# Welcome to Cancer Action Day



Dear West Virginia Advocates,

Thank you for your willingness to participate in our 2025 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. 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!

# **Agenda: Timeline of Events**



8:30 a.m. Check In, Breakfast, and Networking

Location:Room 330W

8:40 p.m. Policy Updates: Understanding Our Ask

Doug Hogan, Government Relations Director

Location: Room 330W

8:50 p.m. Lawmaker Outreach Prep: Understanding Our Power

Katie Rose Garden Grassroots Manager, then Breakout

groups.

Location Room: 330W

9:00 a.m.- 11:00 a.m. Meetings with Lawmakers & Volunteers

11:00 a.m. -11:10 a.m. Announced on the Senate Floor by Senator Woelful during

announcements

**Location: Senate Gallery** 

11:30 a.m. -12:30 a.m. Debrief, Group Photo for Media, Lunch-

Location: 330 W

12:30 p.m.- 1:15 p.m. Afternoon Meetings

1:15 a.m. - 2:15 p.m. Group photos. and depart

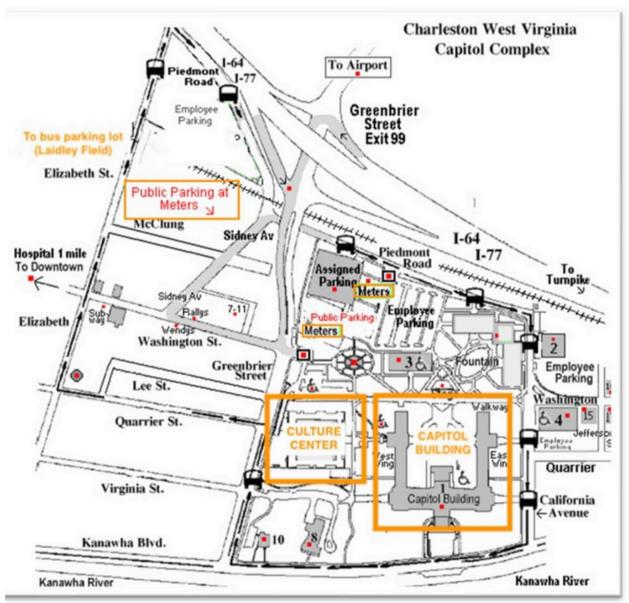
Location: Inside and outside Capitol ( this is based on

weather and photographer recommendations).

# **West Virginia Capitol Parking**



- Parking Info: Personal Vehicles
- •Personal vehicles can be parked at Laidley Field.
- •A free shuttle service is provided between the Capitol Complex and the Laidley Field parking area. The shuttle departs from Laidley Field, starting at 6:45 a.m. and ending at 5:15 p.m. Each stop is served approximately every 10 -15 minutes. The shuttle does not operate typically between 9:30 a.m. and 11:30 a.m. and 1:45 p.m. and 3:00 p.m.
- •If you ride to the Capitol, go to the Capitol entrance across from the Cultural Center to enter the Capitol. The shuttle bus is handicapped accessible.
- •For more shuttle information, call the Parking Section at 304-558-3062 or Piedmont Guard House at 304-558-0248.



