



AACR ADVOCACY WEBINAR

Overview of Webinar

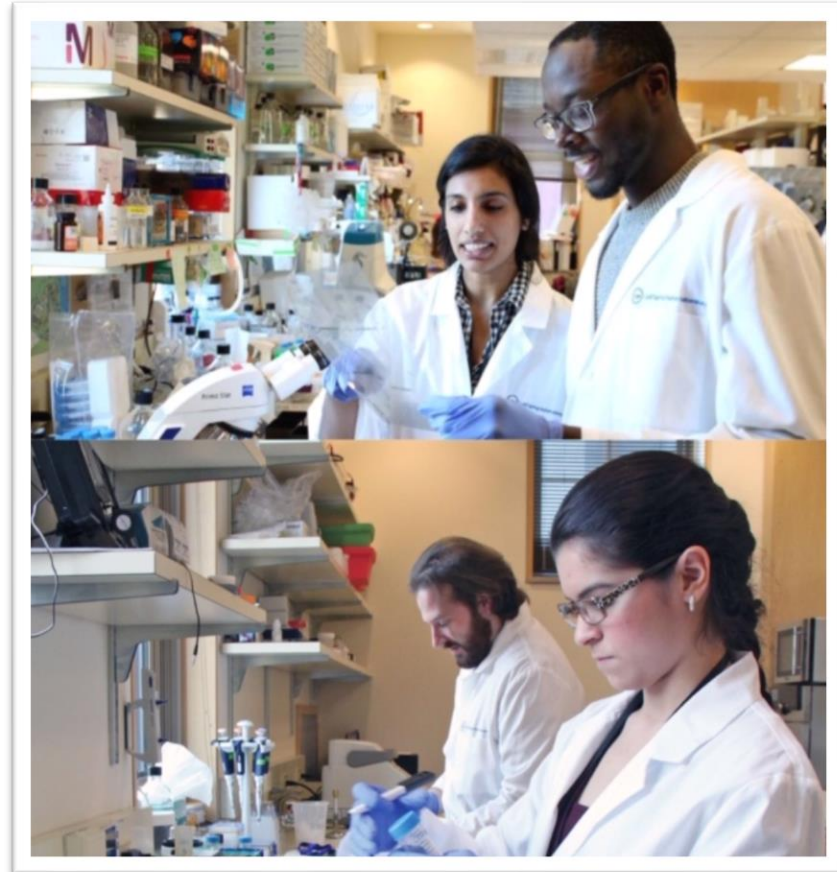
- Introduction-AACR/AACR's Office of Science Policy & Government Affairs
- Purpose of the Webinar/What is Advocacy?
- NIH & NCI Funding/Congressional Budget and Appropriations Process
- “Storming The Hill”...Meetings with Members of Congress
- Guest Advocates-Bianca Islam, M.D., PhD and Diane Nathaniel
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WHAT IS THE AACR?

The American Association for Cancer Research (AACR) is the first and largest cancer research organization dedicated to accelerating the conquest of cancer.

MISSION

The mission of the AACR is to prevent and cure cancer through research, education, communication, collaboration, science policy and advocacy and funding for cancer research.



AACR Office of Science Policy & Government Affairs (OSPGA)

The OSPGA and the AACR Science Policy and Government Affairs Committee (SPGAC) are the core groups that support vital science and policy advocacy on behalf of the AACR in Washington, D.C.

OSPGA

- Engages Members of Congress and policymakers about the value of cancer research and related biomedical science.
- Works on a variety of issues such as Regulatory Science and Policy, Tobacco and Cancer Policy, and Health Policy.
- Fosters mutually beneficial and enduring partnerships among leaders of the cancer survivor, patient advocacy, and scientific communities.

SPGAC

- Comprised of cancer researchers and NCI-designated cancer center directors who have significant expertise in a broad range of cancer research developments.



Purpose of the Webinar

“All advocacy is, at its core, an exercise in empathy.”

Samantha Power, Former U.S. Ambassador to the United Nations

Empathy is defined as the ability to understand and share the feelings of another. Whether as an *“up and coming”* cancer researcher who is seeking grant money to investigate the etiology of a rare cancer, a cancer survivor who endured the ravages of chemotherapy, or the family member of a cancer patient who has watched a family member die from cancer, an effective advocate can communicate their feelings and experiences to promote change.

