

2024 WASHINGTON CANCER ACTION DAY



Cancer Action Day 2024



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Welcome to Cancer Action Day



Dear Washington 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!

Agenda: Timeline of Events



- 8:30 a.m.** **Check In, Breakfast**
Captiol Room, Double Tree Olympia

- 9:00 a.m.** **Welcome:** Our Plan and Purpose

- 9:15 a.m.** **Survivor Recognition**

- 9:20 a.m.** **Legislative Overview:** What does the process look like in Olympia? What is on our legislative agenda?

- 9:50 a.m.** **Using Social Media as a Tool Today**
#WALeg #CancerActionDay

- 10:05 a.m.** **Legislative Meeting Training:** What to expect, how to structure your meetings & a few examples

- 10:35 a.m.** **How to Fight Beyond Today:** Let's Talk About Legislative Ambassadors

- 10:45 a.m.** **Group Photo & Bathroom Break**

- 10:55 a.m.** **Breakout Meeting Prep w. Team Leaders**

- 11:30 a.m.** **Lunch & Folks Leave for Meetings**
Meetings with Lawmakers & Staff
Capitol Campus

- 4:30 p.m.** **Final Wrap Up:** Report Back Forms, Thank You Notes, Debrief & Social Media Actions
Captiol Room, Double Tree Olympia

WA Capitol Grounds Map



Legislative Meeting Bldgs.

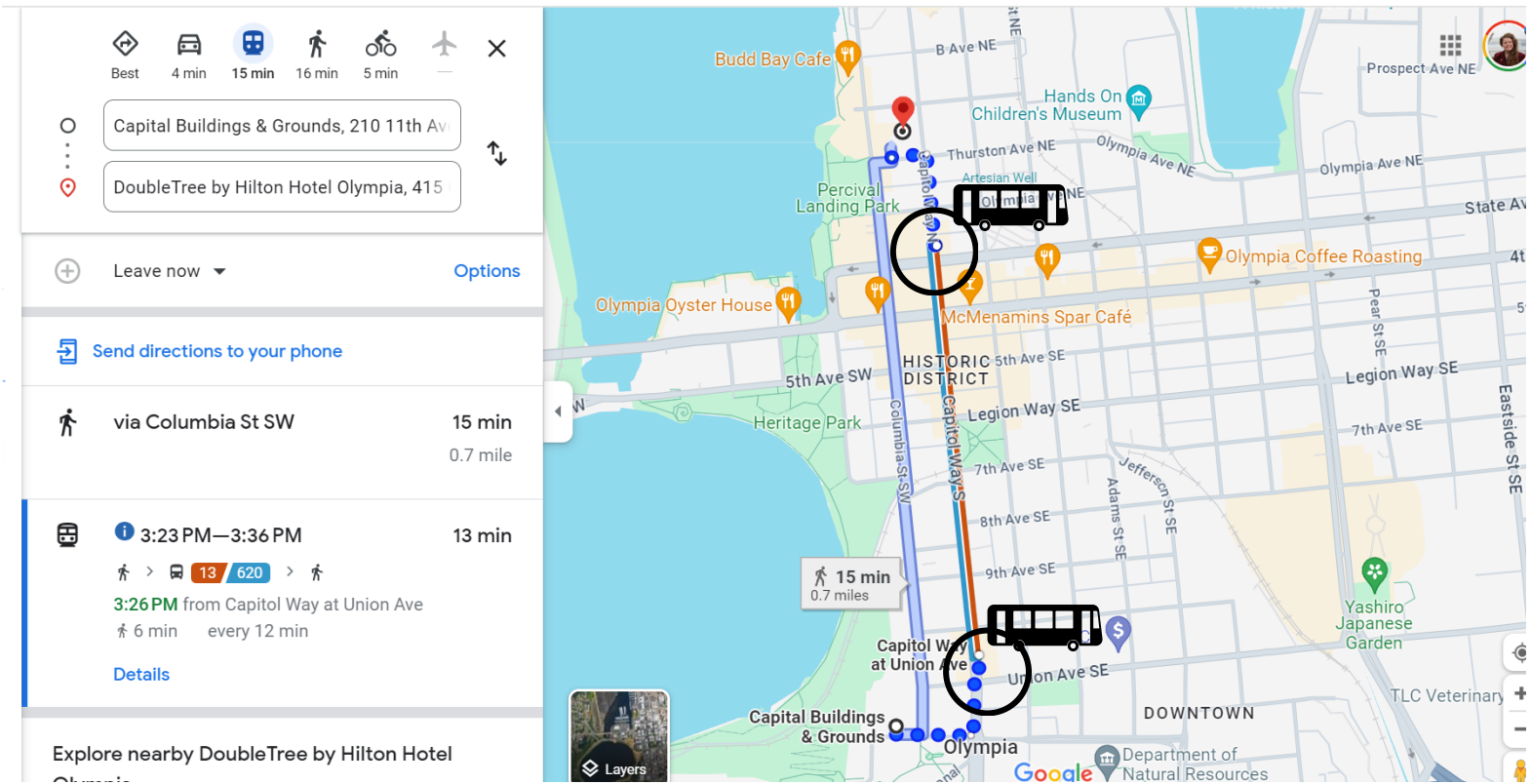
- Legislative Building (**LEG**)
- John L. O'Brien (**JLOB**)
- John A. Cherberg (**JAC**)
- Modular Building (**LMB**)