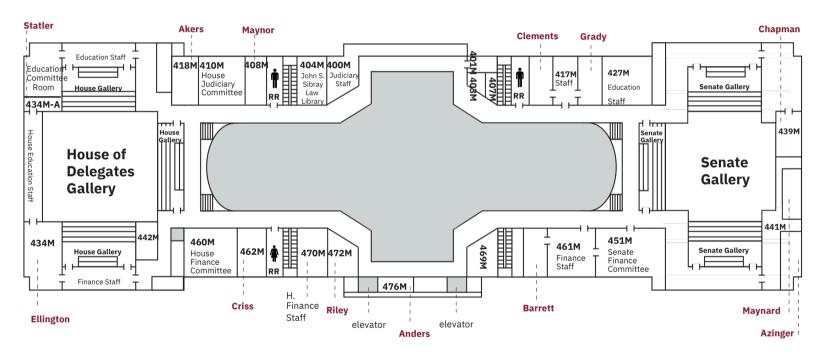
# West Virginia Capitol- Third Floor



#### **WEST VIRGINIA STATE CAPITOL MAPS**

Main Building - Third Floor

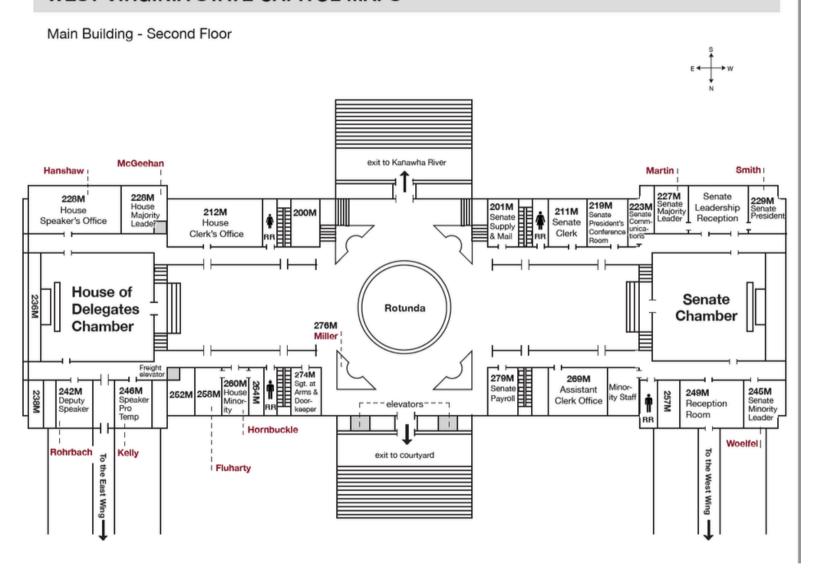




# West Virginia Capitol- Second Floor



#### WEST VIRGINIA STATE CAPITOL MAPS



# West Virginia Capitol- West Wing Second Floor



#### **WEST VIRGINIA STATE CAPITOL MAPS**

West Wing - Second Floor - Senate **208W**Senate Judiciary
Committee Room **210W**Judiciary Staff Secretary Room Secretary Room I Secretary Room 216W Gov. Org. Staff Secretary Room 214W 206W 204W 200W Helton Deeds Thor ne Z18W Secy **Fylleg**om Main Building elevators - - ' Takubo Phillips Morris Tarr 233W | Minor Committees Roberts Hamilton Char nock Woodrum 223W Secretary Room 209W Secretary Room 229W Secretary Room 203W Secretary Room 217W Secretary Room RR RR

# West Virginia Capitol- East Wing Second Floor



#### WEST VIRGINIA STATE CAPITOL MAPS

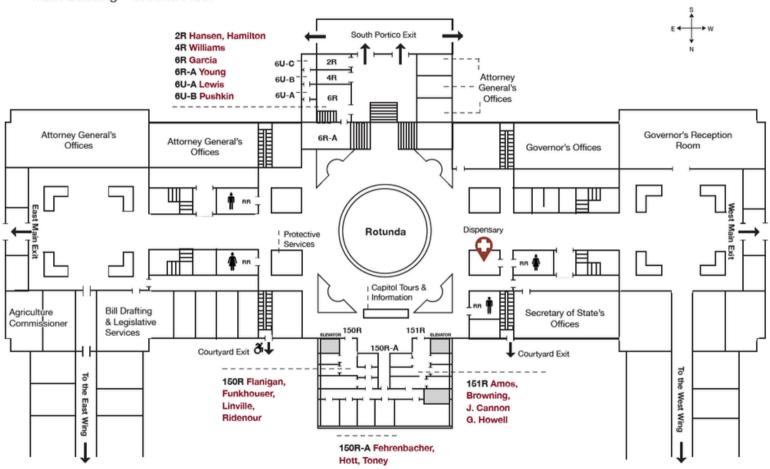
East Wing - Second Floor - House of Delegates 214E D. Smith, Hornby 216E W. Clark, Lucas 212E Bridges, Dean 206E T. Clark, Devaul 228E Coop-Gonzalez Dillon 210E Pettito, Crouse 220E Eldridge, Brook 202E Mallow, Horst 222E Holstein, Street 208E Foggin, Barnhar 200E-A Ferrell, Willis , Martin RR RR Main Building elevators 207E Jennings, Shan Jeffries, Vance 231E D. Cannon, Kyle,Leavitt, McCormick 201E Ward, Zatezalo 203E Cooper, Roop · 227E · Kimble, Mazzo 229E Pritt, Canterbu 200E-C Anderson 217E Worrell 219E Pinson, Sheedy, 209E Dittman, Drenr Gov. Org. 213E 211E Health Comm. Staff Steele Steph chi, T. Howell 215E-C Hite

