions. Every individual has a constitutional right to have their voice heard by their elected decision-makers.

MEDIA

Increase public awareness and influence public interest in prevention and early detection through letters to the editor, social media, interviews, etc.

PERSONAL

Represent and speak up for yourself and/or your loved ones. Be informed about the issues that affect you and take responsibility to make sure that necessary changes are made, so that you have the opportunity to live a healthy life.

POLICY

Influence laws, regulations, and rules that have an impact on your health and well-being. This can be as lofty as a federal regulation or as simple as a rule at your workplace.

HOW WILL YOU ADVOCATE?

The following activities are examples of different ways in which you can be an advocate. All of these efforts are personal, because you are taking the initiative to improve your own wellness and create healthier communities. Many of these strategies incorporate other types of advocacy and overlap with one another as you will see below. These are just a few examples of the many ways in which you can be a cancer prevention and early detection advocate.

	Personal	Community	Media	Legislative	Policy
Ask about your family history	✓				
Organize a neighborhood walking group	✓	✓			
Write a letter to the editor	✓		✓		
Contact your elected officials in support of legislation	✓			✓	
Encourage your employer to provide a wellness policy	✓				✓
Maintain a healthy weight and eat a healthy diet	✓				
Encourage family, friends, and neighbors to take care of themselves	✓	✓			
Write an op-ed piece	✓		✓		
Stay up to date on cancer prevention and early detection related legislation at state and federal levels	✓			✓	
Understand how the Affordable Care Act (ACA) impacts you and your family	✓				✓
Work with your local government agency to develop hiking and bike trails	✓	✓			✓
Stay up to date on news stories and utilize social media to educate others	✓	✓	✓		

Advocacy Checklist

Are you ready to advocate but aren't sure where to start? Consider engaging in some (or all) of the following advocacy steps which can help you accomplish your goals. These steps are suggestions for a successful grassroots advocacy strategy. You may complete some of these steps out of order, or at the same time, but chances are they will prove helpful to your advocacy goals.

1 Define Your Role

The easiest, yet most important, question to ask is “Why you?” Why do you care about cancer prevention and early detection?

- Did you lose a loved one to cancer?
- Have you recently committed yourself to a healthier lifestyle?
- Do you have a family history of cancer?
- Do you want to reduce the cancer risk for your children?
- Does your community have a high rate of cancer and chronic illness?
- Do you want to see health care dollars spent more wisely?

You have a story to tell and you have to determine how you would like to frame your story to have the biggest impact possible. The good news is that your story matters and you have information that your elected officials want and need to hear. Whether you have a compelling personal story or strong data and facts, you have the power to help shape public policy.

You may have heard of “grassroots advocacy” which simply means that you, as a constituent, make your voice heard by contacting your elected officials and communicating your position on an issue or piece of legislation. You wield significant power—more than a paid lobbyist or professional advocate—because you live in the geographic location that your elected officials care about and your experiences are important for them to understand. They want to hear about your concerns and work with you to try to address them.

2 Build Your Team

Do you have loved ones, friends, or colleagues who might also be passionate about cancer prevention and early detection? What about...

- Family members
- Friends
- Neighbors
- Colleagues
- Members of your place of worship
- Parents and teachers at your child's school
- Professors and students at the local university (particularly in fields like public health, social work, public policy, etc.)
- Health care professionals
- Members of the media

Ask them if they are interested in cancer prevention and early detection. They might be helpful allies in your advocacy efforts.

3 Identify the Issue

As an advocate, you probably have many different concerns you'd like to address. Limit them. Determine what's most important to you right now, and what you could get others to be energized about. Learn as much as possible about the one or two issues that you care most about. Questions you should be able to answer about your issue include:

- Why do you care about it?
- Do your fellow community members care about it?
- Why should your elected officials care about it?
- Have they already taken a stand on this issue and if so, what is it?
- Why does it specifically matter in your congressional district, state, or community?

CONTINUE TO STEPS 4-11

Target the Audience

You've decided that you'd like to take a stand on an issue. You now have to determine what to do next and those you need to engage in order to help you accomplish your goals.

Is your issue legislative or policy-focused and if so, will you address it at the federal, state, or local level? You need to determine who your elected officials are.

FEDERAL: If you want to address your concerns at the federal level, you should contact your U.S. Representative (1) and your U.S. Senators (2). The President of the United States heads the executive branch of the federal government.

STATE: If you want to address your concerns at the state level, you should contact your state legislators. Every state (except Nebraska) has a bicameral legislature with both a House and a Senate. The Governor of each state heads the executive branch.

LOCAL: You can even identify your local elected officials if you want to address a community or county-level concern.

You can find out who your elected officials are by visiting www.preventcancer.org/advocacy.

Do Your Homework

It is important that you do your homework before contacting your elected officials, particularly if you are going to meet with them, or their staff, in person. Here are some ideas to get you started:

1. What are the names of your elected officials?
2. What political party do they belong to? Are they Republicans, Democrats, or Independents? Are they conservative or liberal?
3. What committees do they sit on? Are these committees relevant to the issue you are addressing?
4. How do they tend to vote or lean on your issues? For instance, are they typically supportive of health care measures? Have they been known to vote to increase funding? You can find this information by visiting websites like votesmart.org or by visiting the elected official's website.
5. What issues are most important to your elected officials? Is there any way you can connect or frame your issue to relate? For instance, cancer might not seem to be their number one priority, but perhaps they've shown leadership on diabetes. Many of the same prevention strategies work for both diseases. You can use that to your advantage.
6. How does your issue affect the people that your elected official represents? Do you have statistics on how many people have cancer in your community or how much money is being spent on preventable disease-related health care in your state? You may have to search for this information through state or federal agencies or nonprofit organizations.

Follow these steps one-by-one to accomplish your advocacy goals.

Set Goals and Objectives

Working in advocacy can be challenging. It is difficult to pass bills into law, both at the state and federal levels. Yet, if individuals and groups choose not to advocate for causes that matter, progress would never be made.

Therefore, you have to determine what success is to you and find ways to stay motivated. Once you've determined the issue that you care about, you need to outline your overall goals and list the objectives that you need to accomplish in order to be successful.

EXAMPLE

(The following is an abbreviated example of an advocacy plan. A full advocacy plan could include dozens of objectives and take several years. However, this abbreviated version of a plan will give you an idea of how to begin.)

Issue: Reduce the incidence of skin cancer in my community.

Goal: Work to pass legislation in my state to ban minors (those under 18) from using tanning beds.

Objectives:

1. Reach out to the state nonprofit organizations that focus on skin cancer and volunteer to work with them on the issue.
2. Determine which members of the state legislature care about skin cancer and form relationships with them.
3. Find ten pieces of comparable legislation in other states and meet with members of the legislature who may be interested in introducing a similar bill.
4. Research skin cancer statistics specific to the state (including how many lives are lost to the disease as well as how much money it costs the state per year).
5. Reach out to the media to cover the issue of skin cancer and work to place at least two articles regarding the issue of minors using tanning beds.
6. Work with local stakeholders, including members of the legislature as well as nonprofit organizations, to hold a briefing at the state legislature on skin cancer.

CONTINUE TO STEPS 7-11

Prepare Your Position

You will need to prepare to discuss an issue with your elected officials. Your elected officials are going to want to have as much information as possible in order to make an informed decision about your request. Here are some questions to consider before you approach elected officials or decision makers:

1. What issue(s) do you care about and want to contact your elected officials regarding?
2. Why do you care about the issue(s)? Do you have a personal connection or story?
3. Why should your elected officials care about this issue? How does it affect the health and well-being of their constituents?
4. Is there data to back up your issue (particularly for your district/state)?
5. How does this issue affect your district/state/community?
6. Is there already legislation at the state or federal level addressing this issue? If so, what elected official introduced it and which elected officials have signed on as cosponsors?
7. Are there other advocates or organizations that support or oppose this issue? If so, why?
8. What is your “ask”? Do you want your elected officials to support or oppose a piece of legislation, provide additional funding for a cause, or stay informed of a certain issue as they make decisions moving forward?
9. Will it cost money and if so, how much and where will that money come from?

Develop a Solution

It is helpful to approach elected officials with some idea of how they can address the issue that you care about, although you do not have to have all of the answers. There may be legislation that has already been introduced or elected officials, staff, or other experts who can help you find a solution.

You don't necessarily have to figure this out yourself, but if you can put as many pieces of the puzzle together before approaching your elected officials, your chances of success are greater.

Take Action

You've put in all of the hard work preparing for this step and now you just have to do it. Elected officials often look to constituents to educate them about specific issues. Don't assume that they know more than you. Whether you call, email, write a letter, or meet with your elected official (or their staff) in person, remember that you want to educate them on your issue and try to persuade them to agree with you.

Later in this toolkit, you will find advocacy tools to help you reach out to your elected officials and have the strongest impact possible.

Don't Give Up

Advocacy can move slowly. It can be difficult. There will be times when you don't think you can overcome obstacles in your way. These are the moments when you can't give up. Keep pushing. Ask for answers. Be assertive. As a constituent, you have a right to make your voice heard and you deserve answers to your questions and concerns. Your elected officials may not always agree with you, but you deserve to engage in a respectful conversation to understand their perspective and position.

Evaluate and Report Back

We want to help you be the best advocate possible. We will not only work with you to prepare to take action, but we also want to hear your feedback once you've done so. Utilize the reporting form (pg. 24) in this toolkit and we will work together to figure out how we can best support your efforts.

Reach out by emailing Advocacy@PreventCancer.org.

