Advocacy Resources
California Volunteer Legislative Ambassador
eAdvocacy Resources

ACS CAN
ACS CAN Information  www.acscan.org
ACS CAN Training  www.acscantraining.org
California Specific Information  www.acscan.org/california
(Federal & State Action Alerts, California Updates)
Find my representatives  http://action.acscan.org/findarep
(Using your home address, find your California & Federal legislators)
Advocacy Resources for ACS CAN  www.acscan.org/resources
Advocacy @ Relay  www.acscan.org/relay
Advocacy @ Strides  www.acscan.org/makingstrides
California Ambassador Page  http://action.acscan.org/caambassador
Colleges Against Cancer Advocacy  www.acscan.org/cac
Training  www.acscantraining.org

ACS
Cancer & Event Information  www.cancer.org
Available 24 hours a day  (800) ACS-2345

ACS CAN California is on Facebook, Twitter, Pinterest & YouTube!
Follow us @ACSCANCA on Twitter
Join the American Cancer Society Cancer Action Network California Legislative Ambassadors Facebook group and check out www.facebook.com/ACSCANCalifornia for state updates.
Watch and subscribe to our YouTube channel at www.youtube.com/ACSCANCA
Follow us on Pinterest http://pinterest.com/ACSCANCA/

Get up to date text messages!
Text FIGHT BACK to 30644
or sign up at:  www.acscan.org/mobile
California Volunteer Legislative Ambassador

Hook, Line, & Sinker: The Parts of a Legislative Meeting

For many, meeting with an elected official can be very intimidating, if not scary. However, with a little bit of training, anyone can be an effective advocate for our cancer issues.

Realizing that the details of any issue could fill hundreds of pages, it is important that we clearly understand why we are having a meeting and what needs to be said. No one should ever be expected to be a content expert on any issue.

So, what should be said in a meeting with a lawmaker? The answer is easy following the Hook, Line, and Sinker method.

This simple exercise can be taught by a staff person or volunteer in an organized training or even be self-taught. The exercise breaks down comments into three comfortable sections that will put the constituent at ease and build their confidence.

The terminology:

- **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 cancer and/or the 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 practice/rehearsing before the meeting. It is likely that the first time practicing will take longer, especially when it comes to the personal story. Being able to refine your story is important when time is limited with the lawmaker.

When a group of volunteers are meeting with the lawmaker, then only one person should plan to deliver the Sinker. However, every volunteer could deliver their own Hook and Line depending on the length of time for your meeting.
**Before the Meeting**

Arrive 30 minutes before your appointment to meet with your team. Review your talking points and request(s), then review what each person will contribute to the meeting. Assign one person to begin the meeting and one person to end the meeting. You may also practice on the phone with your team in advance.

**During the Meeting**

*Hook: Introductions*

Everyone should briefly introduce themselves at the start of the meeting. This is your chance to remind the legislator that you are constituents. Consider sharing a few unique details to underscore the fact that your group represents a broad cross-section from the district.

*Line: Local Stories and Statistics*

Provide the 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 put a face on an issue. They also appreciate learning how federal money is spent in the district. It is always best when you refine your story to the issue that you will be discussing.

*Sinker: The Request/Ask*

Stay on message – you are representing the American Cancer Society Cancer Action Network! 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, but they will often share important insights into their thought process. Remember to thank them before you leave.

**After the Meeting**

Briefly meet with your group outside the office to compare impressions and to identify any follow-up work that needs to take place such as sending requested information to the office. Remember to get business cards from any staff you meet with, and send a thank you note soon after your visit. Such notes help you form long-term, business-like relationships with these offices. Always remember to complete your meeting report online and/or submit the report back form to the ACS CAN California Office in Sacramento.
Setting up the In-District Legislative Meeting

- You may receive a sample in-district meeting request letter via e-mail that you may use to fax to the district office. You will need to personalize the letter with the district specific information. You should plan to send your request letter to the office closest to the majority of your ACT! to help ensure good attendance and participation.

- If you do not now know which district office to send it to, your Field Advocacy Staff Partner or ACS CAN California Office can assist you.

- You should schedule the meeting and plan for it to last up to a half hour.

- Be sure to start calling the district office to request a meeting as soon as possible. It may take many calls to get the meeting scheduled. Because district staff are busy, it is important to stay vigilant. BE PERSISTENT! It is OK to call them daily if need be if you do not receive a response after your first few attempts.

- When you talk to staff, let them know that you are a Volunteer Legislative Ambassador with the American Cancer Society Cancer Action Network and a group of the Member’s constituents would like to schedule a meeting to discuss cancer and how it’s affecting your community.

