



AACR EARLY-CAREER HILL DAY 2022: TRAINING WEBINAR

AACR American Association
for Cancer Research®

#AACRontheHill



BRANDON LEONARD, MA

Associate Director
Congressional Relations
American Association for Cancer Research

Overview of Webinar

- Congressional Budget and Appropriations Update
- Hill Day Messaging
- Tips for a Successful Meeting
- Social Media Opportunities
- Virtual Hill Day Logistics

AACR Early-career Hill Day History



- The inaugural AACR Early-career Hill Day was held on February 24, 2016.
- Since then, 123 Associate Members have participated in the Early-career Hill Day.
- Participants share their perspective as early-career investigators, discuss their research areas, and stress the importance of increased funding for cancer research.



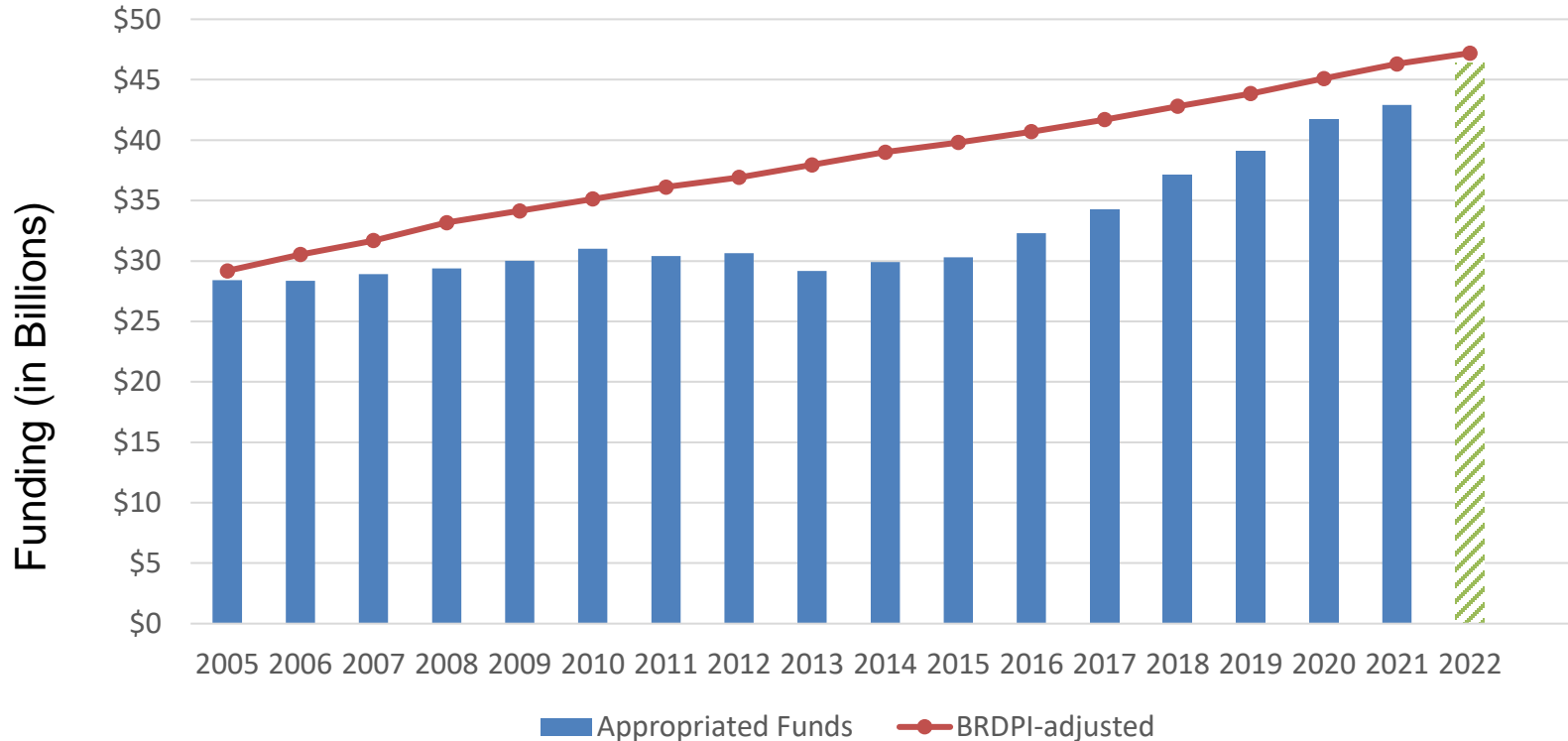
DANA ACTON, JD

Director
Science Policy and Legislative Affairs
American Association for Cancer Research