The purpose of this webinar is to provide advocates with the necessary tools to engage legislators and policymakers. Passion and experience is sufficient, but not enough. An effective advocate needs to be prepared and equipped with the ability to share that passion and convey knowledge to those who are in positions of power.

What is Advocacy?

Advocacy is defined as an activity by an individual or group that aims to influence decisions within political, economic, and social institutions.

What does Advocacy bring?

- A sense of purpose
- A sense of empowerment
- A sense of service
- Provides one with knowledge on how the proverbial “sausage” is truly made

What are we Advocating for? What information are we sharing?

- Increased National Institutes of Health (NIH)/National Cancer Institute (NCI) funding
- Informing legislators on how cancer research funding is being spent
- Informing legislators on what advances have been made in cancer research
- Informing legislators on the harmful effects of e-cigarettes/vaping
- Information concerning patients and survivorship

National Institutes of Health (NIH) & National Cancer Institute (NCI) Funding

Engaging Members of Congress for increased NIH/NCI funding is an important function of the OSPGA. Sustained and robust funding of NIH and NCI will ensure that these agencies accomplish their goals of expanding scientific knowledge, the sharing of important medical information, and supporting research into cancer that can eventually lead to a cure.

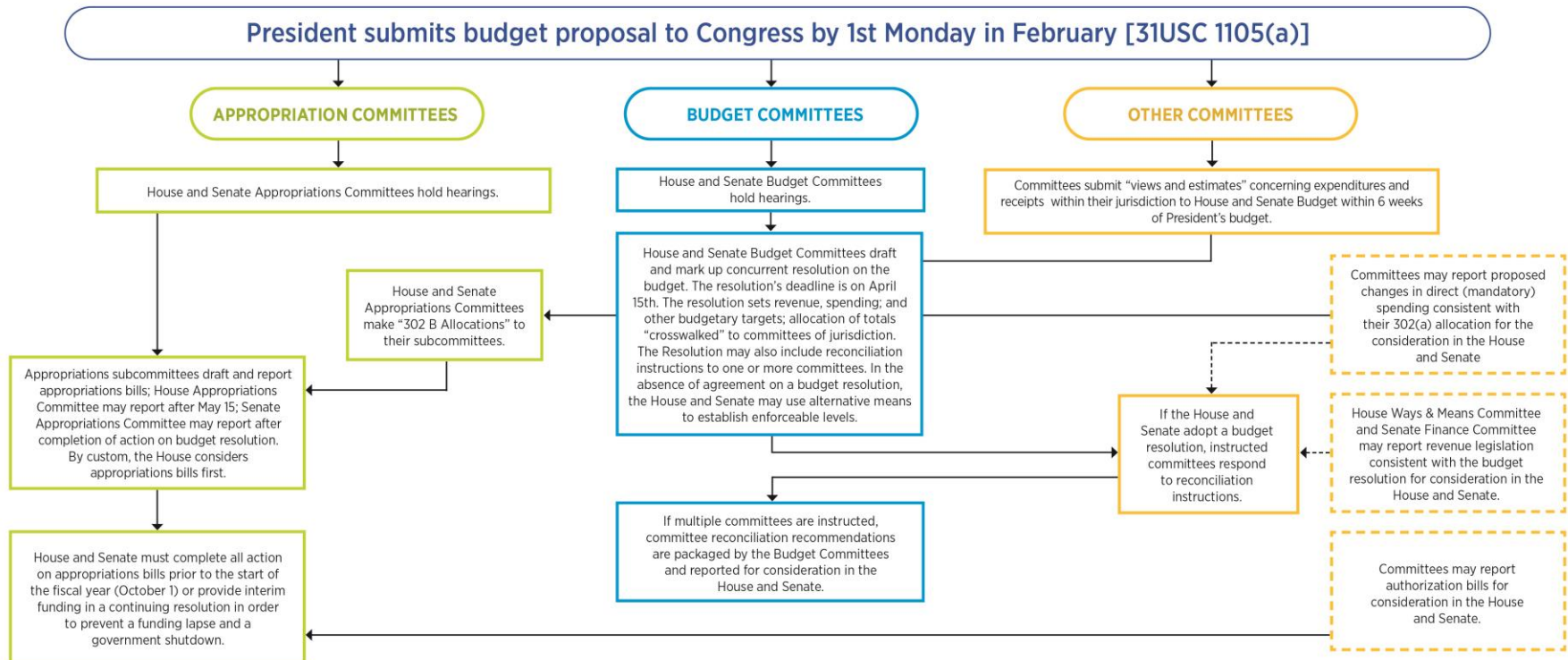


- Responsible for biomedical and public health research
- Part of the U.S. Department of Health and Human Services
- Comprised of 27 separate institutes and centers
- FY 2020 Budget-\$41.6 billion
- Website: <https://www.nih.gov>