- When you are scheduling the meeting, be sure to let them know that our meetings should take place before a specific date. Ideally you want to meet with the Member, but if that is not possible meeting with their staff is fine. Staff usually provides the Member crucial information so they still have an important role and can influence Member’s decision.

- Once the meeting is scheduled, it will be up to you to notify all the other Ambassadors in the district to recruit them to attend the meeting. Remember to contact those without email by phone so they can have the opportunity to participate. Keep the meeting as scheduled if you have at least one other Ambassador who can attend the meeting with you. If you are unable to find anyone else, work with your Field Advocacy Staff Partner or the ACS CAN California Office on how to move forward.

- As soon as you have your meeting scheduled, please contact the ACS CAN California Office so they can send you a leave behind packet (if appropriate) to you before your meeting. If you do not receive the materials after you request them, please be sure to contact the ACS CAN California Office as soon as possible. Please also keep in mind that leave behind packets will not be shipped overnight or two-day so as much advance notice as possible is much appreciated.
Preparing for the In-District Meeting

- Review the background materials which may also be in the leave behind packet for the Member or staff.
- The person making the “ask” should be very familiar with the issue at hand.
- Each person attending the meeting should know their role using the Hook, Line, and Sinker model.
- If there are less than three participating in the meeting, you may need to combine Hook, Line, and Sinker roles.
- The team attending the meeting should practice by phone or prior to the actual meeting to ensure that everyone is on the same page. Do not practice right outside or in the Member’s office.
- Your team should meet at the Member’s Office about 30 minutes before your meeting to do a final practice in the parking lot or a building lobby. This will also help ensure that you are not late for your meeting.
- A reporter should be designated to complete the Report Back Form so s/he can take notes during the meeting.

The In-District Meeting

Hook (introductions)

- Start off the meeting by thanking the Member or staff person for their time.
- Tell them you are a Volunteer Legislative Ambassador representing the American Cancer Society Cancer Action Network and what you do as a Volunteer Legislative Ambassador. Remember, Members and staff do not know what is an ACS CAN Volunteer Legislative Ambassador. Remember your time to meet may be limited, so you should keep it brief.
- Details such as specific dates, what you wore, etc. are not important. The issue is what is important.
- Have each member of your group briefly introduce themselves.

Line (personal cancer story)

- Have an Ambassador share their personal story about cancer any why they became an Ambassador. This story should be kept to two to three minutes to allow enough time to do the Sinker.
- The Ambassador sharing their story should try to include messaging in their story that relates to your ask for your meeting (i.e. it is best when someone has a colon cancer story when the ask is related to colon cancer, etc.)
- Stay away from getting into too many details or numbers. Any important numbers or statistics will be included in the leave behind packet.

Sinker (the ask)

- The meeting manager is ideally the person who should make the ask.
- Using your background materials, you will have your specific ask(s) for the meeting.
- You should ask for a specific yes/no when you meet or should mention that you will follow up for a definite answer in the near future.
Only if Time Permits after your Ask

- Share what the American Cancer Society does in the district
- Identify the closest American Cancer Society Office
- Identify upcoming events in the district
- Share the ACS CAN, ACS website, and 24-hour 800 number (800-ACS-2345)
- Share services and programs offered in the district
- Tell them your team is an available resource for cancer issues

Always thank the person(s) you are meeting with for their time.

After the In-District Meeting

Report Back

- The most important part of your meeting is to complete the report back online or by report back form
- Report back forms should be completed within 24 hours of your meeting so that you do not forget anything
- Remember to include any items requiring follow up (i.e. any outstanding questions, information requested, etc.)

Letters to the Editor

You may also be asked to do a letter to the editor (LTE) after your meeting. You will need to work with the ACS CAN Advocacy Staff on messaging before submitting your LTE. Writing a LTE after your In-District Meeting allows your community to know what you are doing to help fight cancer in your community. It also allows your Member to know that we are serious and that we are going to hold them accountable while in office.