# **WV Capitol- First Floor**



#### WEST VIRGINIA STATE CAPITOL MAPS

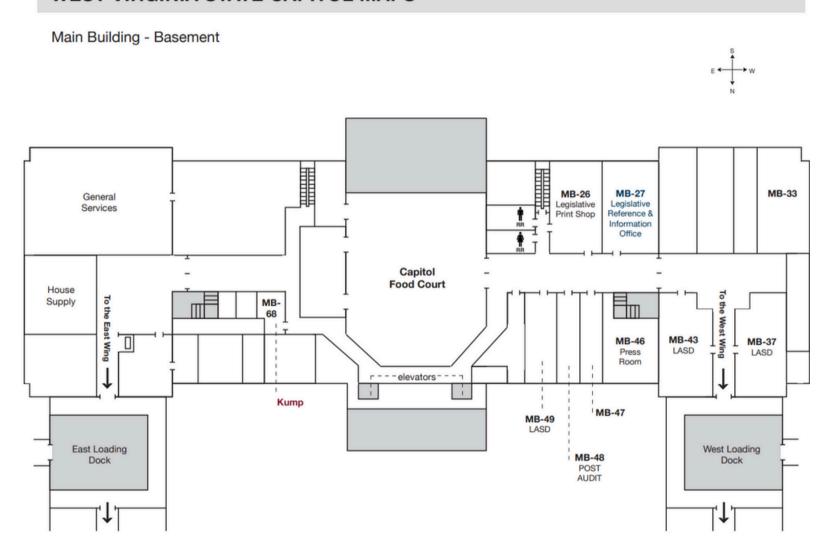
Main Building - Ground Floor



# West Virginia Capitol-Basement



#### **WEST VIRGINIA STATE CAPITOL MAPS**



# **Day of Reminders**



#### What time?

- •Please arrive at the breakfast by 8:30 a.m.
- •Plan about 10-15 minutes to park and walk over

#### What to wear?

 We encourage business casual clothing and comfortable shoes

## What to bring?

- Travel lightly! You will need to go through security at the entrance of each building
- •Bring your cell phone for photos with your lawmaker and our team throughout the day

## Will I go through security?

 Yes, you do have to go through security upon entry, but everything is in the same building

## 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.

# Hook, Line, and Sinker



#### 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 House Bill 3290/Senate Bill 860 to Increase funding for the Division of                                 |  |  |  |  |  |  |  |
| Tobacco Prevention to help cancer patients and save lives?   |  |  |  |  |  |  |  |
| Will you support investing Juul settlement funds to increase tobacco prevention and protect youth from tobacco products? |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

Don't forget the "thank you"!

The appreciation goes a long way

Feel free to ask for a selfie AFTER your meeting

# Lawmaker Meetings: Suggested Script



| Thank you, Repres<br>fighting constituen | •                          | , for taking the time to meet with your cance   | ∍r− |
|--|----------------------------|---|-----|
| ,  |                            | AN volunteer. With me are constituents and advocate ncer stories. Introduce constituent(s) in the room with |     |
| During this meeting                      | g, we would like to discus | JSS:  |     |

- Invest Juul funding for West Virginia's Tobacco Prevention and Cessation Program to prevent kids from starting to use tobacco and help people already addicted to tobacco quit.
- Support HB 3290

This is important to me because (share your personal story and connect it to the importance of increased Tobacco Prevention funding. If another volunteer has a personal story that has a strong connection, please introduce them and have them speak. Keep it brief.)

#### The ASK:

- We want to ask you to support the passage of HB 3290/ Senate Bill 860- To fund the Tobacco Use Cessation Initiative. With this additional funding, we can work toward investing in Tobacco Control to Reduce Taxpayer Costs, Protect Kids, and Save Lives.
- Will you support increasing funding for West Virginia's vital tobacco prevention and cessation through investing the Juul settlement dollars to, protect kids, and save lives?

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.
- o 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.

<u>Please note:</u> 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.

# 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

# Lawmaker Meeting: Schedule



## Keep track of your meetings:

| Chamber | Name | Meeting<br>Time | Meeting Notes | Do they support or oppose? | Do they have<br>a cancer<br>story? |
|---------|------|-----------------|---------------|----------------------------|------------------------------------|
| House   |      |                 |               |                            |                                    |
| House   |      |                 |               |                            |                                    |
| House   |      |                 |               |                            |                                    |
| Senate  |      |                 |               |                            |                                    |
| Senate  |      |                 |               |                            |                                    |

# **Meeting Outline:**

Hook: Leader makes introduction.

Line: Explain the need.

Sinker: Make the ask.

## **Remember:**

Be polite and professional to lawmakers and interns.

It is okay to look at your notes!

Your personal story matters more than anything else.