Add. Imp. Locations

- ADA Building Entrances & Parking
- Pritchard Library** (Find an ACS CAN team member with supplies)
- Cafe (LEG & Pritchard Library)**

Bus Stop!

How: Navigating to the Capitol & Back



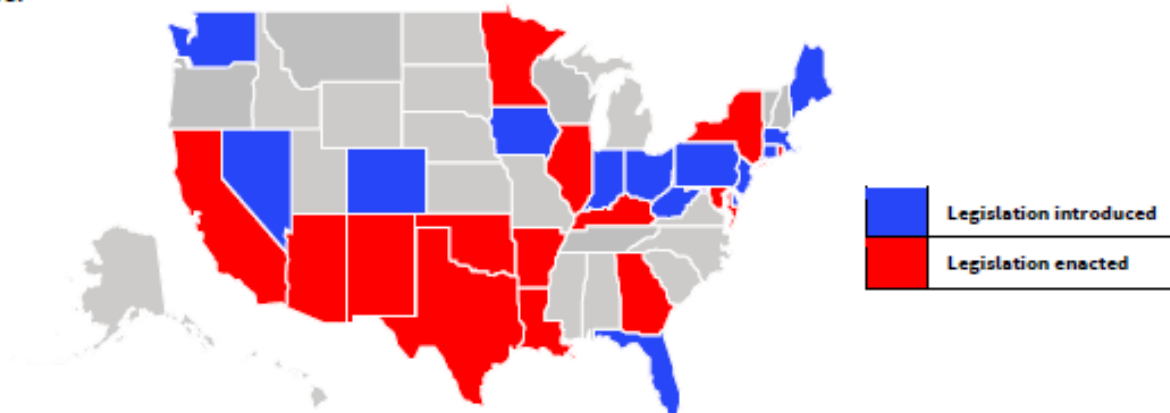
- Walk 2.5 blocks to **Capitol Way & St. Ave** (stops every 12/15 min)
- Take **DASH Bus to Capitol Campus, stop at 11th Ave & Capitol Way, Bus is FREE**

2024 Washington Legislative Priorities

Victory in the fight against cancer requires bold, new public policies that promote cancer prevention, early detection of cancer, and expand access to quality, affordable health care. In 2024, the American Cancer Society Cancer Action Network (ACS CAN) will prioritize legislative and regulatory efforts that provide affordable, adequate access to cutting edge oncology care.