Thank Yous

Each person who attends the meeting should send a thank you letter to each person who met with you. Summarize your discussion and remind them about the asks and any loose ends. Always include your home address and contact information. Remind them that you will be in contact throughout the year.
California Volunteer Legislative Ambassador

Effective Lobbying Tips

- Research your legislators’ backgrounds, committee assignments, and voting records on health and cancer issues.
- Develop a relationship with your legislators (or their staff) by routinely visiting, writing, and calling them. Let them know you are their constituent.
- Do not overdo your lobbying. Only write, call, or visit when you have something to say regarding a specific issue.
- Respect your legislators’ time as they have very busy schedules. Most meetings last no more than 10-15 minutes.
- Always stay on message when you meet in person, call, or write.
- Invite your legislators to visit your local cancer center to demonstrate the importance of cancer research funding. Always remember to provide electioneering guidelines when working with candidates running for office (work with your ACS CAN California Staff).
- Put a human face to the issue. Lobby with your personal stories and real-life experiences.
- Ally yourself with other like-minded groups to demonstrate broad support; collaborate with others.
- Use the media by getting your message out through letters to the editor, op-ed pieces, etc., to influence your legislators’ public opinion.
- Always be positive and courteous.
- Remember to thank each of your legislators.
- Be sure to include key message points when writing your thank yous after your visit.
California Volunteer Legislative Ambassador
Contacting Elected Officials

Personal Visits

By far, the most effective way to articulate your views to your elected official and positively affect the outcome of legislation is to speak with the lawmaker face-to-face. This is also the most time-consuming—but it really is worth it! Your personal visit with a lawmaker puts a human face on cancer issues, and cancer is very much indeed a human issue.

There are several ways you can meet your lawmaker: attend a town hall meeting, visit her on her campaign trail, or schedule an appointment to meet with her one-on-one in her office.

To schedule an appointment, call your lawmaker’s office and request a meeting. Ask when the lawmaker will be in town and identify a time you can come in and speak with her. If he is unavailable, ask to meet with a member of her staff who handles the issue. Here are tips for a successful personal visit with your lawmaker.

1. **Come prepared**
   - If you are going with several people, everyone should know what role (s) he is playing
   - Bring a set of materials for the lawmaker
   - Know how much time you have for the meeting
   - Know the issues
   - Know who are your allies and who are your opponents

2. **Identify everyone in the room.** It is important for the lawmaker to know exactly whom you represent, where your organization is based, and how many members your group has. Be sure to point out which advocates are constituents of the lawmaker.

3. **Say what you know.** Never lie. There is no faster way to lose your credibility than to give false or misleading information to a lawmaker. If you do not know the answer to a question, acknowledge it and offer to get the facts and get back to the lawmaker.

4. **Local Stories and Statistics.** Provide the lawmaker with local stories and/or some basic statistics from home. Lawmakers especially appreciate real-life examples that put a face on an issue. They also appreciate learning how federal money is spent in the district.

5. **Be specific and direct about what you want.** Remind yourself what the purpose of the meeting is. Do you want the lawmaker to sponsor a bill? Vote a certain way? Speak to the Speaker or Majority Leader? Make sure you ask in a clear, direct manner. Only one person should ask a “pindown” question.

6. **Stay focused.** Lawmakers are good at getting advocates to engage in every topic except the one at hand. Forcefully, but politely, steer the conversation back to the issue you came to lobby on. Do not leave before you get the answers to the key questions.
7. **Don’t argue.** No matter what, stay cool. You don’t win any points for passion by arguing with a lawmaker.

8. **Maintain control of the meeting.** Don’t let the lawmaker start facilitating the meeting. You asked for the meeting. You are the one with the agenda.

9. **Briefing materials should be just that – brief.** Lawmakers and their staff glaze over when looking at thick packets of information. Lawmakers will read a well-put-together one-page fact sheet, probably nothing much more than that.

10. **Anticipate the argument of your opponent.** It is better to address your opponents’ arguments early in the dialogue, and do so directly and openly without a hint of defensiveness.

11. **Follow up and follow through.** Send a thank you note to the lawmaker. The note should memorialize the commitments you extracted in the meeting. Follow-up after the appropriate interval to find out if your lawmaker did what (s)he committed to do. It’s also important for you to follow through on any commitments you made.

   - Research your legislators’ backgrounds, committee assignments, and voting records on health and cancer issues.

   - Develop a relationship with your legislators (or their staff) by routinely visiting, writing, and calling them. Let them know you are their constituent.

   - Do not overdo your lobbying. Only write, call, or visit when you have something to say regarding a specific issue.

   - Respect your legislators’ time as they have very busy schedules. Most meetings last no more than 10-15 minutes.

   - Always stay on message when you meet in person, call, or write.

   - Invite your legislators to visit your local cancer center to demonstrate the importance of cancer research funding. Always remember to provide electioneering guidelines when working with candidates running for office (work with your ACS CAN California Staff).

   - Put a human face to the issue. Lobby with your personal stories and real-life experiences.