Progress in Washington, DC
is increasingly made back home.
Policy makers look for widespread
grassroots support from organizations
and everyday citizens who care enough
to lend their voice and their feet to
promoting an agenda. Advocacy can
be challenging and time-consuming yet
so very rewarding — especially when
great things are accomplished.

KIMBERLEY FRITTS, CEO, THE PODESTA GROUP
& PREVENT CANCER FOUNDATION BOARD MEMBER



Advocacy Tools

Engaging in advocacy doesn't have to be difficult and these tools can help support your efforts. There are certain methods which can help you connect with your elected officials and once you employ them, you can effectively communicate your position. Utilize these tips, templates, and examples and tailor them to fit your message and help you achieve your goals.

Engaging with Elected Officials:

Phone Call (Script)

Schedule Request (Template)

Meeting (Tips)

Meeting Follow-Up (Form)

Thank You Letter (Example)

Letter (Example)

Elected Official Phone Call Script

There are often times when it is appropriate and important for constituents to contact their elected officials in support or opposition of an issue or piece of legislation. Calling your member of Congress or state legislator is an effective way to advocate, especially when they are making a decision, an important vote or decision is coming up, or you'd like to see action on a piece of legislation.

BEFORE THE CALL

It is helpful to be prepared when you make such a call and this draft call script should help you to frame your remarks. It is equally important to do some research before contacting their office. You should try to find out the elected official's position on the issue so that you can either thank them for their support, encourage them to change their position, or provide further information. Make sure to have resources in front of you (such as a fact sheet and a copy of the legislation) so that you can answer questions if necessary. Please tailor this script to your specific advocacy needs.

Note: If the legislative aide is not available, ask for their email address so that you can follow up in writing with your inquiry. You may also be asked if you'd like to leave a voicemail. Staff differ in their preferred ways to receive communications. You should accommodate their preference.

Note: The legislative aide may tell you immediately whether your elected official supports or opposes the measure. If they are in agreement with you, thank them for their work on the issue and offer to serve as a resource. If they are in opposition to your position, tell them that you would still like the Senator/Representative to consider your position.

DRAFT CALL SCRIPT

INTRODUCTION

Speaking to Receptionist:

Hello. My name is _____ and I am a constituent of (Senator/Representative _____). May I please speak with the legislative aide who handles issues related to _____ (health care/cancer/cancer prevention)?

Speaking to Legislative Aide:

Hello. My name is _____ and I am one of (Senator/Representative _____)'s constituents. I am calling today about (bill name/bill number/issue) which I am an advocate (for/against). Do you know if (Senator/Representative _____) is in favor or opposition of this issue?

PAUSE FOR FEEDBACK

OPTION 1: If the elected official is in favor of your position

Speaking to Legislative Aide:

Thank you for that information. I'm pleased to hear that (Senator/Representative _____) is supportive of this position. May I give you my contact information so that I can serve as a resource on this issue?

PAUSE FOR FEEDBACK

Speaking to Legislative Aide:

Thank you for your time and work on this issue.

OPTION 2: If the elected official is in opposition of your position or neutral

Speaking to Legislative Aide:

Thank you for that information. May I ask why the (Senator/Representative) takes that position?

PAUSE FOR FEEDBACK

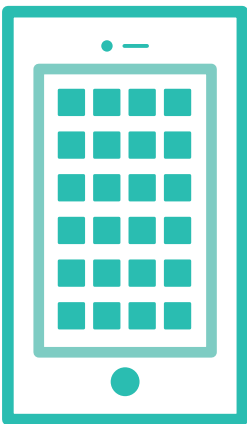
Speaking to Legislative Aide:

Thank you for elaborating. I'd like to encourage (Senator/Representative _____) to support/oppose this issue because... [Insert a brief summary of the issue/legislation and why you support/oppose it. Focus on how it affects your community. Use specific data points as well as a personal story if appropriate.]

PAUSE FOR FEEDBACK

Speaking to Legislative Aide:

I appreciate your time today and I would like to follow up with additional information in writing. May I please have your email address?



Elected Official Phone Call Tips

SCHEDULING TIPS

The Prevent Cancer Foundation can help to put you in touch with the specific staffer that you need to talk to about an issue. Contact Advocacy@PreventCancer.org for more information.

Make sure that you pronounce and spell the staff person's name correctly.

Treat staff with respect on the phone and in all written correspondence.

Keep your call brief. Staff members are very busy and will appreciate if you get your point across clearly and succinctly.

Be confident. You know about your issue and your position is well-informed.

Do not be defensive and do not attack the elected official or staff.

Have supporting documents and data in front of you when you make your call. This can help with any questions you may receive.

If you receive a question and you don't know the answer, don't make one up. Tell the staffer that you are happy to find the answer and get back to them.

If you don't understand something, ask for clarification.

Make sure that you ask for a specific action from your elected official. Be clear about your request. Never leave a meeting without making a specific ask.

Don't be nervous. Staff appreciate hearing from constituents and gathering more information to help the elected official make informed decisions.

Don't give up. If you don't get in touch with a staffer right away, keep trying.



FOLLOW-UP

You should always send a follow-up thank you note or email regardless of what was discussed in your phone call.

If you committed to sending additional information regarding your issue, you should include:

- Your contact information including full name, address, email, and phone number
- The issue or bill (including name and number) you would like to address
- Your position on the issue or bill
- Supporting facts
- Personal story (if applicable)
- The action you would like your elected official to take on the measure (e.g., cosponsor a bill, vote in favor/opposition of a bill, move a bill out of committee, take a particular position on an issue).
- A sincere thank you and an offer to serve as a resource

FIND YOUR ELECTED OFFICIAL

Do you need to find out your elected official's contact information? Use our tool at preventcancer.org/advocacy and enter your zip code to easily find their phone number and mailing address.

Elected Official Schedule Request Template

As an advocate, it is important to establish a relationship with your elected officials and his or her staff. A great way to do this is to set up a meeting with your elected official's office so you can meet face-to-face to discuss issues relevant to cancer prevention and share your personal stories. You do not have to discuss specific legislation (but you can). You can simply start a conversation based on an issue or concern that you have. Please use this guide when reaching out to your elected official's office to set up your meeting.

When addressing a letter to an elected official, choose from the following:

U.S. Senators:

The Honorable (name)
United States Senate
(Building and Office Number)
Washington, D.C. 20510

U.S. Representatives:

The Honorable (name)
United States House of Representatives
(Building and Office Number)
Washington, D.C. 20515

State Senators:

The Honorable (name)
(State) Senate
Building and Office Number
City, State, Zip

State Representatives:

The Honorable (name)
(State) House of Representatives
Building and Office Number
City, State, Zip

LETTER TEMPLATE

July 8, 2014

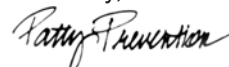
The Honorable Susie Smith
United States Senate
100 Hart Senate Office Building
Washington, DC 20515

Dear Senator Smith,

My name is _____ and I am a cancer prevention and early detection advocate and constituent of (Senator/Representative _____). I would like to schedule an appointment to discuss (issue/bill). *Insert additional information that would be helpful for the elected official and/or staff person to know such as why this issue is important to you.*

I appreciate your consideration of this request and I can be reached at (email address and phone number).

Sincerely,



Patty Prevention
Mailing Address
City, State, Zip Code

Don't forget to include your mailing address. It is important for your elected officials to know where you live.

Elected Official Schedule Request Tips

Each office has a preferred method of communication. Call the office of your elected official first and ask to speak with the scheduler. Often they will ask you to fax your request but they may prefer an email.

If you are scheduled to meet with a legislative aide, **don't be offended.** She or he is the issue expert and has great influence with the elected official. You may schedule a meeting with the elected official and they may not be able to make it due to last minute scheduling conflicts.

It is often easier to meet with the elected official in their district office. If you are scheduling a meeting with a Member of Congress, **try to meet when they are home (in-district)** as their schedules are often more flexible. US Senators typically have more than one office located in their home state.

If someone will be joining you in your meeting, **make sure that you give the full names of all participants to the scheduler.**

Be clear about what you intend to discuss. Don't show up with surprise topics.



SCHEDULING REQUEST

Phone Call

State your name and where you live

State the purpose of your call—scheduling a meeting with the elected official and/or their relevant staff

Keep it short and sweet (under 5 minutes)

- The issue
- Why you care
- Who will attend the meeting

Tell the scheduler how you can be reached (via email or phone)

Email/Fax

State your name and address

State the purpose of your letter—scheduling a meeting with the elected official and/or their relevant staff

Keep it succinct but you can go into a bit more detail (1 page maximum)

- The issue
- Why you care (background and supporting information)
- Who will attend the meeting

Close with how you can be reached (via email or phone)

FOLLOW UP IN 5 BUSINESS DAYS IF YOU HAVE NOT HEARD BACK.

Elected Official Meetings Tips

Please use this list of tips in preparing for your meeting to ensure that you are ready to deliver a compelling message and have an impact during your meeting.



BEFORE THE MEETING

Contact the scheduler at your elected official's office to set up an appointment for a meeting in advance. State the topic you wish to discuss at the meeting and who will be in attendance.

Practice what you will discuss with your elected official. Create clear, easy to understand **talking points** for yourself.

Address only 2 issues in one meeting. Don't overload the elected official or staff with numerous concerns.

Put together a **packet** (or several if you will meet with a few staffers) of information for your elected official or his or her staff. This packet should include relevant documents such as:

- A fact sheet about your issue
- A copy of the legislation that you are supporting/opposing
- Press releases, news stories, or blogs about the issue
- Your business card or contact information

Know your elected official's legislative background, including his or her committee assignments and voting record. Politely ask your legislator's position on the issue you are discussing and why he or she holds that view.