Current State of Play

- The House and Senate Appropriations Committees are responsible for drafting, negotiating, and ultimately passing spending bills each year.
- The fiscal year runs from October 1st – September 30th. If Congress cannot come to agreement by those dates, a continuing resolution (CR) must be passed that continues to fund the government under current funding levels.
- The federal government is currently operating under a CR through March 11 to give appropriators time to negotiate a final FY 2022 spending package.
- At the same time, the FY 2023 budget and appropriations process is gearing up. Due to congressional delays, President Biden's FY 2023 budget will be late, likely in March or April. Congress will then begin work on FY 2023 spending bills.

NIH Funding: Continuing the Momentum and Seizing Scientific Opportunities



Momentum for Medical Research Funding

- **Appropriations:** After more than a dozen years of flat funding, the House and Senate have shown recent strong, bipartisan support for the National Institutes of Health (NIH):
 - \$2 billion increase for NIH in FY16
 - \$2 billion increase for NIH in FY17
 - \$3 billion increase for NIH in FY18
 - \$2 billion increase for NIH in FY19
 - \$2.6 billion increase for NIH in FY20
 - \$1.25 billion increase for NIH in FY21

=An increase of 42% since FY15

AACR Early-career Hill Day Message

Hill Day Message

- Thank Members of Congress for providing six consecutive years of significant funding increases for the National Institutes of Health (NIH).
- Ask Congress to pass FY 2022 appropriations without delay and continue to prioritize medical research by providing at least \$46.4 billion for NIH's base, an increase of \$3.5 billion, as passed by the House. Specifically, ask Congress to provide an increase of at least \$432 million for the National Cancer Institute (NCI) in FY 2022, as passed by the House.
- Ask Congress to support another robust funding increase for NIH in FY 2023, including at least \$7.766 billion for the NCI, as recommended in the NCI Director's Professional Judgement Budget Proposal.

Medical Research Advocacy Today: A Compelling Story to Share

- We have made significant progress.
- Medical research is saving and improving millions of lives.
- We are poised to achieve even more breakthroughs in the coming years.
- NIH and NCI funding is good for our nation's health, for our economy, and for our global leadership.
- Share your passion and your story! You are the future of cancer research and care.



MARC B. JOHNSON, MPP

Senior Manager
Congressional Relations
American Association for Cancer Research

Virtual Meetings Overview

- You will be in a group with one or more participants.
- Meetings are scheduled based on your home and/or institution addresses. In some cases, you may be representing two states.
- In a few cases the office requested a time on another date. That will be indicated on your schedule.
- If you see “drop off” on your schedule, that office was not able to arrange a meeting, but requested that we send materials to them.

Tips for a Successful Meeting

Prior to the Meeting

- Practice your talking points while in your breakout group. Each person will have an opportunity to lead meetings during the Hill Day.
- Please be as short and concise with your statements as possible. Use straightforward language.
- The constituent should lead the meeting.
- Please dress in business attire. Even though this is a virtual meeting, please be professional in your appearance.

Tips for a Successful Meeting

Beginning the Meeting

Constituent:

- Mention that you are virtually meeting with congressional offices as part of the American Association for Cancer Research Early-career Hill Day and that you and your colleagues are meeting with approximately 70 Congressional offices today.
- Indicate the issues you are there to discuss with them.
 - Funding for NIH and NCI

Each Participant:

- Tell them who you are (identify your institution and the focus of your research or studies) and where you live and work.