   - Ally yourself with other like-minded groups to demonstrate broad support; collaborate with others.

   - Use the media by getting your message out through letters to the editor, op-ed pieces, etc., to influence your legislators’ public opinion.

   - Always be positive and courteous.

   - Remember to thank each of your legislators.

   - Be sure to include key message points when writing your thank yous after your visit.
Writing a Letter

Lawmakers often calculate that each letter they receive from one of their constituents represents a similar view of at least 100 constituents. That is why letters to lawmakers are so important. If you have not communicated with an elected official before, the best way to get started is to utilize a time-tested, results-oriented method -- letter writing!

Personally-written letters carry the most weight with lawmakers, and allow you to present your position without interruption. To make the most of your letter, be sure to:

1. Use your own personal letterhead or stationery. We do not want to use ACS CAN letterhead that would all look the same to the Member's office.

2. Address your lawmaker by last name: "The Honorable ____________," and begin the letter "Dear Senator," or "Dear Representative," or "Dear Councilmember," or "Dear Supervisor."

3. Be brief, specific and courteous. Keep your letter to one page, one issue, and state its purpose in the first paragraph. If your letter pertains to a specific bill, identify it accordingly. Always be courteous, even if you disagree with your lawmaker's position.

4. Let your lawmaker know how the issue affects you personally.

5. Mention that you are an American Cancer Society Cancer Action Network Volunteer Legislative Ambassador, and be sure to "cc" the ACS CAN Advocacy Staff with a copy of your letter. This allows ACS CAN to help track how many contacts are made with a lawmaker.

6. Make sure your lawmaker understands that you live and vote in his/her district or state, therefore what affects you may affect your fellow constituents in your own community.

7. Ask for a timely reply. Always close your letter by asking for a written response. You will want to document your lawmaker's positions on issues of concern to you. Share the responses with the ACS CAN California Office.

8. Fax and e-mail. In addition to sending your letters through the U.S. Mail, you may also transmit your letters via fax or e-mail when a vote on an issue of importance to you is imminent. This is especially true in a time of heightened security resulting from anthrax and other poison scares. When faxing, be sure to include your fax number on your letters, just in case your lawmaker decides to fax you back. When e-mailing, produce your letters in a simple text format that the most basic computer systems can read. Keep your letters brief and to the point. If possible, send your letters "receipt requested" to ensure the lawmaker's office received your correspondence.
Sample Letter

Your Name  
Home (Physical) Address  
City, State, Zip  
Phone  
Email Address

Date

The Honorable (Full Name)  
Address  
City, State, Zip

Dear Representative (Last Name) OR Dear Senator (Last Name) OR Dear Supervisor (Last Name) or Dear Councilmember (Last Name):

As someone who lives and votes in your district, I urge you to vote (YES/NO) on (bill number), the (name of the bill). Through my personal experiences with (insert your story related to the issue), I know first-hand that cancer can be defeated, but only with your immediate help. (Briefly explain what this bill would do).

Cancer is the second leading cause of fatalities in this country. Over one million people will be detected with cancer this year, and more than a half a million will lose their lives to this deadly disease. By voting yes/no on this bill, together we can make a difference.

Please know I will monitor the progress of this and all other cancer-related bills while you are in office.

I look forward to your response and learning of your position on this important piece of legislation.

Sincerely,

Your Name
Contacting Elected Officials -- Phone Calls

When you need to get in touch with your lawmaker immediately and do not have time to craft a written message, that is when it’s time to utilize the most common method of communicating with your lawmakers -- make a telephone call! Your call will likely last less than a minute, and chances are you will not speak directly to the lawmaker -- but your call is important, can carry weight and achieve results. Listed below are several tips for you to maximize the effectiveness of your telephone call:

1. **Always identify yourself as a constituent.** Lawmakers are most concerned and interested in the thoughts and opinions of their constituents -- people who live and vote in their districts. So, always be sure to identify yourself as a constituent.

2. **Always identify yourself as an American Cancer Society Cancer Action Network Volunteer Legislative Ambassador** (only when you are contacting them regarding one of our issues). Once you have established a relationship with your lawmakers’ offices, they will begin to know who you are as soon as you call.

3. **Be brief and clear.** Always limit your telephone call to one subject. Be brief and specific. Say why you are calling, give a bill number if possible, the action you would like the lawmaker to take on the issue, and ask where your lawmaker stands on the issue.