Do not disregard elected officials who have a different position than yours. By meeting with them, it is possible that you will soften or even change their views. Be open-minded and polite when responding to counterarguments.

DURING THE MEETING

Be on time. Plan your visit ahead of time and know exactly where you are going.

Expect your meeting to be brief. They typically last between 15 to 20 minutes. You may also be asked to meet in an unusual place like a hallway or in cramped quarters. Try not to get distracted.

Do not be discouraged or offended if the meeting is postponed or you meet with the staff instead of the elected official.

Legislative schedules are incredibly busy and sometimes it is more productive to meet with a staff member if they are an expert on your area of focus

Make a brief introduction of everyone in attendance as well as mentioning where they live.

Explain your issue and highlight the top three points you'd like to get across.

Be clear about your position on an issue, even if it differs from your elected official's view.

Include personal anecdotes, specific examples, and data in your meeting to emphasize the importance of the issue or legislation you are discussing. Show your elected official why it is relevant to his or her constituency. It's meaningful to appeal to them through passion with your personal story, but data and facts are incredibly important as well.

CONTINUED ON PAGE 25

Be calm and respectful. Do not use harsh or aggressive language or make personal attacks. Do not argue.

Be in control of the meeting. During your conversation, if the legislator or the staff member goes off topic, bring the discussion back to your issue.

Be clear and concise. Get straight to the point in what you say and only focus on one or two issues.

Always tell the truth. Don't exaggerate or make up statistics or stories. Your credibility is the most important tool you have.

Don't commit to something that you can't deliver.

Be specific and request that your elected official take action. For example, "I ask that you vote for H.R. XXXX."

Don't expect your elected official or his or her office to be an expert on your topic.

Take notes during the meeting. Stay engaged during the meeting but make sure you have enough information written down so that you can follow-up.

Ask to take a picture with the elected official. Photos are great for social media as well traditional media for post-meeting outreach.

Thank the elected official and/or staff for their time meeting with you and their attention to the issue.

Admit you don't know if you are asked a question and don't know the answer. Tell the person who is asking the question that you will find the answer and get back to him or her.

Be confident. You have a lot to offer, whether it's a personal story or information on an issue. Elected officials and their staff appreciate information from constituents.

Dress appropriately. Meetings with elected officials and their staff are typically formal and you should dress professionally.

AFTER THE MEETING

Follow up after the meeting by sending a thank you email immediately and then mail a thank you letter. If you promised to send additional information in your meeting, do so.

Continue to follow the issue. If your elected official made a promise and did not keep it, request an explanation. If he or she did follow through, thank them. This allows you to develop and maintain a relationship with your elected official and his or her staff.

Thank your elected official and their staff when they've done something that you support. Don't contact your elected official or their staff only when you are upset about an issue or need to request something.



Elected Official Meeting Follow-up Form



If you meet with your elected official on a cancer prevention and early detection issue, the Prevent Cancer Foundation is interested in hearing about your discussion. After your meeting, please take a moment to fill out this form and tell us what you discussed and how the elected official or staff person responded. This allows the Prevent Cancer Foundation to determine how best to direct our advocacy efforts and support your work. Send this information to Advocacy@PreventCancer.org.

Name:

Phone Number:

Email Address:

Meeting Date:

Name of Elected Official:

Elected Official State/District/Locality:

Name of staff:

Bills/Issues Discussed:

What is the position of the elected official on this issue?

What does your elected official hear from constituents on this issue?

Is a follow-up needed from the Prevent Cancer Foundation staff? YES NO

Additional comments:

Elected Official Letter Writing Tips

Emails to your elected officials and their staff are important. Whether you have recently had a meeting with them or you are writing about an issue, email is the most efficient way to communicate your message. However, letters often stand out more. People rarely take the time to type, or even hand-write a letter, so by following up your email with a letter, your message will be unique.

It will take several weeks for your elected official to receive your letter due to security protocol. Once this time period has passed, call your elected official's office to make sure the letter was received by the aide that handles the issue. If you do not know the aide responsible for this issue, call the office and ask. Also inquire about the elected official's position on the issue or how he/she will vote on the legislation or support/oppose the issue. (See phone call script pg.18)

Write the elected officials who represent you. The only exception to this is if you want to write a letter to someone in a position of leadership such as a committee chair, the Speaker of the House or Majority Leader.

Be clear and concise. Limit the length of your letter to one page and only focus on one issue or piece of legislation.

Be respectful. Do not use harsh or aggressive language or make personal attacks.

Begin your letter by introducing yourself and including whether you are writing as a constituent or on behalf of an organization (or both).

State your reason for writing. If you are discussing a bill, be sure to include the bill's name and number.

Include personal anecdotes, specific examples, and relevant data to demonstrate the importance of this issue and help your elected official understand why this issue matters and how it specifically affects his/her constituents.

Request that your elected official take action, and be specific. For example, "I ask that you vote for H.R. XXXX" or "I urge you to support health care reform that includes greater access to preventive services."

At the end of your letter, thank your elected official for his or her time and offer to answer any additional questions they might have or provide further information. Include your contact information and sign the letter.



Address your letter correctly. Include your address on the email or letter and envelope.

U.S. Senators:

The Honorable (name)
United States Senate
(Building and Office Number)
Washington, D.C. 20510

U.S. Representatives:

The Honorable (name)
United States House of Representatives
(Building and Office Number)
Washington, D.C. 20515

State Senators:

The Honorable (name)
(State) Senate
Building and Office Number
City, State, Zip

State Representatives:

The Honorable (name)
(State) House of Representatives
Building and Office Number
City, State, Zip

Use our tool to find your elected official's contact information at [PreventCancer.org/Advocacy](https://www.PreventCancer.org/Advocacy).

Elected Official Letter Writing Example

The following letter is an example of how you should write to your elected officials asking them to support/oppose an issue or piece of legislation. Please use this template and adjust it to fit your needs based on the issues you plan to address.

July 8, 2014

The Honorable Susie Smith
United States Senate
100 Hart Senate Office Building
Washington, DC 20515

Dear Senator Smith,

I am writing as a constituent and a supporter of the Prevent Cancer Foundation, which is the only national nonprofit organization dedicated solely to cancer prevention and early detection. I ask that you serve as a cosponsor for, and work actively to secure passage of, S. 2047, the Protecting Children from Electronic Cigarette Advertising Act of 2014. This bill would prohibit e-cigarette companies from advertising their products to children under 18.

Adolescents are the most vulnerable population to the marketing of tobacco products. According to the U.S. Food and Drug Administration (FDA), over 80 percent of young people who smoke choose the most heavily marketed brands compared to only 54 percent of adult smokers. The fact that e-cigarettes are available in a variety of flavors, such as fruit and candy, makes them even more appealing to adolescents. Additionally, a recent study in the Journal of the American Medical Association suggests that the use of e-cigarettes will lead to the eventual use of conventional cigarettes among adolescents. This is adding to what is already a serious problem for our state. Data provided by the Centers for Disease Control and Prevention (CDC) show that our state has the fourth highest rate of adolescent smoking in the country, with nearly 13 percent of high school students smoking conventional cigarettes.

The use of tobacco products is known to be a major cause of cancer, this is a problem that needs to be addressed. Banning the marketing of e-cigarettes to children under the age of 18 would be a significant first step in limiting access to these harmful products and encouraging a healthier lifestyle.

Thank you for your time and attention to this matter. I would be interested to learn your position on this issue in a written reply. If you have any questions or if there is additional information I can provide, please do not hesitate to contact me at XXX-XXX-XXXX.

Sincerely,



Patty Prevention
Mailing Address
City, State, Zip Code

**Don't forget
to include your
mailing address.
It is important
for your elected
officials to know
where you live.**



Media Tools

Engaging with the media can be an easy and powerful way to communicate your message to large audiences, including community members and decision makers. Utilize these tips and examples to express your support or opposition for an issue or topic.

[Letter to the Editor \(Tips and Example\)](#)

[Op-Ed \(Tips and Example\)](#)

[Social Media \(Tips\)](#)

Speaking up for what you believe in is a fundamental right. When it comes to an issue as important as cancer prevention, we must join together to speak up across the spectrum—to Members of Congress, state legislators, the media, and the people we care about—to educate them about how they can help to reduce the incidence of cancer across this country.

RON CHRISTIE, CEO, CHRISTIE STRATEGIES &
PREVENT CANCER FOUNDATION BOARD MEMBER

Letter to the Editor

Letters to the editor are published on the editorial page of a newspaper. Writing a letter to the editor is an effective way to briefly respond to an article or editorial that was previously published or to provide your opinion on current events, such as new legislation or the actions of your elected officials. When you communicate your opinion in a well-written piece, you can help to inform, and even influence, the public regarding issues that are important to you. This sample letter and tips can help you in drafting your own letter to the editor.



TIPS TO WRITE A LETTER TO THE EDITOR:

Check the publication's website for guidelines on letters to the editor to make sure your piece satisfies length and formatting requirements. Make sure to send it to the specific contact listed for this purpose. This may be an online form or email address.

Keep it concise. Each media outlet has a maximum word count. Focus on just one major concept or idea and limit it to 200 to 250 words.

Open with the title of the article or editorial which you are responding to and when that piece was published.

Don't make it complicated. Remember, not everyone will have read the piece you are referencing or be familiar with your topic. Keep your writing simple and avoid acronyms and jargon.

Keep it relevant. Write about an event in the news or piece that was recently published and cite the article.