Tips for a Successful Meeting

Issue Discussion

Constituent:

- Use personal anecdotes and examples to explain how the issues impact you, your colleagues, your patients (if relevant) and your community in the district and/or state.
 - Describe your research as you would to a member of your family.
 - If you have a personal connection to cancer and feel comfortable in sharing it, this can be very powerful.
- Utilize talking points to strengthen your ask:
 - Explain barriers and successes in cancer research and care based on your own experience.

Tips for a Successful Meeting

Issue Discussion (continued)

- Thank the Member for their support of cancer research.
- Ask for their support today! Ask the Member or staffer to complete FY 2022 appropriations without delay and continue to prioritize medical research by providing at least \$46.4 billion for NIH's base, an increase of \$3.5 billion, as passed by the House. Ask the Member or staffer to also provide an increase of at least \$432 million for the National Cancer Institute (NCI) in FY 2022, as passed by the House.
- Ask the Member or staffer to support another robust funding increase for NIH in FY 2023, including at least \$7.766 billion for the NCI, as recommended in the NCI Director's Professional Judgement Budget Proposal.

Tips for a Successful Meeting

Closing the Meeting

- Thank them for their time and ask the staffer for their email address.
- Ask the staffer if they received their “Leave Behind” document.
- Offer to be a resource!
 - Invite the legislator and relevant staffer to visit (in person or virtual) your cancer center, lab, or practice.
- Ask if they have questions.

Following the Meeting

- Complete the brief meeting evaluation on the Soapbox mobile tool.
- Send a “Thank You” email to the staffers you met with.
- Be a resource! Follow up periodically to share information, and express support or opposition to specific legislation impacting your work.
- Visit the senator or representative in their state or district.

AACR Early-career Hill Day Information

Calendar of Events

Early-career Hill Day Virtual Reception

Wednesday, March 2, 7:00 PM – 8:00 PM EST

Reception Speakers Include: Oliver Bogler, PhD, Director, NCI Center for Cancer Training; M.K. Holohan Quattrocchi, JD, Director; and Holly Aprea Gibbons, MPP, Deputy Director, NCI Office of Government and Congressional Relations

Virtual Hill Day/Congressional Meetings

Thursday, March 3, 9:30 AM – 5:30 PM EST

Program for Hill Day Participants: 12:00 PM-1:00 PM EST

Briefing Speakers Include: David Tuveson, MD, AACR President; Melody Tan, PhD, AAAS Fellow and ECHD Alumna; Kristin Anderson, PhD, Chairperson AMC and ECHD Alumna; Ned Sharpless, MD, NCI Director; and Rep. Debbie Dingell (D-MI)

AACR Early-career Hill Day National Day of Action



- In conjunction with the AACR Early-career Hill Day on March 3, early-career scientists from across the U.S. are encouraged to participate in a National Day of Action.
- On March 3, encourage your friends and colleagues to take action in support of early career researchers by visiting the AACR's Legislative Advocacy Center.
- Participants will contact their Members of Congress to urge their support for robust, sustained and predictable funding increases for the NIH and NCI.

Social Media Outreach

- We encourage you to use Twitter, Facebook, LinkedIn, or other social media.
- Use the hashtags #AACRontheHill and #FundNIH.
- Thank Members of Congress by tagging them in a post on Twitter or Facebook.
 - Ask permission before taking a screenshot during your meeting.
 - Twitter handles will be provided for each office you meet on your schedules.
 - Remember to thank the office for meeting with you and for their support of NIH and NCI.

QUESTIONS?



KEVIN SCHULTZE

Senior Vice President
Soapbox Consulting

The background is a dark blue grid with white topographic contour lines scattered across it. The word "SOAPBOX" is written in a white, outlined, sans-serif font in the upper left quadrant.

SOAPBOX

***VIRTUAL
MEETING
LOGISTICS***

2022

"No person is an island."

CONGRATULATIONS!

