

The Idaho State Seal is centered in the background, featuring a figure holding a torch and a plow, surrounded by the text "THE STATE OF IDAHO" and "GREAT SEAL".

2024 IDAHO CANCER ACTION DAY



Welcome to Cancer Action Day



Dear Idaho Advocates,

Thank you for your willingness to participate in our 2024 Cancer Action Day.

As a leading health advocacy organization, we work every day to encourage elected officials to make cancer a top priority. We support evidence-based solutions designed to eliminate major health problems. And together, we bring together ordinary people with extraordinary power to fight cancer with the training and tools they need to make their voices heard.

We want our Cancer Action Day to be an opportunity for all of our volunteers to come together, unite our voices, and ask our elected officials to actively support the fight against cancer. We hope you will find our event energizing, exciting, and personally rewarding.

Included in this packet and your folder are all the resources you will need to advocate successfully with your lawmakers. We truly appreciate your commitment to advocacy and look forward to the great accomplishments we'll achieve together.

Thank you for all you do to help us fight cancer.

Keep fighting!

Let's get started!

Introductions: Idaho Team



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Government Relations Direction
208-869-3902



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State Lead Amassador
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#IDCAD24

Agenda: Timeline of Events



8:00 a.m.* Check In, Breakfast, and Networking

Location: First Floor Rotunda

8:30 a.m. Welcome: **Our Plan and Purpose**

Location: WW17

Anita Sloan, *State Lead Ambassador*

Policy Updates: **Understanding Our Ask**

Randy Johnson, *Government Relations Director*

Lawmaker Outreach Review: **Understanding Our Power**

Erin Riley, *Grassroots Manager*

9:15 a.m. Transition to Governor's Ceremonial Office

Cancer Action Day Proclamation

Location: Third Floor

9:45 a.m. **Group Photo**

Location: Governor's Ceremonial Office

11:30 a.m. Lunch, Report Back Form & Thank You Notes

Location: EW29

***Please note that lawmaker meetings may overlap events on this agenda.**

After meetings please check back in at rotunda.

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Hook, Line, and Sinker



The hook, line and sinker strategy will help ensure you cover key messages and conduct an effective and successful meeting with your lawmaker.

Hook: Who You Are

Tell them who you are. Remember, you are a voter, a survivor/caregiver/advocate and their constituent. Make sure everyone in the group introduces themselves.

Be careful. A little small talk is acceptable but stay on message and don't be drawn into storytelling off topic – you'll never know where the time went!

State why you are here by introducing the ask/s.

Line: Share your stories and statistics.

Be informative, be thorough and be concise. Provide your lawmaker with personal stories. They'll appreciate real-life examples that put a human face on the issue.

Discuss how the legislation will directly affect you, your friends and your family.

Personal stories truly make an impact and achieve results.

Sinker: The Request

Ask your legislator their position on the issue. Be polite, direct and specific. Wait for their response. It is important to get a clear answer to provide on your report back form.

Answer any questions to the best of your ability. If you don't know the answer, it's OK to say "that's a good question, I'm not positive on the answer, and I'll need to get back to you." Don't answer any questions you're not 100% sure you know the answer to – make sure to list them on your report back forms. This is an excellent opportunity for staff to follow-up with the lawmaker after our day!

Leave on a positive note. As you wrap up the conversation, repeat one last time what action you hope the lawmaker will support. Make sure your lawmaker and/or their staff member receives a copy of the leave-behind materials. Thank them for their time and offer to be an ongoing resource.

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Hook, Line, and Sinker, Continued



Hook

Who you are, where you're from -- Leader introduces the rest of the group.
"We are here to today to ask for..."

Line

What is the problem we are trying to solve? _____

What is the proposed policy solution?

What is a data point to back up that solution? _____

Share your cancer connection and how it relates to the ask.

Add your personal story:

Why are you passionate about the fight against cancer?

How can you find a connection to the days asks? _____

Sinker

"In conclusion..."

We're asking _____

Will you support Medicaid expansion protection to help cancer patients by

**Don't forget the "thank you"!
The appreciation goes a long way
Feel free to ask for a selfie AFTER your meeting**

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Lawmaker Meetings: Suggested Script



"Thank you, Representative/Senator _____, for taking the time to meet with your cancer-fighting constituents today.

My name is _____ and I am an ACS CAN volunteer. With me are constituents and advocates from around your district to talk about their cancer stories. **Introduce constituent(s) in the room with you.**

During this meeting we would like to discuss:

- **Supporting the protection of Medicaid expansion and access to health care.**

For the 11,120 Idahoans who will be diagnosed with cancer this year, having access to affordable, quality healthcare will be crucial. Medicaid expansion is win-win from a health and fiscal lens. Most Idahoans know this, which is why a majority support the Expansion program. In 2018, Idaho voters approved expansion at 61% and that support has only grown, as evidenced by a recent poll by Idaho Voices for Children that found that 75% of Idahoans favor keeping expansion. Where you live and how much you make should not determine if you live. All Idahoans need barrier free access to healthcare to services like cancer screening and treatment.