Ensuring Access to Biomarker Testing

- **Biomarker testing** is the analysis of a patient’s tissue, blood, or other biospecimen for the presence of a biomarker. Biomarker testing includes, but is not limited to, single-analyte tests, multi-plex panel tests, and partial or whole genome sequencing. The results of these biomarker tests can help determine the best treatment plan for a specific patient and open the door to precision medicine.
- **ACS CAN supports requiring comprehensive coverage of biomarker testing.** The knowledge and practice of precision medicine in cancer and other diseases have been progressing rapidly and advances have led to targeted cancer therapies that require the use of biomarker testing. Testing patients for specific biomarkers is integral to precision medicine in cancer care. Despite evidence pointing to the clinical benefits associated with biomarker testing, routine clinical use does not always follow, and testing rates lag behind clinical guideline recommendations.
- **Coverage of biomarker testing in Washington is *more restrictive* than National Comprehensive Cancer Network clinical guidelines.** Insurance coverage for biomarker testing in Washington is failing to keep pace with innovations and advancements in treatment. We must work to dismantle barriers that prevent patients from benefiting from biomarker testing and precision medicine. A 2022 study published by the Journal of Precision Medicine found that 55% of covered lives in Washington currently do not have comprehensive coverage of biomarker testing.
- **Washington is falling behind.** Requirements for coverage for biomarker testing has now passed on **strong bi-partisan majorities** in 14 states and counting. It has been shown to be a **cost-effective tool** to get patients the right treatment at the right time and avoiding unnecessary cost in time, money, and quality of life.



For more information, contact: WA Government Relations Director Matt Helder
matt.helder@cancer.org 360-790-0921

ACS CAN is making cancer a top priority for public officials and candidates at the federal, state, and local levels. ACS CAN empowers advocates across the country to make their voices heard and influence evidence-based public policy change as well as legislative and regulatory solutions that will reduce the cancer burden. As the American Cancer Society’s nonprofit, nonpartisan advocacy affiliate, ACS CAN is critical to the fight for a world without cancer. For more information, please visit www.fightcancer.org.

American Cancer Society Cancer Action Network | 655 15th Street, NW, Suite 503 | Washington, DC 20005

[@ACSCAN](https://twitter.com/ACSCAN) | [f @ACSCAN](https://www.facebook.com/ACSCAN) | fightcancer.org

Washington 2024 Legislative Ask | Version A



Please Support HB 1450!

Will you vote to support HB 1450?

- Biomarker testing has been shown to be a **cost-effective tool to get patients the right treatment at the right time**
- We must work to dismantle barriers that prevent patients from benefiting from biomarker testing and precision medicine. A 2022 study published by the Journal of Precision Medicine found that **55% of covered lives in Washington currently do not have comprehensive coverage.**
- **Washington is falling behind.** Biomarker testing coverage has now passed with strong bi-partisan support in 14 states, including Texas, Oklahoma and Kentucky!

★ If lawmaker is a champion/supporter:

Thank you for your support of Biomarker Testing Coverage & HB 1450.

- How can we support your work on this bill?

★ If lawmaker is on the House Appropriations Committee:

Please vote YES on HB 1450 and pass the bill out of committee.

- **Timely access to guideline-indicated comprehensive biomarker testing** can help achieve the triple aim of health care including better health outcomes, improved quality of life, and **reduced costs.**
- Studies show that paying upfront for comprehensive testing can result in overall **savings in treatment costs.**
- Washington is a leader in cancer research. **Don't let us fall behind in access to cancer care.**

Washington 2024 Legislative Ask | Version B



Please Support Access to Biomarker Testing!

Will you vote to support increasing access to biomarker testing?

- Biomarker testing has been shown to be a **cost-effective tool to get patients the right treatment at the right time**
- We must work to dismantle barriers that prevent patients from benefiting from biomarker testing and precision medicine. A 2022 study published by the Journal of Precision Medicine found that **55% of covered lives in Washington currently do not have comprehensive coverage.**
- **Washington is falling behind.** Biomarker testing coverage has now passed with strong bi-partisan support in 14 states, including Texas, Oklahoma and Kentucky!

★ If lawmaker is a champion/supporter?

Thank you for your support of Biomarker Testing Coverage!

- How can we support your work on this bill?

★ If lawmaker is on the House or Senate Health Care Committee

Please support the bill and vote YES!

- Timely access to guideline-indicated comprehensive biomarker testing can help achieve the triple aim of health care including **better health outcomes, improved quality of life, and reduced costs.**
- Biomarker testing is the **missing link** between a cancer diagnosis and a precision treatment
- Washington is a **national leader in cancer research.** Please don't let us fall behind in access to the groundbreaking discoveries in medicine!