- Conducts and supports research training, health information dissemination, and other activities related to the causes, prevention, diagnosis, and treatment of cancer; the supportive care of cancer patients and their families; and cancer survivorship
- The NCI supports a nationwide network of 71 NCI-designated Cancer Centers with a dedicated focus on cancer research and treatment
- Largest budget and research program within NIH
- FY 2020 Budget-\$6.44 billion
- Website: <https://www.cancer.gov>

Congressional Budget and Appropriations Process



Source: Congressional Research Service (CRS)

<https://www.aacr.org/professionals/policy-and-advocacy/advocacy-tools/federal-appropriations-and-budget-process/>

“STORMING THE HILL”...Meetings with Members of Congress

It is time for your meeting with the Congressman's/Congresswoman's office. How do you draw from your knowledge and experience, and consolidate them into a singular message that one then directs to a Member of Congress?

Your next step is to schedule a meeting with a Member of Congress, or that Member's staffer, and then to share your story, make your case, and then ask the Member for his/her support.

This section is to show the steps that go into a successful “Hill Day” or lobbying meeting with a Member of Congress or the Member's staff. These meetings consist of three phases: (1) Pre-Meeting, (2) In-Meeting, and (3) Post-Meeting.



Before The Meeting

- Several weeks in advance, submit a written request to the Member's office. Be sure to include the following information: dates and times you are available to meet, the issue(s) you wish to discuss and the names of any others who will be attending the meeting. If the Member is not available to meet, one of his/her staffers will meet with you. That staffer serves as the policy advisor to the Member on that particular issue.
- Become acquainted with the Member's stance and voting on the particular issue, as well as their committee assignments, leadership positions, and biographical information.
- Prepare two to three talking points to speak about. Make sure the talking points are succinct, as meetings are generally 10-15 minutes.

Before The Meeting (Continued)

- Make sure you have all of the materials you need prior to the meeting (Generally a folder with a one page information sheet, information about the organization you represent, *"THE ASK"*, contact information.
- Upon entering the office, introduce yourself to the person at the front desk and hand him/her your business card, and ask to meet with the staffer who is conducting the meeting.

During The Meeting

- Introductions-Identify oneself and the institution you work for, and describe the research that you're conducting.
- Explain why you are meeting with them...."*THE ASK*".
- Share with them information on how "*THE ASK*" would affect them. For example: An increase in NIH funding would help in furthering my research into an early-detection mechanism for pancreatic cancer.
- Provide the Member or staffer valid research information to support your request. Make sure to explain it in laymen's terms.
- Ask the Member or staffer to share their position(s)...past and present.
- Share personal stories and ask the Member or his staffer to share personal stories regarding cancer.

During The Meeting (Continued)

- State your talking points, to further strengthen “*THE ASK*”.
- Conclude the meeting by thanking the Member or the staffer, and then hand them the “LEAVE BEHIND” folder, which contains the information sheet, information concerning the organization, “*THE ASK*”, contact information, etc.
- Ask the Member or staffer if they have any questions.
- Request a business card from the Member or staffer.
- Offer yourself as an informational resource for the Member.

After The Meeting

- Send a “Thank You” email to the staffer you met with. The thank you note should include your name, what the meeting was about, and include any follow-up information to ensure that the Member and his/her staff keep your point(s) in mind.
- Send the Member another “Thank You” note if the Member takes the requested information.
- Ask to schedule a meeting with the Member in his/her district.