STRATEGIC MAP

41

Participants

20

States

74

Meetings

26

Republicans

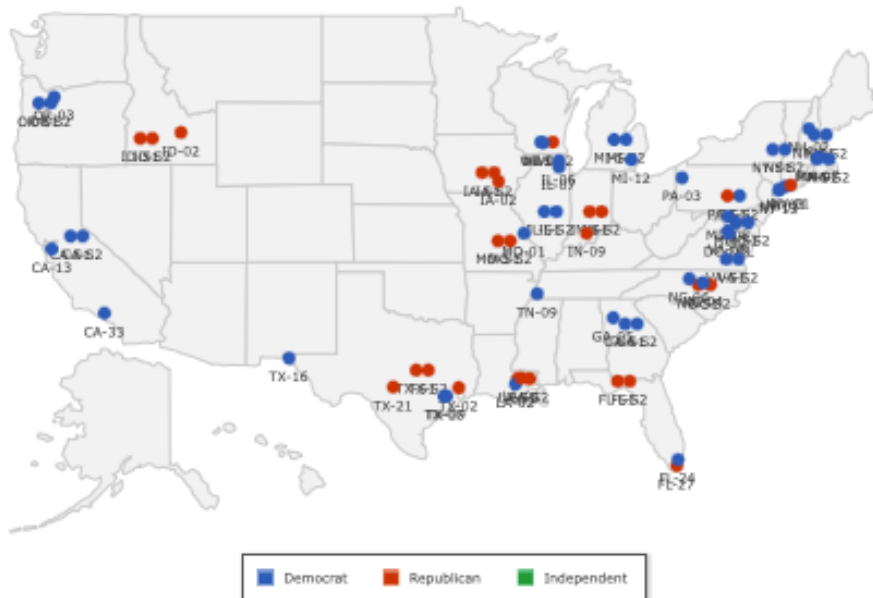
48

Democrats

0

Independents

Strategic Map: Political Parties
American Association for Cancer Research (AACR)



The Mobile Tool

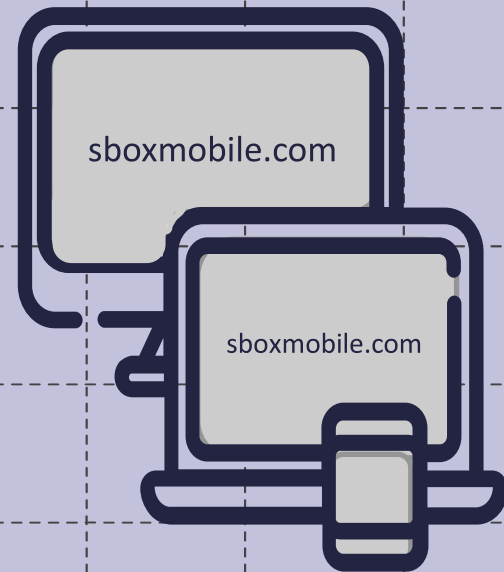
Not an App; just a website.

sboxmobile.com

sboxmobile.com

2022

WORKS ON ANY
BROWSER



Mobile Tool Log-In

www.sboxmobile.com

soapbox
CONSULTING

Welcome to

Soapbox Mobile[®]

Type your Mobile Code in the box below, then press the Get Schedule button.

QQ756179

GET SCHEDULE

- ✓ Reminders
- ✓ Updates (day-of-event)