Make it relatable. Write about something that pertains to your community. Explain how your topic impacts your community and, if possible, include an example from your personal experience.

Begin your letter by stating your thoughts on an article, editorial, or recent event. You can express disagreement, contribute to the discussion by offering information, or point out inaccuracies in an article.

End your letter by stating the main point that you would like your audience to take away from your letter. Include your name, address, and phone number, as well as any relevant academic degrees to demonstrate your qualifications to the media. And, if you are writing on behalf of an organization, be sure to include the name of that organization in your letter.

Don't make personal attacks. Avoid emphasizing that a reporter, editor, expert or other individual was wrong.

Write and submit your letter as quickly as possible so that it's still relevant. If it has been more than a week after the original article or column appeared, it is too late.

Have someone review your writing to make sure it is clear and effective. If your letter is published and if it is relevant, send a copy to your elected official's office.

Letter to the Editor

Example

A letter to the editor is similar to an op-ed; however, there are some differences. People typically write a letter to the editor in response to an editorial or an article. Op-eds are often written in regards to broader issues. Letters to the editor are also much shorter (200-250 words) than op-eds (500-800 words).

DIFFERENCES BETWEEN OP-ED & LETTER TO THE EDITOR

	Op-Ed	Letter to the Editor
Topic	Regarding a general issue	In response to an article or editorial
Placement	Published opposite the editorial page	Published on the editorial page
Purpose	More thorough analysis	Brief response
Length	500-800 words	200-250 words
Focus	Stay relevant and on topic	Stay relevant and on topic
Author	Someone with expertise on the subject	Anyone interested in the subject

LETTER TO THE EDITOR EXAMPLE

This letter is in response to recent coverage regarding the Medicare Evidence and Coverage Advisory Committee's (MEDCAC) opposition to providing Medicare coverage to high-risk individuals for annual lung cancer screening through computed tomography (CT) scans. This recommendation is unfortunate and perplexing.

Twenty-seven percent of cancer deaths are from lung cancer, which is higher than the percentage of deaths from any other type of cancer. Smokers are considered to be high-risk individuals and are more than twenty times more likely than non-smokers to develop lung cancer. The American Cancer Society states that over 224,000 new cases of lung cancer will be diagnosed this year alone.

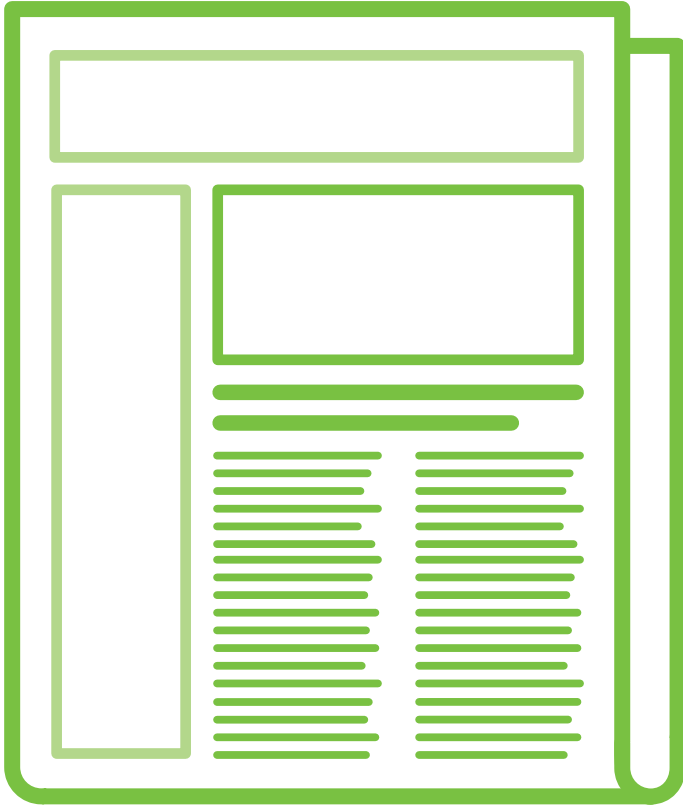
High-risk individuals are most in need of these preventive services. The National Cancer Institute (NCI) states that a CT scan is a common screening service and is at least 20 percent more effective than a chest x-ray at preventing lung cancer deaths. On average, a CT lung scan costs about \$300. This price tag can be a barrier to individuals most in need of these services.

I urge members of Congress to speak out against this injustice. Additionally, I encourage the Centers for Medicare and Medicaid Services (CMS) to consider the evidence for CT screenings and recognize how important it is that Medicare provide coverage for them.

Sincerely,
Insert your name, relevant degrees or qualifications,
and organizational affiliation (if stating one)

Op-Ed Tips

An op-ed is published opposite the editorial page and is a way for you to provide your opinion on current events in greater detail. Like a letter to the editor, anyone can submit an op-ed and doing so allows you to inform the public about relevant issues and shape public opinion. This document provides a list of suggestions to keep in mind as you write your op-ed.



An op-ed is similar to a letter to the editor; however, there are some differences. People typically write a letter to the editor in response to an editorial or an article. Op-eds are often in regards to broader issues. Letters to the editor are also much shorter (200-250 words) than op-eds (500-800 words).

Check the publication's website for guidelines on op-eds to make sure your piece satisfies the length and formatting requirements. This information is usually located under the opinion section on the publication's website.

Include your name, address, and phone number so the publication can confirm your identity. Include what makes you an expert on the topic. If you have any relevant academic degrees, include those as well so the media is aware of your qualifications.

Keep it concise. Focus on one or two major concepts or ideas and limit it to 500-800 words.

Don't make it complicated. Remember, not everyone will have a thorough understanding of your topic. Keep your writing simple and avoid acronyms and jargon.

Include personal anecdotes. This will connect you to your writing and engage your audience. Keep it relevant. Choose a topic that relates to current events.

Don't make personal attacks.

Make specific calls for action. Conclude your piece by suggesting your readers call their elected officials or suggesting that elected officials vote "yes" or "no" on a specific piece of legislation or policy.

Have someone review your writing to make sure it is clear and effective.

Op-Ed Example

Below is an example of an op-ed. This is the general framework to consider as you craft your own op-ed about issues important to you. Writing op-eds is an excellent way to advocate for cancer prevention and early detection.

HIGH SCHOOL STUDENTS SHOULD NOT FRY.

Tanning beds work by emitting ultraviolet (UV) rays. Exposure to UV rays is responsible for over three million cases of skin cancer annually, including the deadliest of all skin cancers, melanoma. Melanoma is responsible for 75 percent of skin cancer deaths.

When I first started using tanning beds in high school, no one really talked about these risks. All people really cared about was that tanning beds gave you beautiful tan skin. I'd always taken pride in my appearance and I felt more attractive when I was tan. So I went indoor tanning on a regular basis, and as soon as my tan began to fade, I went back to the tanning bed.

Eventually, the dangers of tanning were revealed but I chose not to listen. I'd been tanning for so long without suffering adverse effects that I didn't take the warnings seriously. Now I'm thirty-two and it's only recently that I quit. My biggest regret is that I didn't stop sooner.

Fortunately, I'm not among the two million people who are diagnosed with skin cancer each year or, at least, not yet. But what I do have, while not life threatening, is indicative of just how damaged my skin is and how dangerous tanning beds are. I have wrinkles. Not the occasional wrinkle here and there that comes with aging – my skin is so wrinkled that I've been told by family, friends, and even strangers that I look twice my age. My face has dark spots all over it and, no matter how much makeup I put on, I cannot hide them.

And, while these consequences are only cosmetic, that does not mean I'm in the clear when it comes to future health issues. My chances of getting skin cancer have increased by over 70 percent. Tanning beds are not worth it.

The risks of indoor tanning are very real and they can and will happen to you. Do not sacrifice your health for something that you think is making you look better. The U.S. Food and Drug Administration (FDA) must ban the use of tanning beds for those under 18. As 2.3 million people who use tanning beds are minors, this is an important step in stopping this harmful activity. I urge legislators to encourage such action by the FDA.

If you are not a member of Congress, you can still act. Stop using tanning beds and spread the word about how hazardous they are. If your loved ones use tanning beds or are considering trying them, let them know about the risks. If you're not doing it for your health and the health of those you care about, do it for your appearance. Even if you don't develop cancer, you will develop wrinkles. Skin cancer is preventable. You and those you love do not have to suffer from it. If you want to live the longest, healthiest life possible, then you have no use for tanning beds.

Patty Prevention, Expert on tanning bed and skin cancer

Social Media Tips

Social media is the creation and exchange of ideas on a website or application (app). It ranges from putting a photo on Instagram, to tweeting your ideas or messages to your elected official.

WHY DO WE USE SOCIAL MEDIA?

Social media is instantaneous. There is no faster way to reach millions of people with your message. Social media also levels the playing field. Anyone can connect with politicians, celebrities and other important figures through social media.

WHAT DOES ADVOCACY HAVE TO DO WITH SOCIAL MEDIA?

One of the best ways to spread your message and reach prominent figures is through social media. The Prevent Cancer Foundation believes that there are many ways to be an advocate. Do you tweet healthy recipes and exercise tips? Do you share articles about cancer prevention and early detection on Facebook? If so, you're an advocate.

Here is information about how you can utilize some of the most popular social media websites:

FACEBOOK ([Facebook.com/PreventCancer](https://www.facebook.com/PreventCancer))

Users create personal profiles, add friends, exchange messages, and post photos, videos, and updates. Professional figures or organizations have special profiles called pages, which users can like. When users like a page or add a friend, their updates will appear on the newsfeed.