This is important to me because (share your personal story and/or why you are here today and connect it to the importance of Medicaid expansion. If another volunteer has a personal story that has a strong connection, please introduce them and have them speak. Keep it brief.)

The ASK:

- **Can we count on your support to protect Idahoans access Medicaid expansion?**

Remember, we want to hear a yes or no answer.

- If your elected official answers yes to this question that is great! Thank him/her for their support.
- If your member answers no, ask why and if there is further information you can provide after the meeting. Include that information on your report back form.
- If your member doesn't give a direct yes or no answer, ask for clarification.
- You should plan to follow-up with your House Representative 1-2 weeks after your meeting (by phone or email) to ensure their questions are answered and check on their level of support.

Please note: this script is a framework for your conversation. Please feel free to elaborate and share your personal cancer story and use information from the fact sheet and talking points.

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Lawmaker Meeting: Do & Don't



Do:

- Look and act professional
- Introduce yourself and tell the legislator where you are from
- Stay on message
- Be prepared to wait
- Know the asks and something about it
- Be efficient and articulate; the meeting should be brief and concise
- Ask for your legislator's support for the issue
- Stop discussing the issue if you get a "Yes"
- Leave a one-pager about the issue
- Turn off your cell phone
- Thank the lawmaker (be sure to also send a thank-you note)

Don't:

- Attempt to answer questions you don't know the answer to or commit to anything you aren't certain of
- Get angry or hostile
- Get distracted by small talk
- Mention your political affiliation
- Leave behind materials that aren't provided in this packet
- Lobby on other issues
- Get defensive if an elected official doesn't support our legislation

Report Back Form



**HOW WAS YOUR
LAWMAKER MEETING?**

Report back and let us know how your meeting went

Your feedback helps our staff provide additional information to lawmakers and make strategic decisions in successful campaigns. Share with us what you heard from your lawmaker during your recent visit.

Remember: One report back form should be completed for each lawmaker meeting

Scan the QR code or visit:

<https://act.fightcancer.org/a/acs-can-report-back-form>



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Social Media



Before Event

- Draft 3 social media posts that you can later copy and paste.
 - Who do you want to reach?
 - What story are you trying to tell?
 - What is one fact you want people to know?
- Share your personal story related to our asks at Cancer Action Day the night before.
- Follow your lawmakers on social media

During Event

- Don't forget to post about what's happening in real time!
- Use hashtag in every post.
- Post updates, pictures, and tag lawmakers who volunteers are visiting.
- Tell lawmakers and their staff about our hashtag and handle and encourage them to use it.
- Thank lawmakers for meeting with us in a post and tag them in it. If possible, include a photo with the lawmaker for better engagement.
- Post an accompanying action alert for your campaign on your social media channels.

After Event

- Post pictures of lawmaker meetings and tag their handles. Remember to mention the legislation or campaign discussed and include the event hashtag.
- Share engage with other volunteers posts. Like, share, and comment.
- Share ACS CAN Idaho posts on social media

Social Media, Continued



Sample Posts

- Great meeting with [[@LAWMAKERHANDLE](#)] during #IDCAD24 and discussing why it's so important to Medicaid expansion protection in Idaho. Let them know why you think it's important, too!
- Spending the day at the Idaho Capitol with @ACSCANIDAHO asking lawmakers to make Medicaid expansion protection a priority! #IDCAD24
- Thank you [[@LAWMAKERHANDLE](#)] for making Medicaid expansion protection a top priority! #IDCAD24
- @ACSCANIDAHO volunteers will be talking to lawmakers in 1 week at #IDCAD24 about [[#state issue](#)]. Check back for photos & updates!

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Post-Event



Congratulations!

Cancer action day is completed! You should feel proud of the effort and the impact of your meetings.

Follow the steps below to properly wrap up your experience and tie any loose ends.

Social Media Posts:

Thank you @[legislator handle] for meeting with @ACSCANIDAHO volunteers today to hear our stories and policy priorities. Together we can #FightCancer #IDCAD24

Sorry we missed you, @[Legislator handle], during @ACSCANIDAHO Cancer Action Day. We hope you will prioritize cancer patients in your policy positions this session. #IDCAD24

Hand-Written Notes:

Use the cards in your packet and write a note for any legislators who you wanted to speak to, but weren't able. Just a quick "sorry we missed you".

Also write brief thank you notes for all legislators who took the time to meet with you.

Turn in these note cards to your Grassroots Manager.

Stay Involved:

Follow us on social media @ACSCANIDAHO

Visit www.fightcancer.org/Idaho

Sign up to volunteer! fightcancer.org/volunteer-for-acs-can

Remember:

Cancer Action Day is only one way to advance our priorities.

Think about how you can leverage this event to continue our life-saving work back home.

Contact:

For questions about this information, please email

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