

2021 Leadership Summit & Lobby Day

Legislative Asks



We have always suggested that no meeting – including a virtual meeting – with a lawmaker should follow a script; what you say should be tailored to your story and your relationship with your lawmaker. Keep in mind that a virtual meeting will look and feel different from an in-person meeting, but with a little preparation, planning, and practice, yours will be great!

During our 2021 Leadership Summit & Lobby Day, we will ask Congress to:

- Support increased funding for cancer research & prevention programs with at least **\$51.7 billion** for the National Institutes of Health (NIH), including **\$7.6 billion** for cancer research at the National Cancer Institute (NCI). AND, support **\$559 million** for the Centers for Disease Control and Prevention's (CDC) cancer programs, including **\$275 million** for the National Breast and Cervical Cancer Early Detection Program.
- Ensure that the **expanded Affordable Care Act tax credits** that are scheduled to expire at the end of 2022 **are made permanent** in the upcoming human infrastructure package.
- **Cosponsor H.R. 1946/S. 1873**, the Medicare Multi-Cancer Early Detection Screening Coverage Act of 2021.

A few things to keep in mind:

- THANK THEM FOR THEIR PAST SUPPORT. We want to thank lawmakers for making many of our issues a top priority, from past increases for research funding to passage of the Henrietta Lacks Cancer Research Enhancement Act late last year (a Leadership Summit & Lobby Day ask in 2020!). While we still have work to do, because of this past support we are in a much stronger position to help improve the lives of cancer patients and survivors. Democrat, Republican or Independent, ACS CAN-backed legislation has bipartisan and bicameral support, something we are very proud of.
- REMEMBER HOOK, SINKER, LINE, SINKER. This sequence is a little different than you may be used to when preparing for a visit. But with a virtual meeting it is important to keep in mind that you need to deliver your sinker twice. Without nonverbal cues to guide your remarks, it is important to restate our main asks and message more than once.
- REMEMBER TO PERSONALIZE YOUR DISCUSSION. Let them know your connection whether it be a cancer treatment breakthrough, access to quality of life services, or cancer screening story. How has cancer touched your life? Lawmakers and their staff hear from professional lobbyists all day, every day. They don't need to hear a lot of statistics from you, so just memorize one fact that you think will be persuasive.
- LET US KNOW THE OUTCOME. Whether you get a yes, no, or a maybe, ACS CAN's federal relations team wants to know how your meeting went. Please be sure to use your Soapbox mobile tool to complete your report-back form.

The Script *(Please follow the script for Hook, Sinker, Line, Sinker)*

OPENING THE MEETING

Today I am joining American Cancer Society Cancer Action Network volunteers across the country in virtual meetings with nearly every Member of Congress. We have several asks today that will ensure we continue to fund discovery that makes finding cures a reality; prioritize critical prevention and treatment of cancer; and improve access to care.

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THE HOOK

It is critical that ACT Leads are the primary speaker for their specific House of Representatives meeting and the SLA leads the Senate meeting. With all meetings being on a laptop or the phone, choreography will be key. The ACT Lead or SLA should be the only speaker unless a special designee is invited to speak.

- Share who you are and why you took time out of your day to volunteer for the American Cancer Society Cancer Action Network. Remember to mention your name and the town where you reside.
- Briefly introduce your fellow ACS CAN volunteers and where in your state they are from.
- Introduce any other identified speakers on the call (the SLA, a volunteer with a key story to share, or special guest, i.e. international or scholar).

THE SINKER

- I am here today to share my cancer journey and ask that you support the following policies.
- Support increased funding for cancer research & prevention programs with at least \$51.7 billion for the National Institutes of Health (NIH), including \$7.6 billion for cancer research at the National Cancer Institute (NCI). AND support \$559 million for the Centers for Disease Control and Prevention's (CDC) cancer programs, including \$275 million for the National Breast & Cervical Cancer Early Detection Program.
- Ensure that the expanded Affordable Care Act tax credits that are scheduled to expire at the end of 2022 are made permanent in the upcoming human infrastructure package.
- Cosponsor H.R. 1946/S. 1873, the Medicare Multi-Cancer Early Detection Screening Coverage Act of 2021.

THE LINE

Share your cancer connection and how it relates to the asks. You can also try to include some of the key facts about the asks to help support your story.

- Cancer is a disease that affects everyone, but it doesn't affect everyone equally.
- The NIH & NCI lead, conduct, and support cancer research across the nation. Every major medical breakthrough in cancer can be directly traced back to the NIH & NCI.
- Without continued increases in funding, we risk losing a generation of young investigators, slowing progress, and threatening American competitiveness. To maintain the pace of progress and discovery, Congress must provide long-term, sustained, funding increases.
- The COVID-19 pandemic has put a halt to life-saving cancer screenings and left thousands more Americans without access to health insurance. Addressing the backlog on cancer screenings for those without adequate health coverage will place a new burden on existing cancer screening programs. That's why CDC cancer programs like the National Breast and Cervical Cancer Early Detection Program (NBCCEDP) are so important. This program provides low-income, uninsured, and underinsured women access to breast and cervical cancer screenings and diagnostic services, including mammograms, pap tests, and diagnostic testing if abnormal results are found.
- Over 2.5 million Americans have enrolled in ACA plans during the 2021 special enrollment period that ran from February – August 2021.
- In March 2021, Congress enacted legislation that made the subsidies people receive in the ACA marketplaces more generous and available to more people.
- These expanded tax credits are scheduled to expire at the end of 2022. We are asking Congress to make them permanent.

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- Several companies are working to develop multi-cancer early detection blood tests. These companies have received “Breakthrough Device” designation for their tests, which allows for expedited review and approval by the FDA.
- Currently, Medicare covers early detection tests for breast, cervical, colorectal, lung, and prostate cancers. The Medicare Multi-Cancer Early Detection Screening Coverage Act would allow the Centers for Medicare and Medicaid Services (CMS) to initiate an evidence-based coverage process for a multi-cancer screening test following FDA approval.
- This bill, which has strong bipartisan support, would ensure that Medicare beneficiaries have access to the newest screening technology without any delay.

THE SINKER (ONE MORE TIME!)

This is your chance to close the deal and make your ask.

- Will you support increased funding for cancer research & prevention programs with at least \$51.7 billion for the National Institutes of Health (NIH), including \$7.6 billion for cancer research at the National Cancer Institute (NCI). AND, support \$559 million for the Centers for Disease Control and Prevention’s (CDC) cancer programs, including \$275 million for the National Breast & Cervical Cancer Early Detection Program?
- Will you ensure that the expanded Affordable Care Act tax credits that are scheduled to expire at the end of 2022 are made permanent in the upcoming human infrastructure package?
- Will you cosponsor H.R. 1946/S. 1873, the Medicare Multi-Cancer Early Detection Screening Coverage Act of 2021?

Ending the Meeting

REMEMBER TO END WITH A THANK YOU

- Thank the Member or staffer for their time.
- Let them know that you will follow up.

DEBRIEF WITH YOUR TEAM

- Come back together with your team to compare notes, discuss what you learned and identify someone to fill out the report back form.

REGROUP AND PREPARE FOR YOUR NEXT MEETING!