PUSH NOTIFICATIONS

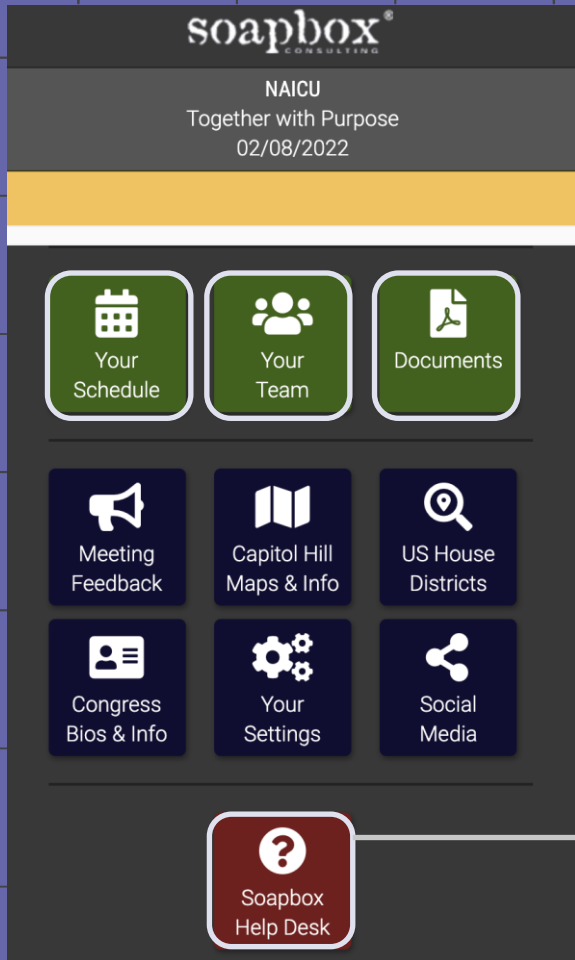
Soapbox can send you text notifications on the DAY OF THE EVENT if a meeting on your schedule changes. To take advantage of this feature, please enter your cell phone number below.

(Your schedule is always current here on the Soapbox Mobile Tool.)

Mobile Phone Number:

(509) 863-4321

SAVE SETTINGS



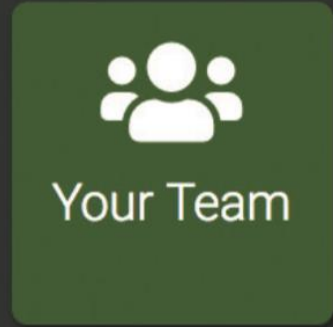
Main Navigation Screen

The Mobile Tool stays accurate in real-time.

(202) 362-5910

Please CALL for live assistance on day-of-event and during practice sessions

 [HOME](#) >  YOUR TEAM



YOU

Laile Fairbairn (LEADER) (laile@snowcitycafe.com)
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YOUR TEAM

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Jeanie Val (alaskansweetthings@gmail.com) (AK-AL)

- Senate meetings may have larger delegations and alternate team leaders

- Custom schedules must use ROSTER button on



Important!

Do not share or post links or call-in information.

A team leader or staff may choose to end the webinar if unknown parties show up.

Test individual schedule note.

Your Virtual Practice Room Link:

<https://us02web.zoom.us/j/87136499204?pwd=K3pBbHppYnVPY0VvcTVSRFlwREdaZz09>

Your Virtual Call-In and PIN (if link not available):

Phone: (301) 715-8592 Meeting ID: 871 3649 9204 Meeting Passcode: 503866

Time: 1:30 PM (ET) (Virtual)

Meeting With: Shannon Hossinger, HLA

Additional Info: N/A

Meeting link:

<https://us02web.zoom.us/j/83859042899?pwd=WGF2cHp4amZTeFc4UDU3cW90bGwxZz09>

Meeting ID (if needed): 838 5904 2899

Call-in (if needed): (301) 715-8592 Call-in code: 717933

Committee Assignments (if avail):

[S.Fin-Full] [S.Budg-Full]

N/A



Feedback



Meeting
Roster

MEETING: 2:30 PM – Sen. Roy Blunt (MO-S-R) [Ldr]

With whom did you conference call?(Member/Staff/or both) If staffer, please give name

What issues did you cover in the meeting?

Did the Member (or staff) ask any questions? (Please note any questions to which HRC should respond)

Were there any commitments made by you or the Congressional office? (Please note who made them & any dates for response)

What was the tone of the meeting? Were there any particular problems, information needs or advice that would help move this Member on the issues or help in future lobbying?

