**THE HOOK:**

Hi Representative/Senator \_\_\_\_\_\_\_, my name is \_\_\_\_\_\_\_\_\_ and I am a volunteer with the American Cancer Society Cancer Action Network (***if applicable:*** I am also a constituent in your district). Thanks so much for taking the time to meet with us today. As an advocate who has been impacted by cancer, I wanted to talk to you about some important issues impacting the fight against cancer in Florida.

**THE LINE:**

* **VERY BRIEFLY, tie in a personal story related to the cost of health care, access to cancer screenings, prevention, treatment, or research. 2-3 sentences. Don’t overthink it!**
* Maintaining funds for the breast and cervical cancer screening programs is necessary. Proactive, regular screening tests are useful in detecting pre-cancer and cancers at earlier stages, when treatment is less costly and more effective.
* Ongoing state investments in cancer research and innovation programs stimulate Florida’s economy while also saving precious lives.
* Research shows the more a state like Florida spends on comprehensive tobacco control programs, the greater the reductions in smoking with their residents. The longer states invest in such programs, the greater and deeper the impact.

**THE SINKER:**

Will you support increasing state funding for the Mary Brogan Breast & Cervical Early Detection Program at $3 million in recurring funds?

AND

Will you support maintaining state funding for critical cancer research programs and the tobacco prevention and cessation program?

**{Wait silently for answer}**

Response options depending on response lawmaker gives to your asks:

* If answer is YES: “Thank you so much for your support and for meeting with us today.”
* If answer is UNSURE: “Can we get you any more information on the issue to gain your support? Can I leave my contact information in case you have further questions when deciding how you will vote?”
* If answer is NO: “Thank you for your time and consideration today, please don’t hesitate to contact me if you have further questions prior to your final vote on this important issue.”

**Additional Talking Points For Your Line:**

Mary Brogan:

* The Mary Brogan Program provides lifesaving cancer screenings for medically underserved women between the ages of 50 and 64 who have incomes below 200% of the federal poverty level.
* Breast cancer is the second leading cause of cancer death for women. An estimated 23,920 Floridian women will receive a breast cancer diagnosis in 2025 and an estimated 3,210 are expected to die from this disease.
* Last session, the Legislature increased state funding for the Mary Brogan program from $1.83 million to $3 million; however, the additional funding was non-recurring and thus the Legislature must act this year to ensure that the full $3 million remains in future budgets. Historically, the program served less than 10 percent of eligible women, but the additional recurring funds will allow the program to reach more eligible individuals and help build the long-term viability of the program.

Cancer Research:

* ACS CAN supports the Governor’s recommended funding for Cancer Research and Innovation through the Casey DeSantis Cancer Research Program at $132.5 million; the Florida Cancer Innovation Fund at $60 million; as well as continued funding (at a minimum) for the Bankhead-Coley Cancer Research Program and the King Biomedical Research Program at $10 million and $7.85 million, respectively.
* These state cancer research and innovation programs enhance the quality and competitiveness of cancer care in Florida. The funding will also further a statewide biomedical research strategy directly responsive to the health needs of Florida’s citizens and capitalize on the potential educational opportunities available to its students.