4. **Ask for a response.** Regardless of where your lawmaker may stand on an issue, never threaten or use abusive language. If the lawmaker does not support your bill, kindly let him know you are disappointed, and you will keep his views in mind come election day. If the office does not know officially where a lawmaker stands on a specific bill or issue, be sure to ask for a written response once they have had a chance to review it closely.

5. **Thank them for their time.** Being courteous shows respect regardless of the outcome. Remember you will be continuing to be in touch so you do not want to create any ill feelings for any future cancer-related issues.

If you need any guidance on how to contact your elected officials, please do not hesitate to contact your ACT! Lead, Field Advocacy Staff Partner, or the ACS CAN California Office.
California Volunteer Legislative Ambassador
California Government Structure

United States Congress (Federal)

United States President

100 U.S. Senators
(CA: Dianne Feinstein & Barbara Boxer)

465 U.S. House of Representatives
(you have one - www.congress.org)

Lead ACS CAN Staff: Kevin Keane
Other Staff: Ann Gouré, Jim Knox

California State Legislature (State)

California Governor

40 CA State Senators
(you have one State Senator
www.senate.ca.gov)

80 CA Assemblymembers
(you have one Assemblymember
www.assembly.ca.gov)

Lead ACS CAN Staff: Alison Ramey
Other Staff: Sharen Muraoka, Jim Knox, Ann Gouré
Process for Passing Bills to Become Law in California

**Federal**
- Bill is Introduced
- Committee Hearings (can be sent to subcommittee)
- Floor Action (if passed sent to the other house)
  - If passed without amendments, the bill goes back to original house
  - If passed with amendments, the bill goes back to original house
  - Floor Action
  - President
    - Veto—if vetoed, bill requires a 2/3 majority vote to pass
    - Approved
  - Most bills become law January 1 of the next year

**State**
- Bill is Introduced
- Committee Hearings (can be sent to subcommittee)
- Floor Action (if passed sent to the other house)
  - If passed without amendments
  - If passed with amendments, the bill goes back to original house
  - Floor Action
  - Governor
    - Veto—if vetoed, bill requires a 2/3 majority vote to pass
    - Approved
  - Most bills become law January 1 of the next year

**Local (City/County)**
- Ordinances, Resolutions, or Motions are Introduced by a supervisor
- Have item added to Committee Agenda
- Obtain a recommendation from committee; public testimony
- Obtain the majority vote
- Obtain the approval of the Mayor/County Supervisor
- Veto—if vetoed, bill requires a 2/3 majority vote to pass
- Approved
- Most items become law 30 days after action is taken

This is an example of a City Council/County Board of Supervisor's process. Each city/county’s process may vary.
California Volunteer Legislative Ambassador
Sample Laws at Different Government Levels

Local
• Tobacco retail licensing
• School nutrition/physical education requirement
• Smoke-free housing
• Smoke-free outdoors (beaches, parks, bus stops, entrances, etc.)

State
• Nutrition menu labeling
• Every Woman Counts (EWC) program
• Clean indoor air at restaurants
• Prop 99 - Increased the tobacco tax by twenty-five cents a pack, and devoted 20 percent of the money raised to fund a tobacco control program

Federal
• FDA Regulation of Tobacco
• National Breast & Cervical Cancer Early Screening Detection Program
• Patient Navigator
• Michelle’s Law
Sample 2013 Legislative Activities Timeline
(subject to change)

**STATE**

**January**
- New laws go into effect
- Budget submitted by Governor
- Last bill requests must be made to the Office of Legislative Counsel

**February**
- Last bills introduced

**March**
- Spring Recess
- California Colorectal Cancer Coalition (C4) Lobby Day

**April**
- Legislature reconvenes
- State Legislative Day & CPS-3

**May**
- Last opportunity for bills to be passed out of the house of origin
- Mother's Day
- Memorial Day Recess
- Share NBCCEDP Fact Sheets

**June**
- Budget must be passed
- National Cancer Survivors Month

**FEDERAL**

**January**
- State of the Union Address

**February**
- Presidents’ Day Recess

**March**
- National Colon Cancer Awareness Month

**April**
- Spring Recess
- National Minority Cancer Awareness Week

**May**
- Memorial Day Recess
- Share NBCCEDP Fact Sheets

**June**
- National Cancer Survivors Month
STATE

- Summer Recess

FEDERAL

- Independence Day Recess

July

August

- Legislature reconvenes

- Summer Congressional Recess

September

- Last opportunity for each house to pass bills

- ACS CAN Leadership Summit and National Lobby Day
- ACS CAN Membership Recruitment Month

October

- National Breast Cancer Awareness Month
- Making Strides Against Breast Cancer Urban Events

November

- The Great American Smoke Out Campaign

December

- General Session begins

- December Recess
How Does Your State Measure Up?