What You Can Do:

1. "Like" the Prevent Cancer Foundation and other health and wellness organizations on Facebook. You'll get frequent health and wellness updates on your newsfeed.
2. Share relevant posts on your wall for your friends to see and learn from.
3. Post about a topic you care about on your own page, or your elected official's Facebook wall.

Best Practices:

1. Don't just post. Comment and share posts from other individuals or organizations that you find interesting.
2. Make sure to tag relevant individuals (like the Prevent Cancer Foundation and your elected officials) in your posts.
3. Use hashtags so more people can find your posts. Examples: #cancer, #prevention, #wellness, #health

Possible Positive Outcome: The articles and health and wellness information that you share may encourage others to take steps to reduce their risk for cancer today.

TWITTER (@PreventCancer)

Users send out short (140 characters or fewer) messages called tweets. Tweets can be posted on the feed for followers to see, or tweeted directly at individuals, for only them to see.

What You Can Do:

1. Follow the Prevent Cancer Foundation and other health and wellness organizations on Twitter.
2. Retweet tweets that you like about cancer prevention and early detection.
3. Tweet at your elected official an advocacy issue you care about.

Best Practices:

1. If your tweets begin with a twitter handle, use a period before the handle if you want all of your followers to see it. Example: .@congressmember please vote for bill outlawing use of tanning beds by minors. Without the period, it will only be sent to your elected official.
2. Less is more. Tweets that don't use all 140 characters get more traction.
3. Make it a conversation. Don't just tweet. Favorite and reply to tweets that you find relevant and interesting.
4. If you want to add a thought when retweeting, write "your comment here" RT @twitterhandle "the original tweet"

5. Use hashtags so more people can find your posts.
Examples: #cancer #prevention #wellness #health.
6. Use a link shortener like Bitly to save characters.

Possible Positive Outcome: Enough tweets could educate your elected official about what matters to his/her constituents.

PINTEREST (Pinterest.com/PreventCancerF)

Users pin images which often link to web pages on boards. Users organize their boards to reflect travel plans, style ideas, favorite quotes, etc.

What You Can Do:

1. Follow the Prevent Cancer Foundation on Pinterest.
2. Create boards for health, wellness, and advocacy.
3. Pin photos, recipes, and exercise ideas that you like on your boards. Upload your own pins as well.

Best Practices:

1. Don't just pin content that's already been pinned on Pinterest. Find photos of healthy recipes and workout tips throughout the web to pin.
2. When pinning from the web, don't just pin the photo. Pin the photo on the actual page with the healthy recipe or workout tip. That way other people can circle back.

Possible Positive Outcome: Your healthy recipes and workout ideas could reach many, encouraging them to lead longer and healthier lives.

YOUTUBE (YouTube.com/PreventCancerFDN)

Users upload, view and share videos.

What You Can Do:

1. Subscribe to the Prevent Cancer Foundation and other health and wellness organizations on YouTube.
2. Create playlists of health and wellness videos.
3. Upload your own videos sharing healthy recipes, workout tips, etc.
4. Comment on videos that you like.

Best Practices:

1. When uploading videos, use lots of relevant tags so people can find them.
2. Share your playlists on other social networks like Facebook and Twitter.

Possible Positive Outcome: Someone found your exercise playlist and has a week's worth of new workouts to try.

INSTAGRAM (PreventCancer)

Users take photos, apply filters, and often share them on other social networks like Facebook and Twitter.

What You Can Do:

1. Follow @preventcancer on Instagram.
2. Post photos of yourself with your elected official.
3. Take photos of your cancer prevention efforts like cooking a healthy meal or exercising.
4. Favorite and comment on photos that you like.

Best Practices:

1. Use a variety of filters to catch eyes.
2. Tag relevant individuals or organizations in your posts.
3. Share your photos on Facebook and Twitter for maximum effect.
4. Use hashtags so more people can find your posts.
Examples: #cancer #prevention #wellness #health

Possible Positive Outcome: Your healthy salad photo could inspire many to opt for a healthier lunch today.

Find Your U.S. Senator's social media accounts
<http://govsm.com/w/Senate>

Find your Representative's social media accounts
<http://govsm.com/w/House>



Federal Advocacy Resources

Advocacy at the federal level requires understanding of the three branches of government—legislative, executive, and judicial. Learn more about the different components of the federal government, as they relate to cancer prevention and early detection, in this chapter.

Congressional Leadership
Key Congressional Committees
Key Federal Agencies
How a Bill Becomes a Law

“Advocacy is critical to ensuring that we continue progress in medical research. The federal government is the main source of funding for thousands of scientists, universities, and research institutions across the nation. However for anything really new or bold, there is a daunting attrition. Advocacy funds are the catalyst for innovation. For anyone who cares about the future of cancer research, advocacy for new funding to continue the advances in science is a unique opportunity.”

JAMES L. MULSHINE M.D., ASSOCIATE PROVOST FOR RESEARCH,
RUSH UNIVERSITY MEDICAL CENTER & PREVENT CANCER FOUNDATION BOARD MEMBER

Federal Advocacy Resources

FEDERAL GOVERNMENT

The federal government is comprised of three different branches: legislative, executive, and judicial.

LEGISLATIVE BRANCH

The legislative branch enacts legislation, confirms or rejects presidential appointments, and has the authority to declare war. This branch is composed of Congress, which includes the U.S. Senate and the U.S. House of Representatives. The Senate includes two elected Senators per state (for a total of 100). The Senate term is six years and there is no term limit. The House includes 435 elected Representatives (also known as Congressmen or Congresswomen). These Representatives are divided among the 50 states in proportion to their total population and each Representative serves a two-year term with no term limit. Therefore, every individual is represented by two U.S. Senators and one Representative (with the exception of Americans residing in U.S. territories or in Washington D.C. who are represented by a Delegate—a nonvoting member of the U.S. House of Representatives).

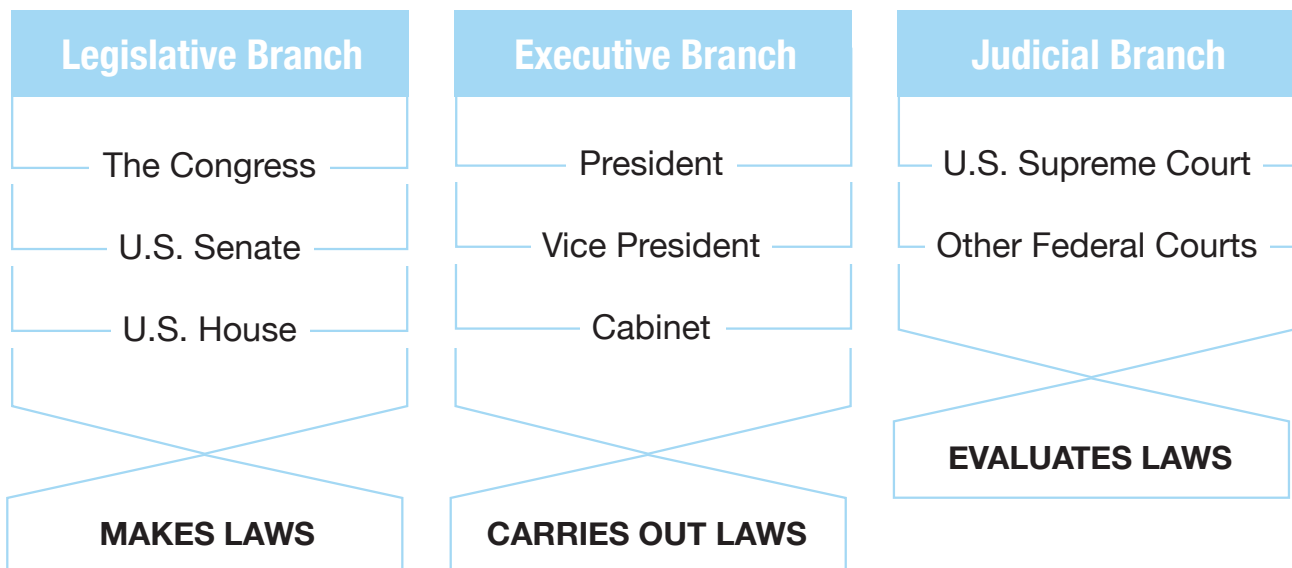
EXECUTIVE BRANCH

The executive branch carries out and enforces laws. It includes the President, Vice President, the Cabinet, executive departments, federal agencies, and other boards, commissions, and committees.

JUDICIAL BRANCH

The judicial branch interprets the meaning of laws, applies laws to individual cases, and decides if laws violate the Constitution. The Supreme Court is the highest court in the United States. The justices of the Supreme Court are nominated by the President and must be approved by the Senate (with at least 51 votes). Congress decides the number of justices and there are currently nine. Justices are appointed for life.

FEDERAL GOVERNMENT



Federal Advocacy Resources

Note: All advocacy resources are subject to change. The 113th Congress will end December, 2014 and the 114th Congress will begin in January, 2015. This toolkit will be updated on a continual basis to reflect these changes.