📷 Upload a photo of the meeting (optional):

Choose File No file chosen

SUBMIT



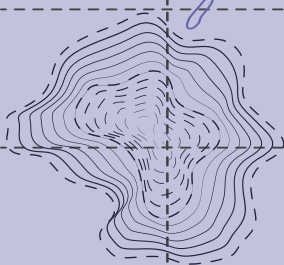
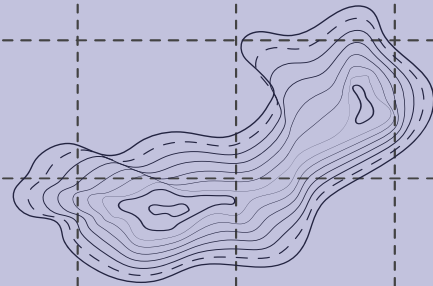
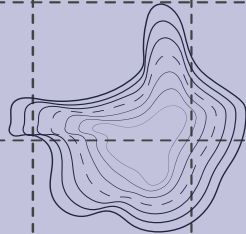
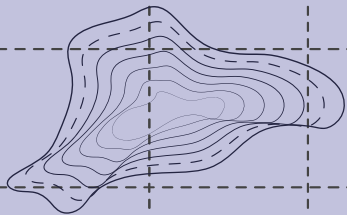
Feedback



ZOOM



You've probably used it before. :)



Download Zoom

Once you install Zoom Client, click **Launch Meeting** below

By clicking "Launch Meeting", you agree to our [Terms of Service](#) and [Privacy Statement](#)

Launch Meeting

Don't have Zoom Client installed? [Download Now](#)

If you haven't done so already.

Zoom Interface



Control screen layout here.

Participants here.

Participants (0)

Search

- CK Christopher Kush (Host, me) [Mute] [Video Off]
- KS Kevin Schultz (Co-host) [Mute] [Video Off]
- LK Lachlan Kerr (Co-host) [Mute] [Video Off]
- LG Luke Gilner (Co-host) [Mute] [Video Off]
- MH Megan Holdren (Co-host) [Mute] [Video Off]
- MK Michael King (Co-host) [Mute] [Video Off]
- J Jamarcus [Mute] [Video Off]
- LW Lily Wieringa [Mute] [Video Off]
- MT Miguel Torres [Mute] [Video Off]
- S Soapbox013 [Mute] [Video Off]

Invite Mute All More

Participant names and chat interface.



Press here to chat/text with others (Be careful. "To: Everyone" includes staff and Members.)

Control your audio and video here.



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PRACTICE SESSIONS

SESSIONS

Meet with your team

Meet Your Team

www.sboxmobile.com

Your Practice Room link is in the orange box.

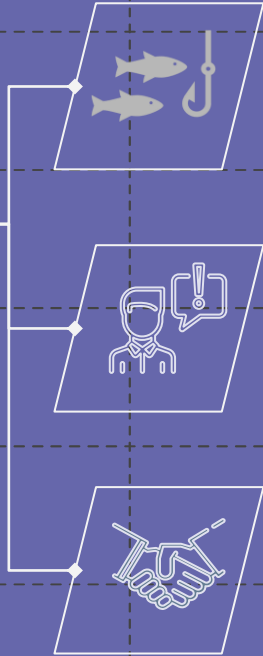
HOME > SCHEDULE

LEGEND

1st Link (FULL STATE DELEGATION):
Go here to organize/review the
Senate meeting and House meetings
(unless alternative plans already
made.)

VIRTUAL TIPS

- Never talk about elections or contributions in a legislative meeting.
- Stay on message. Time is limited.
- Manage your noise and environment.
- Staff may choose to join meeting by phone (be gracious.)
- Never (ever) videotape or record these meetings.
- Follow up or they might forget.
- Meetings were requested on the hour. If you have a meeting on the half hour, you can tell the staffer of the 1st meeting that you are happy to keep the meeting to 25 minutes.
- Call Soapbox on another line if staff or Member is more than 10 minutes late.
(Everyone else should stay in the meeting space)





Enjoy Your Day

THANK YOU

117th US Congress
Second Session

2022

Next Steps

- We will also share the webinar recording and slides via email.
- Start thinking about the information you would like to share during your meetings, and prepare any materials you would like to bring.
- Read the bios for the members of Congress you'll be meeting with.
- Encourage your colleagues to participate in the National Day of Action.
- We'll see you Wednesday!

AACR Office of Science Policy and Government Affairs

AACR American Association
for Cancer Research®

#AACRonthetheHill

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Questions or Concerns?

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THANK YOU

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