Each year, the American Cancer Society Cancer Action Network (ACS CAN) compiles a progress report on state legislative activity to reduce cancer incidence and mortality. The tenth edition of *How Do You Measure Up?*, along with this one-page summary, illustrates how your state stands on issues that play a critical role in reducing cancer incidence and death. The goal of every state should be to achieve “green” or the darkest shade of blue in each policy area delineated in the report. By implementing the solutions set forth in the report, state legislators have a unique opportunity to save lives, save money and fight back against cancer. How does your state measure up?

To read this report online, please go to: www.acscan.org/measure

**Number of Areas that Met the Following Benchmarks: 3 of 10**

<table>
<thead>
<tr>
<th>Performance Area</th>
<th>Rating</th>
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<tbody>
<tr>
<td><strong>Prevention</strong></td>
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<td>State Cigarette Excise Tax Rates</td>
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<td>Smoke-Free Legislation</td>
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<td>State Tanning Bed Bans</td>
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<td>Obesity, Nutrition and Physical Activity</td>
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<td>Elementary Schools, Middle Schools, High Schools*</td>
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<tr>
<td><strong>Screening</strong></td>
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<tr>
<td>Benchmarking Insurance Coverage for Colorectal Cancer Screening</td>
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<td><strong>Quality of Life</strong></td>
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<td>Access to Palliative Care in the Nation’s Hospitals</td>
<td>Y</td>
</tr>
<tr>
<td>Oral Chemotherapy Parity Legislation</td>
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</tr>
</tbody>
</table>

State performance is rated on a system of green, yellow or red, with green being the best possible rating and red indicating the poorest rating in the category.

**CALIFORNIA**

*Physical education required for 2 or more years in high school, but not all 4 years, or an exemption from physical education permitted for up to 2 years in high school*
Blueprint for Legislators

For the tenth year, ACS CAN has published a blueprint for state legislators on how to save more lives from cancer. Framed entirely on evidence-based policy approaches, How Do You Measure Up? provides an outline of what states can do to reduce the cancer burden and provides a snapshot of how states are progressing on critical public health measures.

Every day, legislators at the state and local levels are making decisions that impact cancer patients and their families. Health insurance coverage, access to cancer drugs, investments in research and the development of new treatments, tobacco control policies and funding for prevention and screening programs are all issues that could be decided by state and local lawmakers. Changes in laws for the better can impact millions of people, exponentially expanding and enhancing the efforts of ACS CAN to eliminate cancer as a major health problem.

Call to Action

The data in this year’s edition of How Do You Measure Up? show that there is still much public policy work to be done to achieve our mission of eliminating suffering and death from cancer. Nearly 1.6 million people in the United States will be diagnosed with cancer in 2012 and more than 570,000 people will die from the disease this year alone. ACS CAN is dedicated to ensuring that lawmakers enact state health reforms that help prevent cancer and save lives.

In many cases, it costs the state little or nothing to do the right thing. In most cases, these solutions will save the state millions and perhaps billions of dollars in health care costs and increased worker productivity. If you want to learn more about ACS CAN’s programs and/or inquire about a topic not covered in this report, please contact the ACS CAN State and Local Campaigns team at (202) 585-3206, or call our toll-free number, (888) NOW-I-CAN, 24-hours a day, seven days a week. You can also visit us online at www.acscan.org.

American Cancer Society Cancer Action Network (ACS CAN)
The American Cancer Society Cancer Action Network (ACS CAN) is the nation’s leading voice advocating for public policies that are helping to defeat cancer. As the advocacy affiliate of the American Cancer Society, ACS CAN works to encourage elected officials and candidates to make cancer a top national priority. ACS CAN utilizes its expert capacity in lobbying, policy, grassroots and communications to amplify the voices of patients in support of laws and policies that save lives from cancer.
California Volunteer Legislative Ambassador
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California Volunteer Legislative Ambassador
Ambassador & Advocacy Definitions

**ACS CAN (American Cancer Society Cancer Action Network)** – the affiliate organization of the American Cancer Society that raises funds to be able to hold lawmakers accountable for their actions by engaging in more direct lobbying. It is a separate organization with its own governing body that is membership-based.

**ACS CAN California News** – a communication tool used to share important information with Legislative Ambassadors, California Division Leadership, California Division Staff, and ACS CAN Staff. ACS CAN California News can be used for informational purposes and other times it may require action item(s). Generally ACS CAN California News consists of one topic.