Congressional Leadership

U.S. SENATE

Senator Harry Reid (D-NV) *Majority Leader* | @SenatorReid
Senator Richard Durbin (D-IL) *Majority Whip* | @SenatorDurbin
Senator Harry Reid (D-NV) *Democratic Conference Committee Chair* | @SenatorReid
Senator Charles Schumer (D-NY) *Democratic Conference Committee Vice Chair and Policy Committee Chair* | @SenSchumer
Senator Patty Murray (D-WA) *Democratic Conference Secretary* | @PattyMurray
Senator Mitch McConnell (R-KY) *Minority Leader* | @McConnellPress
Senator John Cornyn (R-TX) *Minority Whip* | @JohnCornyn
Senator John Thune (R-SD) *Republican Conference Chair* | @SenJohnThune
Senator John Barrasso (R-WY) *Republican Policy Committee Chair* | @SenJohnBarrasso
Senator Roy Blunt (R-MO) *Republican Conference Vice Chair* | @RoyBlunt

U.S. HOUSE OF REPRESENTATIVES

Representative John Boehner (R-OH) *Speaker* | @JohnBoehner | @SpeakerBoehner
Representative Kevin McCarthy (R-CA) *Majority Leader* | @GOPLeader
Representative Steve Scalise (R-LA) *Majority Whip* | @GOPWhip
Representative Cathy McMorris Rodgers (R-WA) *Republican Conference Chair* | @cathymcmorris
Representative James Lankford (R-OK) *Republican Policy Committee Chair* | @RepLankford
Representative Nancy Pelosi (D-CA) *Minority Leader* | @NancyPelosi
Representative Steny Hoyer (D-MD) *Minority Whip* | @WhipHoyer
Representative James Clyburn (D-SC) *Assistant Democratic Leader* | @Clyburn
Representative Xavier Becerra (D-CA) *Democratic Caucus Chairman* | @RepBecerra

Key Congressional Committees and Subcommittees

The following Congressional committees and subcommittees are vital to cancer prevention and early detection policy. They are panels of Members of the House and/or Senate tasked with conducting hearings, examining and developing legislation, conducting oversight, and/or helping to manage chamber business and activities. Note that Senate and House committees do not always have the same names.

For a full list of government departments and agencies, visit <http://www.usa.gov/directory/federal/>.

U.S. SENATE

Senate Committee on Appropriations

The U.S. Senate Committee on Appropriations is the largest committee in the Senate and its role is defined by the U.S. Constitution which requires “appropriations made by law” prior to the expenditure of any money from the Federal treasury. The committee writes the legislation that allocates federal funds to the numerous government agencies, departments, and organizations on an annual basis. Appropriations are limited to the levels set by a Budget Resolution, drafted by the Senate Budget Committee. There are 12 subcommittees tasked with drafting legislation to allocate funds to government agencies within their jurisdictions.

Chair: Senator Barbara Mikulski (D-MD) | @SenatorBarb

Ranking Member: Senator Richard Shelby (R-AL) | @SenShelby

Subcommittee on Labor, Health, Human Services, Education, and Related Agencies (LHHS)

The Subcommittee has jurisdiction over the Department of Education, Department of Health and Human Services, Department of Labor and related agencies.

Chair: Senator Tom Harkin (D-IA) | @SenatorHarkin

Ranking Member: Senator Jerry Moran (R-KS) | @JerryMoran

Subcommittee on Agriculture, Rural Development, Food and Drug Administration and Related Agencies

The Subcommittee has jurisdiction over the Department of Agriculture (except Forest Service), Farm Credit Administration, Commodity Futures Trading Commission, and the U.S. Food and Drug Administration.

Chair: Senator Mary Pryor (D-AR) | @SenMarkPryor

Ranking Member: Senator Roy Blunt (R-MO) | @RoyBlunt

CONTINUED ON PAGE 41

Note: All advocacy resources are subject to change. The 113th Congress will end December, 2014 and the 114th Congress will begin in January, 2015. This toolkit will be updated on a continual basis to reflect these changes.

Senate Budget Committee

The Senate Budget Committee determines fiscal priorities by creating the federal budget. The Budget Committees (including the House counterpart) are responsible for drafting Congress' annual budget plan and monitoring action on the budget for the federal government. In addition, the Budget Committees have jurisdiction over the operation of the Congressional Budget Office (CBO).

Chair: Senator Patty Murray (D-WA) | @PattyMurray

Ranking Member: Senator Jeff Sessions (R-AL) | @SenatorSessions

Senate Committee on Finance

The Finance Committee is concerned with matters related to: taxation and other revenue measures generally, and those relating to the insular possessions; bonded debt of the United States; customs, collection districts, and ports of entry and delivery; reciprocal trade agreements; tariff and import quotas, and related matters thereto; the transportation of dutiable goods; deposit of public moneys; general revenue sharing; health programs under the Social Security Act, including Medicare, Medicaid, the Children's Health Insurance Program (CHIP), Temporary Assistance to Needy Families (TANF), and other health and human services programs financed by a specific tax or trust fund; and national social security.

Chair: Senator Ron Wyden (D-OR) | @RonWyden

Ranking Member: Senator Orrin G. Hatch (R-UT) | @OrrinHatch

Senate Committee on Health, Education, Labor, and Pensions (HELP)

The Senate HELP Committee is composed of three subcommittees, which have broad jurisdiction over our country's health care, education, employment, and retirement policies.

Chair: Senator Tom Harkin (D-IA) | @SenatorHarkin

Ranking Member: Senator Lamar Alexander (R-TN) | @SenAlexander

U.S. HOUSE OF REPRESENTATIVES

House Committee on Appropriations

The House Committee on Appropriations has a role that is defined by the U.S. Constitution, which requires "appropriations made by law" prior to the expenditure of any money from the Federal treasury. The committee writes the legislation that allocates federal funds to the numerous government agencies, departments, and organizations on an annual basis. Appropriations are limited to the levels set by a Budget Resolution, drafted by the Senate Budget Committee. There are 12 subcommittees tasked with drafting legislation to allocate funds to government agencies within their jurisdictions.

Chair: Representative Hal Rogers (R-KY) | @RepHalRogers

Ranking Member: Representative Nita Lowey (D-NY) | @NitaLowey

Subcommittee on Labor, Health, Human Services, Education, and Related Services (LHHS)

The Subcommittee has jurisdiction over the Department of Education, Department of Health and Human Services, Department of Labor and related agencies.

Chair: Representative Robert Aderholt (R-AL) | @Robert_Aderholt

Ranking Member: Representative Sam Farr (D-CA) | @RepSamFarr

Subcommittee on Agriculture, Rural Development, Food and Drug Administration, and Related Agencies

The Subcommittee has jurisdiction over the Department of Agriculture (except Forest Service), Farm Credit Administration, Commodity Futures Trading Commission, and the U.S. Food and Drug Administration.

Chair: Representative Jack Kingston (R-GA) | @JackKingston

Ranking Member: Representative Rosa DeLauro (D-CT) | @RosaDeLauro

For a full list of government departments and agencies, visit <http://www.usa.gov/directory/federal/>.

CONTINUED ON PAGE 42

Note: All advocacy resources are subject to change. The 113th Congress will end December, 2014 and the 114th Congress will begin in January, 2015. This toolkit will be updated on a continual basis to reflect these changes.

House Committee on the Budget

The House Budget Committee determines fiscal priorities by creating the federal budget. The Budget Committees (including the Senate counterpart) are responsible for drafting Congress' annual budget plan and monitoring action on the budget for the federal government. In addition, the Budget Committees have jurisdiction over the operation of the Congressional Budget Office (CBO).

Chair: Representative Paul Ryan (R-WI) | @RepPaulRyan

Ranking Member: Representative Chris Van Hollen (D-MD) | @ChrisVanHollen

House Committee on Energy and Commerce

The House Energy and Commerce Committee is vested with the broadest jurisdiction of any Congressional authorizing authority. It has responsibility for the nation's telecommunications, consumer protection, food and drug safety, public health research, environmental quality, energy policy, and interstate and foreign commerce. It also oversees multiple cabinet-level Departments and independent agencies, including the Departments of Energy, Health and Human Services, Commerce, and Transportation as well as the Environmental Protection Agency, the Federal Trade Commission, the Food and Drug Administration, and the Federal Communications Commission.

Chair: Representative Fred Upton (R-MI) | @RepFredUpton

Ranking Member: Representative Henry Waxman (D-CA) | @WaxmanClimate

Subcommittee on Health

This subcommittee has jurisdiction over: public health and quarantine; hospital construction; mental health; biomedical research and development; health information technology, privacy, and cybersecurity; public health insurance (Medicare, Medicaid) and private insurance; medical malpractice and medical malpractice insurance; the regulation of foods, drugs, and cosmetics; drug abuse; the Department of Health and Human Services; the National Institutes of Health; the Centers for Disease Control and Prevention; Indian Health Service; and all aspects of the above-referenced jurisdiction related to the Department of Homeland Security.

Chair: Representative Joe Pitts (R-PA) | @RepJoePitts

Ranking Member: Representative Frank Pallone (D-NJ) | @FrankPallone

House Committee on Ways and Means

The House Ways and Means Committee is the chief tax-writing committee in the House of Representatives. The Committee derives a large share of its jurisdiction from the U.S. Constitution, which declares, "All Bills for raising revenue shall originate in the House of Representatives." The Committee has jurisdiction over taxation, tariffs, and other revenue-raising measures as well as social security, unemployment benefits, Medicare, enforcement of child support laws, Temporary Assistance to Needy Families (TANF), and foster care and adoption programs.

Chair: Representative Dave Camp (R-MI) | @RepDaveCamp

Ranking Member: Representative Sander Levin (D-MI) | @repsandylevin

DEPARTMENTS

Department of Agriculture (USDA)

The USDA provides leadership on food, agriculture, natural resources, rural development, nutrition, and related issues based on sound public policy, the best available science, and efficient management.