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, 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 **biomarker testing coverage** 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
Send that photo to your Grassroots Manager,
Audrey Miller García, 360.320.2969

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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 from _____. 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:

- **Biomarker Testing Coverage with HB 1450**

Share 1 Fact That Sticks Out to You:

- **Biomarker testing has been shown to be a cost-effective tool to get patients the right treatment at the right time.**
- **We must work to dismantle barriers that prevent patients from benefiting from biomarker testing and precision medicine. A 2022 study published by the Journal of Precision Medicine found that 55% of covered lives in Washington currently do not have comprehensive coverage.**
- **Washington is falling behind, biomarker testing coverage has now passed on strong bipartisan support in 14 states!**

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

The ASK:

- **Will you support, and vote yes, on HB 1450?**

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.

12 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.

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 while you are there to talk about cancer
- Get defensive if an elected official doesn't support our legislation

Lawmaker Meeting: Schedule Planner



Keep track of your meetings:

Chamber	Name	Meeting Time	Meeting Notes	Do they support or oppose?	Do they have a cancer story?
House					
House					
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

Participant Information Hub



WA 2024 Cancer Action Day Participant Info HUB SHARE

You're Invited
CANCER ACTION DAY
Monday, February 5th, 2023
fightcancer.org/washington
audrey.garcia@cancer.org

Thank you for registering for Cancer Action Day!
Please see below for the important documents and information you will need for Cancer Action Day. These will be given to you in a folder during Cancer Action Day but you can download and review them today.
Contact Audrey Miller Garcia at audrey.garcia@cancer.org for questions.
Did you miss our Jan. 31st Pre-Event Training for Cancer Action Day? Check out the [recording here](#).

General Cancer Action Day Documents & Resources
CAD Meeting Schedule | Available, Sunday, Feb. 4th
CAD Participant Packet | Coming Soon!
[How to Research Your Lawmakers | Power Analysis Homework](#)
[agenda_wa_cad_24.pdf](#)

Learn More Our Priority, Biomarker Testing Coverage | HB 1450
[24_wa_leg_agenda_fact_sheet.pdf](#)
[Biomarker Testing FAQ](#)
[Health Equity in Biomarker Testing](#)

- Check out our biomarker testing coverage in Washington website here.
- Want to do even more background research, you say? Track our bill, HB 1450, by visiting the Washington Legislative Website here.

Washington State Capitol Information
[campus-map.pdf](#)
[Navigating to the Capitol & Back](#)
Capitol Campus & Grounds Tour Info
Virtual Capitol Campus Tour

Social Media

- Follow & tag ACS CAN Washington on [Twitter @ACS_CAN_WA](#) & [Facebook @ACSCANwa](#)

Expand Access to Biomarker Testing in Washington
Welcome! Biomarker testing helps connect patients with the right treatment at the right time. ACS CAN and partners are working together to make sure more Washingtonians can benefit from this important testing. What is Biomarker Testing? In cancer care, biomarkers are often used to help determine the best treatment for

[Learn More](#)

Join Us! We Can't End Cancer Without You!

Your Support CAN fight Cancer

 Make this in honor of someone

Don't forget, all your resources for meeting follow-up are on the WA 24' Cancer Action Day Participant Info HUB

Remember: Don't forget to do ALL your follow-up and report back actions!

Scan the QR code or visit:

<https://www.fightcancer.org/wa-2024-cancer-action-day-participant-info-hub>



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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: Sample Posts & Resources



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 WA posts on social media: tag ACS CAN WA on Twitter at @ACS_CAN_WA and Facebook at @ACSCANwa using #WALeg and #WACancerActionDay.