GUEST ADVOCATE

Bianca N. Islam, M.D., PhD, M.Sc
Researcher Advocate

- Harrington Physician-Scientist Internal Medicine Resident, Case Western Reserve University/University Hospitals-Cleveland Medical Center, Cleveland, Ohio
- Research Focus-Development treatment and prevention modalities for inflammatory bowel disease and colorectal cancer
- BS-Microbiology, MS-Biology/Biological Sciences-Georgia State University
- MD/PhD-Augusta University
- Associate Member, AACR



GUEST ADVOCATE

Diane Nathaniel **Patient Advocate**

- Co-Founder, Beat Stage 3 Foundation, which is dedicated to bring community awareness to cancer health, screening and prevention
- Ambassador Constituent Team LEADER, American Cancer Society Cancer Action Network (ACSCAN)
- Enrolled at State University of New York-Downstate, where she is working towards a advanced certification in public health
- Elementary School Counselor, New York City Department of Education
- Stage 3 Colon Cancer Survivor



Bianca N. Islam, M.D., PhD, M.Sc



“TIPS FOR EFFECTIVE ADVOCACY ON THE HILL...OR ANYWHERE”

Diane Nathaniel

HOOK, LINE & SINKER

HOOK-A basic introduction that establishes the attendee as a constituent in the lawmaker's district.

LINE-A personal story that brings out the emotional tie the volunteer has to the cancer and/or issue being discussed.

SINKER-A specific legislative ask.

The volunteer team should be able to cover all of the information in the **HOOK**, **LINE** and **SINKER** in five minutes or less. This will take a little time practicing before the meeting. It is likely the 1st time is longer, especially when it comes to the personal story. Being able to refine your story is important when time is limited with the lawmaker.

- This a chance to briefly introduce the team and the lead advocate for the district to remind the lawmaker you are a constituent in their district.
- Consider sharing a few unique details to underscore the fact that your group represents a broad cross-section from the district.

- Provide legislator with local stories and/or some basic statistics from home. This could include sharing of personal cancer experiences by a survivor or caregivers.
- Lawmakers especially appreciate real-life examples that attach a face to an issue.
- They also appreciate how federal dollars are spent within the district.

It is always best that you refine your to the issue that you're discussing

SHARE YOUR STORY

- Share your connection to why you have become an advocate.
- Be authentic (Everyone loves to see the passion and truth when you are sharing).
- Be yourself (Only “The Real You” should show up). In other words, do not feel like you need to be like someone else. YOUR STORY IS YOUR’S.
- Be concise when sharing your story, you only have 2 to 3 minutes plus sharing “*The Ask*”.
- PRACTICE...PRACTICE...PRACTICE
 - If you are chose to share your story, you still need to practice in the mirror or before friends. It has to be concise and have a point that connects to “*The Ask*”.
 - Practice reduces the risk of rambling.

SINKER-THE REQUEST/ASK

- **STAY ON MESSAGE**-You will be representing AACR.
- Make a clear request of the legislator or the staff.
- Ask for a commitment and then listen carefully to the response.
 - Legislative offices will often need some time to consider supporting or opposing legislation.
 - They will share important insights into their process.
- Remember to thank them before you leave.
- Remember to get a photo.
- Most importantly get contact information to follow up.

- **Read and know the facts of the “Ask”.**
 - You will be taken seriously when you are knowledgeable about the bill you are asking them to support.
 - It’s okay to have the documents with the information in front of you.
 - It’s okay to be nervous, so have the paperwork in front of you to help you convey the message and facts of the bill.
 - You have a team, so if you forget anything, someone else on the team can chime in (No one else is being judge).
- **Take the role as Advocate seriously-YOU ARE IMPORTANT**
 - Legislators are sensitive to cancer as most of them have had an experience with the disease; some directly, or through a loved one that has been impacted.

- **SHOW GRATITUDE**

- Please remember to say THANK YOU for their time, whether you met with the Member or the Member's staffer.

- **Get a picture with the Member or staffer.**

- You can post the picture on social media which could serve as an inspiration to others who want to become advocates, and it is a great way demonstrate the legitimacy of your organization to others in the advocate community and other congressional offices.

- **The Power of the Card**

- Make sure you get their business card, which will provide all of their pertinent contact information. Follow up with them by sending a "THANK YOU" email shortly after the meeting.