Department of Health and Human Services (HHS)

The mission of HHS is to help provide the building blocks that Americans need to live healthy, successful lives. HHS fulfills that mission every day by providing millions of children, families, and seniors with access to high-quality health care, by helping people find jobs and parents find affordable child care, by keeping the food on Americans' shelves safe and infectious diseases at bay, and by pushing the boundaries of how we diagnose and treat disease.

Key Federal Departments and Agencies

The United States federal government is comprised of many different agencies and departments, which are funded by the U.S. Congress. Several of these are critical to cancer prevention and early detection advocacy. Learn more about a few of these entities below.

For a full list of government departments and agencies, visit <http://www.usa.gov/directory/federal/>.

CONTINUED ON PAGE 43

HHS is the United States government's principal agency for protecting the health of all Americans and providing essential human services, especially for those who are least able to help themselves.

AGENCIES

Agency for Healthcare Research and Quality (AHRQ)

AHRQ's mission is to produce evidence to make health care safer, higher quality, more accessible, equitable, and affordable, and to work with the U.S. Department of Health and Human Services (HHS) and other partners to make sure that the evidence is understood and used.

AHRQ's priority areas of focus are:

- Improve health care quality by accelerating implementation of patient-centered outcomes research.
- Make health care safer.
- Increase accessibility to health care.
- Improve health care affordability, efficiency, and cost transparency.

Centers for Disease Control and Prevention (CDC)

The CDC works to protect America from health, safety and security threats, both foreign and in the U.S. Whether diseases start at home or abroad, are chronic or acute, curable or preventable, caused by human error or deliberate attack, CDC fights disease and supports communities and citizens to do the same.

The CDC increases the health security of our nation. As the nation's health protection agency, the CDC saves lives and protects people from health threats. To accomplish their mission, the CDC conducts critical science and provides health information that protects our nation against expensive and dangerous health threats, and responds when these arise.

Centers for Medicare and Medicaid Services (CMS)

CMS covers 100 million people through Medicare, Medicaid, and the Children's Health Insurance Program and through the Health Insurance Marketplace. CMS aims to achieve a high quality health care system, as well as better care at lower costs and improved health.

Food and Drug Administration (FDA)

The FDA is an agency within the U.S. Department of Health and Human Services which is responsible for protecting the public health by assuring the safety, effectiveness, quality, and security of human and veterinary drugs, vaccines and other biological products, and medical devices. The FDA is also responsible for the safety and security of most of our nation's food supply, all cosmetics, dietary supplements, and products that give off radiation. The FDA also regulates tobacco products and is tasked with advancing the public health by helping to speed product innovations.

Health Resources and Services Administration (HRSA)

HRSA, an agency of HHS, is the primary Federal agency for improving access to health care by strengthening the health care workforce, building healthy communities and achieving health equity. HRSA's programs provide health care to people who are geographically isolated, economically or medically vulnerable. This includes people living with HIV/AIDS, pregnant women, mothers, and their families and those in need of high quality primary health care. HRSA also supports the training of health professionals, the distribution of providers to areas where they are needed most and improvements in health care delivery.

HRSA oversees organ, bone marrow and cord blood donation. It compensates individuals harmed by vaccination, and maintains databases that protect against health care malpractice, waste, fraud and abuse.

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National Institutes of Health (NIH)

The National Institutes of Health (NIH), a part of HHS, is the nation's medical research agency—making important discoveries that improve health and save lives. Thanks in large part to NIH-funded medical research, Americans today are living longer and healthier. Life expectancy in the United States has jumped from 47 years in 1900 to 78 years as reported in 2009, and disability in people over age 65 has dropped dramatically in the past 3 decades. In recent years, nationwide rates of new diagnoses and deaths from all cancers combined have fallen significantly. The NIH is one of 11 agencies that compose the Department of Health and Human Services (HHS). The NIH is made up of 27 Institutes and Centers including the National Cancer Institute.

National Cancer Institute (NCI)

The National Cancer Institute (NCI) was established under the National Cancer Institute Act of 1937, and is the federal government's principal agency for cancer research and training. The National Cancer Act of 1971 broadened the scope and responsibilities of the NCI and created the National Cancer Program. Over the years, legislative amendments have maintained the NCI authorities and responsibilities and added new information dissemination mandates as well as a requirement to assess the incorporation of state-of-the-art cancer treatments into clinical practice.

NCI coordinates the National Cancer Program, which conducts and supports research, training, health information dissemination, and other programs with respect to the cause, diagnosis, prevention, and treatment of cancer, rehabilitation from cancer, and the continuing care of cancer patients and the families of cancer patients.



HOW A BILL BECOMES A LAW

This is the federal process, however the general steps apply to state government as well.

THE BILL IS DRAFTED.

A Senator or a Representative drafts a bill or a joint resolution with the goal of passing it into law.



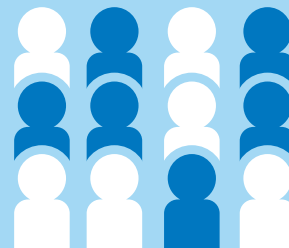
THE BILL GOES TO THE PRESIDENT

The President must sign the bill into law.



THE BILL IS INTRODUCED.

The bill is introduced in the U.S. Senate or in the U.S. House (or both) and receives a number.



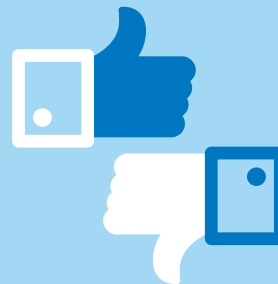
THE BILL GOES TO CONFERENCE.

If the House and Senate versions of the bill differ, a conference committee must work out those differences and draft a final bill for a vote.



THE BILL IS REPORTED.

The committee must approve the bill and send it to the House or Senate floor for debate.



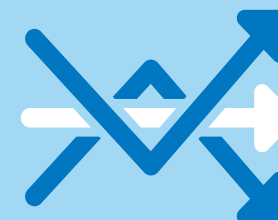
THE BILL IS VOTED ON.

In the U.S. House, the bill passes with a simple majority (218 of 435) as well as in the U.S. Senate (51 of 100).



THE BILL IS DEBATED.

Members of Congress discuss why they support or oppose the bill.



THE BILL IS REFERRED TO COMMITTEE(S).

The committee members analyze and markup the bill before it can be sent to the House or Senate floor.

“I survived cancer.
Even as a former health care
professional, it was still a
frightening experience. As I
advocate for healthier lives, it
is humbling to have someone
say, ‘you changed my life or
you saved my life.’”

MARCELLE LEAHY, CANCER SURVIVOR &
PREVENT CANCER FOUNDATION BOARD MEMBER

A hand is shown pointing to a map of the Southern United States, specifically the area around Kentucky, Tennessee, and Georgia. The map is overlaid with a teal color. The text 'State Advocacy Resources' is prominently displayed in white, bold font over the map.

State Advocacy Resources

Much like the federal government, advocacy at the state level requires understanding of the three state branches of government—legislative, executive, and judicial. Learn more about the different components of state governments in this chapter.

State Legislatures

State Resources

State Advocacy Resources

STATE GOVERNMENT

State governments are comprised of three different branches: legislative, executive, and judicial.

LEGISLATIVE BRANCH

In general, state legislative branches enact legislation. Every state (except Nebraska) has a bicameral legislature with both a House and a Senate.

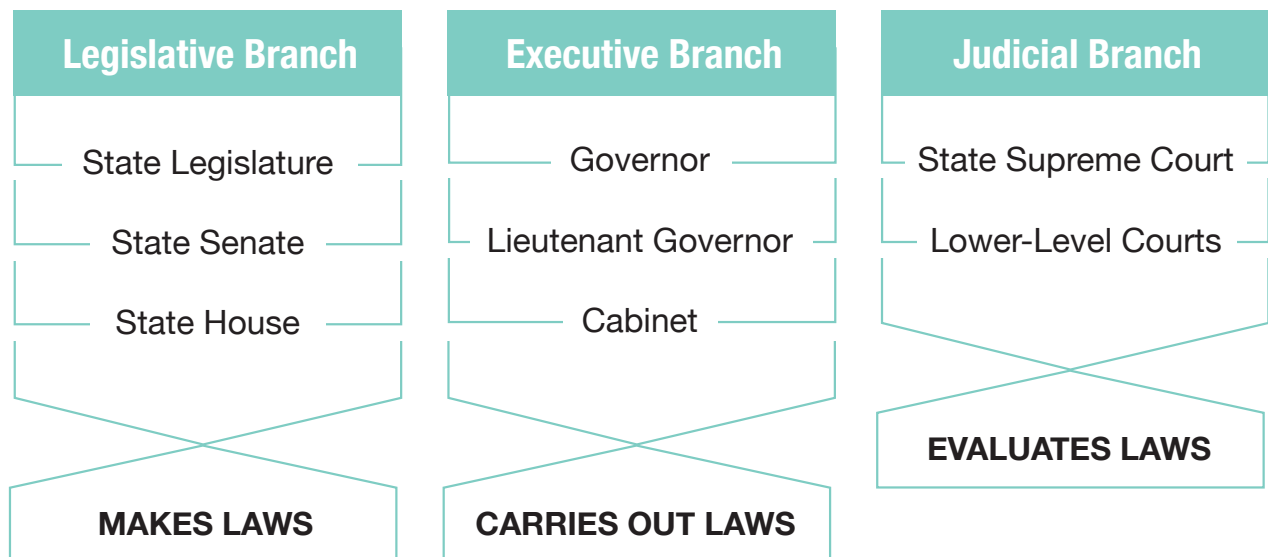
EXECUTIVE BRANCH

The executive branch carries out and enforces laws. The Governor of each state heads the executive branch.