Tag ACS CAN Washington

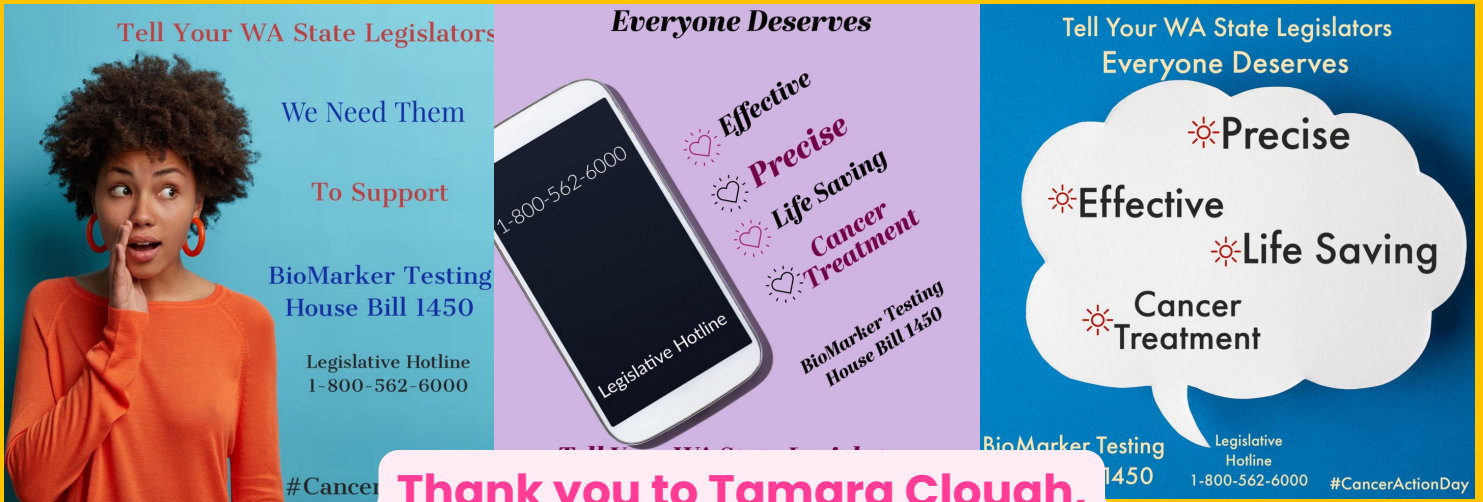
Facebook: @ACSCANwa

17 Twitter: @ACS_CAN_WA

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#CancerActionDay

Social Media Resources



**Thank you to Tamara Clough,
Vice State Lead Ambassador, for
Generating Share Graphics for
Your Posts!**

Sample Posts

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

Facebook: [@ACSCANwa](#)

[#WALeg](#)

18 Twitter: [@ACS_CAN_WA](#)

[#CancerActionDay](#)

Bingo



Participate in **BINGO** to maximize your efforts at the Capitol. You won't want to miss out! Win a special prize when you hit a Cancer Action Day Bingo!

Cancer Action Day

BINGO

Sign a petition on www.fightcancer.org	Thank a lawmaker	Participate in a lawmaker meeting	Practice your "ask" with another volunteer	Take pic in front of capitol and post on social media
Review your Cancer Action Day packet	Tag your lawmaker on Social Media	Share a post from the state ACS CAN Facebook page	Follow ACS CAN on Social Media	Meet with a legislative staffer
Pose for a photo with a lawmaker	Follow your lawmaker on social media		Complete your Report Back form	Use the Cancer Action Day hashtag
Ask 3 people to "like" the ACS CAN Facebook Page	Sign up as a Legislative Ambassador	Take a pic with an ACS CAN volunteer and post on social media	Share an ACS CAN action alert with 2 people	Ask an ACS CAN staff member a question about the "ASKs"
Donate to ACS CAN	Post a selfie at Cancer Action Day asking others to take action	Tweet/X at your lawmaker	Use the Hook, Line, Sinker approach	You participated in the pre-event training



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 [State Handle] volunteers today to hear our stories and policy priorities. Together we can #FightCancer #WALeg #CancerActionDay

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

Tag ACS CAN Washington

Facebook: @ACSCANwa | Twitter: @ACS_CAN_WA

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: Facebook: @ACSCANwa, Twitter: @ACS_CAN_WA

Visit www.fightcancer.org/washington

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

Ask WA Grassroots Manager, Audrey Miller García, to be added to the WA Volunteer Team Email List

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.

THANK YOU!

Contact:

For questions about this information, please contact
Audrey Miller García
WA Grassroots Manager & Regional Sr. Manager,
Grassroots Organizing
audrey.garcia@cancer.org
360.320.2969



Contact:

For questions about this information, please contact
Matt Helder
Washington Government Relations Director
matt.helder@cancer.org
360.790.0921