REFERENCE MATERIALS

Advocacy-Legislative Dictionary



You can find the Advocates Dictionary at:
<https://www.aacr.org/professionals/policy-and-advocacy/advocacy-tools/advocacy-dictionary/>

REFERENCE MATERIALS

Legislative Branch Websites

Congress.Gov

Congress.Gov is the official website for U.S. federal legislative information. The site provides access to accurate, timely, and complete legislative information for Members of Congress, legislative agencies, and the public.

Website: <https://www.congress.gov>

Congressional Budget Office (CBO)

The Congressional Budget Office, is a federal legislative branch nonpartisan agency that provides budget and economic information to Congress. More specifically, the CBO produces independent analyses of budgetary and economic issues to support the Congressional budget process. Each year, the agency's economists and budget analysts produce dozens of reports and hundreds of cost estimates for proposed legislation. Such reports are available on this website.

Website: <https://www.cbo.gov>

Congressional Hearing Archive

A hearing is a meeting or session of a Senate, House, joint, or special committee of Congress, usually open to the public, to obtain information and opinions on proposed legislation, conduct an investigation, or evaluate/oversee the activities of a government department or the implementation of a Federal law. In addition, hearings may also be purely exploratory in nature, providing testimony and data about topics of current interest. Most congressional hearings are published two months to two years after they are held. Currently, the Congressional Hearing Archive goes from 1957 to the Present.

Website: <https://www.govinfo.gov/app/collection/chrg>

Congressional Research Service(CRS)

The Congressional Research Service, is a federal legislative branch nonpartisan agency located within the Library of Congress, that serves as shared staff exclusively to congressional committees and Members of Congress. The CRS staff consists of top-notch researchers, who among other things, report on major policy issues. CRS Reports, which were once confidential (They had to be requested through a Member of Congress' office), are now accessible online to the public.

Website: <https://crsreports.congress.gov/>

REFERENCE MATERIALS

House and Senate Websites



House.Gov

- Find Your House Member
https://ziplook.house.gov/htbin/findrep_house?ZIP=
- House Committees
<https://www.house.gov/committees>
- House Schedule
<https://www.majorityleader.gov/calendar>
- House Hearings
<https://docs.house.gov>



Senate.Gov

- Find Your Senate Member
<http://www.senate.gov/states/statesmap.htm>
- Senate Committees
<https://www.senate.gov/committees/index.htm>
- Senate Schedule
https://www.senate.gov/legislative/legislative_home.htm
- Senate Hearings
https://www.senate.gov/committees/hearings_meetings.htm

REFERENCE MATERIALS

Executive Branch Websites



WhiteHouse.Gov

Statements of Administration Policy (SAP)

Issued by the White House Office of Management and Budget (OMB), Statements of Administration Policy (SAP) are official, written communications outlining the Executive Branch's position on a particular legislative action. SAPs often include an intended course of action if legislation were to pass or a request that a piece of legislation receive debate or a vote.

Website: <https://www.whitehouse.gov/omb/statements-of-administration-policy/>

United States Department of Health and Human Services

Website: <https://www.hhs.gov>

National Institutes of Health

Website: <https://www.nih.gov>

National Cancer Institute

Website: <https://www.cancer.gov>

AACR Office of Science Policy and Government Affairs



1401 H Street, NW, Suite 740
Washington, DC 20005
202-898-6499
govrelations@aacr.org

Jon Retzlaff, MBA, MPA

Chief Policy Officer and Vice President, Science Policy and Government Affairs

Elizabeth Barksdale, PhD

Assistant Director, Regulatory Science and Policy

Serita Henderson

Senior Administrative Coordinator

Marc Johnson, MPP

Senior Manager, Congressional Relations

Carmine Leggett, PhD

Assistant Director, Science and Health Policy

Brandon Leonard, MA

Associate Director, Congressional Relations

Trevan Locke, PhD

Regulatory Science and Policy Analyst

Sarah Martin, MS, PhD

Director, Regulatory Science and Policy

Karen Russell

Administrative Manager, Survivor and Patient Advocacy

Carrie Treadwell, MBA

Director, Strategic Patient Advocacy and Engagement

Nicholas Warren, PhD

Science Policy Program Administrator

Questions?

Marc B. Johnson, MPP
Senior Manager, Congressional Relations
Office of Science Policy and Government Affairs
(215) 446-8296

marc.johnson@aacr.org

<https://www.aacr.org>





THANK YOU!!!

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