JUDICIAL BRANCH

The judicial branch interprets the meaning of laws, applies laws to individual cases, and decides if laws violate the Constitution. The Constitution and laws of each state establish the state courts. The state supreme court is usually the highest court in the state. Some states also have an intermediate court of appeals. Below these appeals courts are the state trial courts, circuit courts, or district courts. States also usually have courts that handle specific legal matters.

THE STATE GOVERNMENT



“Surviving cancer inspired me to establish an event to bring awareness and funding to our region’s oncology care and prevention efforts. Since 1995 my annual golf tournament has raised more than \$2.1 million for a mobile mammography unit, housing for patients’ families and diagnostic equipment at our medical center. We are making progress but cancer prevention and early detection requires continuous advocacy in order to eradicate this terrible disease throughout Kentucky.”

ROCKY ADKINS KENTUCKY HOUSE MAJORITY LEADER

State Advocacy Resources

FIND YOUR ELECTED OFFICIALS

Use our tool to quickly and easily find out who your elected officials are and how to best contact them.

preventcancer.org/advocacy

STATE LEGISLATURE WEBSITES

The U.S. Library of Congress provides links to every official state legislature website.

thomas.loc.gov/home/state-legislatures

COUNCIL OF STATE GOVERNMENTS

Founded in 1933, the Council of State Governments serves all three branches of state government. CSG is a region-based forum that fosters the exchange of insights and ideas to help state officials shape public policy. The mission of CSG is to champion excellence in state governments to advance the common good.

csg.org

NATIONAL CONFERENCE OF STATE LEGISLATURES

The National Conference of State Legislatures was created in 1975 and is committed to: improving the quality and effectiveness of state legislatures; promoting policy innovation and communication among state legislatures; and ensuring state legislatures are a strong, cohesive voice in the federal system.

ncsl.org

NATIONAL GOVERNORS ASSOCIATION

Founded in 1908, the National Governors Association is a bipartisan organization of the nation's governors. Through NGA, governors share best practices, speak with a collective voice on national policy and develop innovative solutions that improve state government and support the principles of federalism.

nga.org

NATIONAL LIEUTENANT GOVERNORS ASSOCIATION

Founded in 1962, the National Lieutenant Governors Association is the professional association for the elected officials first in line of succession to the governors. NLGA promotes the efficiency and effectiveness of the Office of Lieutenant Governor.

nlga.us



Conclusion

Policy & Advocacy Glossary
Social Media Terms Glossary

Thank you for your interest in the Prevent Cancer Foundation's policy and advocacy efforts. For more information contact Advocacy@PreventCancer.org.
Become an advocate at PreventCancer.org/Advocacy.

JOIN US



Refer to Page 35-36

We want to

As you've read in these pages, the Prevent Cancer Foundation wants to help you to be your own best advocate whether in your personal life, your community, or within the halls of Congress. If you are reading this toolkit, then you've taken an important first step in order to become an effective cancer prevention and early detection advocate.

work with you to

We hope you find these tools helpful. They are simply building blocks to support you in your advocacy efforts-because you are the most important piece of the movement to prevent cancer. We believe that you possess the ability to have a significant impact on the legislation, policies, and rules that can drastically affect the health and well-being of individuals in your community and across the nation. You have the power to help prevent cancer.

Stop Cancer

Once you've put these tools into action we want to hear from you regarding your advocacy experiences. Whether you have helped a loved one navigate a health care system, had your letter to the editor published, or formed a relationship with an important policy maker, we want to hear your story. We want to support your efforts. We want to help you achieve your goals.

Before it Starts!

Glossary Policy & Advocacy

Advocacy: The act or process of advocating or supporting a cause or proposal.

Affordable Care Act (ACA): A bill that was signed into law in 2010 by President Obama and consists of the Patient Protection and Affordable Care Act and the Health Care and Education Reconciliation Act of 2010. It reformed the American health care system to expand insurance coverage, reduce the cost of care, and increase the quality of care.

Amendment: A proposed change to a pending legislative text (e.g., a bill, resolution, treat or other amendment).

Bicameral: Literally, “two chambers” in a legislative body having two houses (as in the House of Representatives and the Senate comprising the U.S. Congress or a state legislature).

Bill: The primary form of legislative measure used to propose law. Depending on the chamber of origin, bills begin with a designation of either H.R. or S.

Cloture: The method by which a supermajority (typically, three-fifths) of the Senate may agree to limit further debate and consideration of a question (e.g. a bill, amendment, or other matters).

Committee/Subcommittee: A panel (or subpanel) with members from the House or Senate (or both) tasked with conducting hearings, examining and developing legislation, conducting oversight, and/or helping manage chamber business and activities.

Concurrent Resolution: A form of legislative measure used for the regulation of business within both chambers of Congress, not for proposing changes in law. Depending on the chamber of origin, they begin with a designation of either H.Con.Res. or S.Con.Res.

Conference Committee: Temporary joint committee created to resolve differences between House-passed and Senate-passed versions of a measure.

Act: Legislation (a bill or joint resolution) which has passed both chambers of Congress (or a state legislature) in identical form, been signed into law by the President (or the Governor), or pass over his veto, thus becoming law.

Appropriation: The provision of funds, through an annual appropriations act or a permanent law, for federal agencies to make payments out of the Treasury for specified purposes.

Authorization: A statutory provision that obligates funding for a program or agency. The formal federal spending process consists of two sequential steps: authorization and appropriation.

Cosponsor: Representatives or Senators who formally sign on to support a measure. Only the first-named Member is the sponsor, all other are cosponsors, even those whose names appears on the measure at the time it was submitted.

Filibuster: In the Senate, the use of dilatory or obstructive tactics to delay or block passage of a measure by preventing it from coming to a vote.

Hearing: A formal meeting of a congressional or state legislative committee (or subcommittee) to gather information from witnesses for use in its activities (that is, the development of legislation, oversight of executive agencies, investigations into matters of public policy, or Senate consideration of presidential nominations).

Joint Resolution: A form of legislative measure used to propose changes in law, or to propose an amendment to the U.S. Constitution. Depending on the chamber of origin, they begin with a designation of either H.J. Res. Or S.J. Res.

Markup: Meeting by a committee or subcommittee during which committee members offer, debate, and vote on amendments to a measure.

Measure: A legislative vehicle: a bill, joint resolution, concurrent resolution, or simple resolution.

Policy: A system of laws, regulatory measures, courses of action, and funding priorities concerning a given topic promulgated by a governmental entity or its representatives.

Public Law: A public law or joint resolution that has passed both chambers and has been enacted into law. Public laws have general applicability nationwide.

Quorum: Minimum number of members a chamber (or committee) requires for the transaction of certain types of business.

Ranking Member: The most senior (though not necessarily the longest-serving) member of the minority party on a committee (or subcommittee).

Recess: A temporary interruption of the House or Senate’s proceedings.

Sponsor: A Representative or Senator who introduces or submits a bill or other measure.

Veto: Presidential disapproval of a bill or joint resolution presented to him for enactment into law. If a President vetoes a bill, it can become law only if the House and Senate separately vote (by two-thirds) to override the veto.

These definitions are drawn from the Library of Congress or U.S. Senate glossaries.

Glossary Social Media

Bitly: Website that shortens and tracks click rates for URLs (**Twitter**)

Board: Where pins are placed. Boards have themes, like health and wellness, exercise clothes, workout tips, etc (**Pinterest**)

Comment: A short remark posted to a social media post. Users comment positively on posts that they like, and offer construction criticism on posts that fall short (**Facebook, Instagram and YouTube**)

Favorite: To click the heart image under a photo or tweet. This means that you like it. All favorite posts show up under the favorites section on your profile (**Instagram and Twitter**)

Filter: An effect applied to a photo (**Instagram**)

Follow: When you follow someone, all of their posts will show up on your newsfeed. People who follow you are called followers (**Twitter, Instagram, Pinterest**)

Friend: When you friend someone, all of their posts will show up on your newsfeed and vice versa. Depending on the individual, certain viewing privileges are granted to friends only (**Facebook**)

Handle: A username. Example: @preventcancer (**Twitter**)

Hashtag: A type of tag used to find posts about a specific topic (**Facebook, Twitter, Instagram**)

Examples: #cancer #prevention #wellness #health (**Facebook, Twitter, Instagram**)

Like: To give something the thumbs up. On YouTube, you can also dislike (**Facebook, YouTube**)

Newsfeed (or feed): Where content from the organizations or people that you follow, like or are friends with appears (**Facebook, Pinterest, Twitter, Instagram**)

Page: A profile for an organization or individual used for promotional purposes. You can like a page, but not friend it (**Facebook**)

Pin: To add something to one of your boards. Posts on Pinterest are called pins (**Pinterest**)

Playlist: A compilation of related videos (**YouTube**)

Post: To upload something to your profile (**Facebook, Instagram, YouTube**)

Profile: Every user is given a main page called a profile. All of your posts show up on your profile (**Facebook, Twitter, Instagram, Pinterest, YouTube**)

Retweet: To repost a tweet that someone else has tweeted (**Twitter**)

Share: To repost another person or page's content (**Facebook**)

Subscribe: To view another user's content in your newsfeed (**YouTube**)

Tag (Facebook and Instagram): To link to another user in your post (**Facebook and Instagram**)

Tag (YouTube): Tags are words related to a post that help users find them (**YouTube**)

Tweet: A message posted on twitter (**Twitter**)

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Stop Cancer Before It Starts!



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