**ACS CAN California Office** – the California Office is responsible for the lobbying and grassroots efforts in California’s legislative activities at the local, state, and federal levels. Works on state and local policy, and media advocacy activities as directed by the ACS CAN Staff. Works with volunteers and staff to ensure that our message to make cancer a top national priority is shared with others through various grassroots advocacy activities.

**Action Alert** – an e-mail request to take action regarding an important issue to convince lawmakers to help further support the American Cancer Society Cancer Action Network’s mission by voting a certain way or by asking for new legislation to be considered.

**Action Taker** – an ACS CAN volunteer who has taken action when called upon by responding to an Action Alert or by participating in an advocacy activity such as completing a grassroots advocacy petition.

**Advocacy @ Events** – advocacy activities and/or an advocacy presence at any event including non-ACS CAN functions. These events may include Galas, health fairs, Kiwanis, Lion’s Club, Making Strides Against Breast Cancer, Relay For Life, Rotary, etc.

**Advocate** – an ACS CAN volunteer who receives periodic emails regarding Action Alerts, newsletters, and important legislative information. Is expected to respond to Action Alerts. Requires a minimal time commitment.

**Ambassador** – an ACS CAN volunteer who has made the commitment to be readily available for legislative activities and priorities at the local, state, and federal levels year-round. Also participates on quarterly conference calls, attends trainings as needed, and helps build their Ambassador Constituent Team! (ACT!). Represents the American Cancer Society Cancer Action Network and supports their mission and goals.

**ACT!** – Ambassador Constituent Team! is comprised of Legislative Ambassadors from the same Assembly District (Federal Representative). Ideally, the ACT! will have a minimum of 10 active Legislative Ambassadors.
**ACT! Lead (aka District Lead)** – an active Ambassador who leads their Congressional Team by example. Participates on regularly scheduled ACT! Lead conference calls and helps mobilize their team by keeping them informed and involved in important legislative issues, especially at the local/community level.

**Ambassador Co-Chair** – is an Ambassador who works under the guidance of the State Lead Ambassador and ACS CAN California Ambassador Program Lead Staff. Also may participate on the Division Legislative Advocacy Team.

**Ambassador Newsletter** – a form of regularly communication used to share Ambassador Program information. The newsletter is generally comprised of articles submitted by California Legislative Ambassadors. The newsletter is sent out electronically every even month (February, April, June, etc.).

**Assemblymember** – a person elected to represent one district in the California State Assembly. There are 80 California State Assemblymembers. Each district consists of approximately 420,000 Californians.

**Ballot Petition** – a formal written request for a specific action made by a group of individuals in the form of signatures on a legal document

**Cancer Cluster** – a cancer cluster is a term used to define an occurrence of a greater-than-expected number of cancer cases within a group of people in a geographic area over a period of time.

**Caucus** – the annual Ambassador Face to Face Meeting & Training for California Legislative Ambassadors and Staff where Ambassadors learn more about priorities for the year, accomplishments from the previous year, and receive training and tools necessary to engage themselves in community, state, and federal efforts for the upcoming year.

**eAdvocacy** – includes but not limited to websites including: www.cancer.org, www.acscan.org, www.acscan.org/ca, http://action.acscan.org/caambassador, etc. Also includes electronic tools such as ICAN pages, facebook, myspace, youtube, and text messaging. These tools allow our messages to be shared electronically for free and fast communication.

**Grassroots Advocacy** – is a political movement of volunteers who help drive the goals and mission of an organization. Grassroots efforts help influence positions that a lawmaker will make. Most grassroots movement starts at the local level and is also at the state and federal levels.

**High Risk Pool** – a risk pool is one form of risk management practiced by insurance companies. A “high risk pool” is a pool in which individuals seen as an insurance risk are placed together. An individual with a cancer history may be placed into a “high risk pool” for health insurance.

**In-District Meetings** – legislative meetings held in a lawmaker's local office rather than their Sacramento or DC office.

**Insurance Premium** – an insurance premium is the actual amount of money charged to subscribers/enrollees by insurance companies for active coverage and service.

**Legislative Advocacy Team (LAT)** - this California Division Team is comprised of selected volunteers and Staff who meet regularly to help guide the direction of the Division’s advocacy efforts including making recommendations to the Division Mission Delivery Group. The team is chaired by a volunteer and the Vice President of Legislative Advocacy.
**Lobbyist** – An individual who is compensated to communicate with policymakers for the purpose of influencing legislative or administrative action. Lobbyists may be employed at the local, state, or federal level.