Your legislators work for you and your voice matters

# **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 WV posts on social media



# **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



### **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 [ACSCANWV] volunteers today to hear our stories and policy priorities. Together we can #FightCancer #WVCAD25

Sorry we missed you, @[Legislator handle], during [ACSCANWV] Cancer Action Day. We hope you will prioritize cancer patients in your policy positions this session. #WVCAD25

#### **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 {WV Handles]
Visit [WV Website]
Sign up to volunteer! <a href="www.fightcancer.org/volunteer-for-acs-can">www.fightcancer.org/volunteer-for-acs-can</a>

#### 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.

# Maryland 2024 Legislative Asks



# [Insert Ask Topic]

[Provide first ask]

- [Insert Supporting Fact]
- [Insert Supporting Fact]
- [Insert Supporting Fact]

Each Cancer Action Day is different. Update this page to reflect all asks for easy review by volunteers. SEE THE NEXT PAGE for an EXAMPLE.

(DELETE this message when completed.)

[Insert Second Ask Topic, if applicable]

[Provide first ask]

- [Insert Supporting Fact]
- [Insert Supporting Fact]
- [Insert Supporting Fact]

[Insert Third Ask Ask, if applicable]

[Provide first ask]

- [Insert Supporting Fact]
- [Insert Supporting Fact]
- [Insert Supporting Fact]



# West Virginia 2024 Legislative Asks



## Increased Investments in Fact-Based Tobacco Control Programs

ACS CAN urges West Virginia lawmakers to increase funding for the Division of Tobacco Prevention to \$16.5 million to prevent kids from starting to use tobacco and help people already addicted to tobacco quit. The impact to youth smoking from this increase would prevent 3,100 kids in West Virginia from growing up to be adults who smoke and would ultimately save the state \$49.6 million in future health care expenditures.vii Our state will see additional health and economic benefits from the impact of this funding increase on adults. Overall, for every \$1 spent on comprehensive tobacco control programs, states receive up to \$55 in savings from averted tobaccorelated health care costs.viii ACS CAN calls on West Virginia to increase tobacco control funding in the following ways in order to reduce taxpayer costs, protect kids, and save lives:

- Support House Bill 4983 to create a Tobacco Cessation Special Revenue Account.
- Include \$16.5 million in increased tobacco control funding in the state budget, Senate Bill 200 and House Bill 4025.

# Access to Biomarker Testing

- We ask you to support the passage of HB 4753 to expand appropriate coverage of biomarker testing for state-governed commercial insurance and Medicaid plans.
- Timely biomarker testing can help achieve better health outcomes, improve quality
  of life, and reduce costs by connecting patients to the most effective treatment for
  their cancer.
- Biomarker testing is a key to unlocking precision or personalized medicine.
- Biomarker testing is a part of the standard of care treatment for many cancer patients, but insurance coverage is failing to keep pace.
- Nearly 60% of all cancer drugs approved in the last 5 years require or recommend biomarker testing before use.

## Increased Tobacco Taxes

ACS CAN calls on West Virginia lawmakers to significantly increase tobacco taxes to reduce health care costs, protect kids, and save lives.

- Increasing West Virginia's cigarette tax by \$1.50 per pack would generate \$98.51 million in new annual revenue for the state as well as prevent 2,400 kids under 18 from becoming adults who smoke, help 9,600 adults who currently smoke quit, and save 3,000 lives. It would also provide \$149 million in long-term health care cost savings from adult and youth smoking declines.
- Increasing the tax on all other tobacco products, including e-cigarettes, would produce additional health and economic benefits for West Virginia at the same time. It is important that tax increases apply to all tobacco products at an equivalent rate to encourage people to quit rather than switch to a cheaper product and to prevent youth from starting to use any tobacco product.

Together we can create a cleaner, safer, healthier West Virginia by increasing tobacco taxes and investing in the health of our state.

# Insert Relevant State and Local Fact Sheets for ALL issues covered during Cancer Action Day

The number of pages will vary from state to state.

(DELETE this message when completed.)

# **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.

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**Scan the QR code or visit:** 

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



## **Contact:**

For questions about this information, please email Katie Rose Garden, Grassroots Manager Katie.Garden@cancer.org 304-602-3027



# **Bingo**



Participate in this engaging activity to maximize your efforts at the Capitol. You won't want to miss out!



# **FAQ**



#### What do I wear?

[Insert information about attire]

What time do I need to be at the Capitol? When are we done?

[Insert information]

Who should I contact with questions?

#### **Anja Aniere**

Grassroots Manager

- o 240-277-0310
- o anja.aniere@cancer.org

#### **Lance Kilpatrick**

Government Relations Manager

- Phone [Insert]
- Email [Insert]

#### **Liza Fues**

State Lead Ambassador

- Phone [Insert]
- Email [Insert]

#### What should I bring with me?

- Water
- o A watch/cell phone to keep track of time
- o A notebook to take additional notes during lawmaker meetings

Can we watch a committee hearing or general session?

[Insert information]

Will we get to meet the Governor?

[Event Hashtag]

[Insert information]