**Lobbying** – The act of communicating with policymakers for the purpose of influencing legislative or administrative action.

**One Voice Against Cancer (OVAC)** – a collaboration of non-profit organizations who deliver a unified message to Congress regarding the need for increased cancer-related appropriations.

**Petition** – a grassroots activity that allows constituents to urge their lawmaker to act upon a certain issue or bill that will further our cancer agenda.

**Quarterly Legislative Ambassador Conference Call** – in the spring, summer, and fall, the State Lead Ambassador and the ACS CAN California Office hosts a quarterly conference call to educate Ambassadors about current grassroots activities and legislative priorities. Ambassadors are highly encouraged to gather together in teams so they can meet before/after calls to discuss local activities and to strategize team plans in addition to team building and Ambassador and ACS CAN recruitment efforts.

**Report Back Form** – an electronic or paper form used after a meeting with an elected official that is used to convey a summary of a legislative meeting. Also used when reporting grassroots advocacy activities at an event.

**Representative (U.S. – Federal)** – One of 435/U.S. (53/California) elected members of the “lower” house of Congress in Washington, D.C., representing approximately 600,000 District constituents for two-year term(s). A U.S. Representative serves on policy committees in their area(s) of expertise, as well as sponsors/co-sponsors and votes on legislation covering the range of U.S. issue priorities.

**Senator (State)** – a person elected to represent one district in the California State Senate, not to be confused with the Senators who represent California in Congress. There are 40 State Senators in California. A Senate district consists of approximately 840,000 Californians.

**Senator (U.S. – Federal)** – One of 100/U.S. (2 California) elected members of the “upper” house of Congress in Washington, D.C., representing their state for six year term(s). A U.S. Senator serves on policy committees in their area(s) of expertise, as well as sponsors/co-sponsors and votes on legislation covering the range of U.S. issue priorities.

**State Lead Ambassador (SLA)** – the volunteer Chair of the California Volunteer Legislative Ambassador Team who works closely with their ACS CAN State Staff Partner to help lead the Ambassador Program by developing grassroots ideas and implementing them for active involvement and growth to further the state’s legislative priorities at the local, state, and federal levels.
California Volunteer Legislative Ambassador
Acronym Definitions

AB – Assembly Bill (State)

ACA – Affordable Care Act (Federal)

ACS – American Cancer Society

ACS CAN – American Cancer Society Cancer Action Network

ACT! – Ambassador Constituent Team!

ACT! Lead – Ambassador Constituent Team! District Lead

AD – Assembly District (State)

AFL – Active For Life

AHA – American Heart Association

ALA – American Lung Association

ATC – Access to Care

C4 – California Colorectal Cancer Coalition

CAC – Colleges Against Cancer

C&E – Cancer & the Environment

CBCRP – California Breast Cancer Research Program

CCR – California Cancer Registry

CCRA – California Cancer Research Act

CD – Congressional District (Federal)

CDC – Center for Disease Control

CDOC – California Dialogue on Cancer

CDPH – California Department of Public Health

COH or COTH or Celebration – Celebration on the Hill

CPS-3 – Cancer Prevention Study-3


CRM – Constituent Relationship Management
CRN – Cancer Resource Network
CSHE – Comprehensive School Health Education
CYAN – California Youth Action Network
DAO – Direct Action Organizing
EWC – Every Woman Counts
FDA – Federal Drug Administration
FB – Fight Back
GAS – Great American Smokeout
HCR – Health Care Reform
HR – United States House of Representatives (Federal Bill)
IMPACT – Improving Access Counseling and Treatment
LAO – Legislative Assistant’s Office
LAP – Legislative Ambassador Program
LAT – Legislative Advocacy Team
Leg Day – Legislative Day (State)
LGFB – Look Good Feel Better
LTE – Letter to the Editor
M2M – Man to Man
MD – Mission Delivery
MDC – Mission Delivery Council
MDG – Mission Delivery Group
MSA – Master Settlement Agreement
MSABC or Strides – Making Strides Against Breast Cancer
NBCCEDP – National Breast and Cervical Cancer Early Detection Program
NCI – National Cancer Institute
NCIC – National Cancer Information Center
NHO – National Home Office (Atlanta, GA)
NIH – U.S. National Institutes of Health
NLD – National Lobby Day (Federal)
NUPA – Nutrition and Physical Activity
OPED – Opinion Editorial
OVAC – One Voice Against Cancer
PAC – Political Action Committee
PHI – Public Health Institute
PPACA – Patient Protection and Affordable Care Act
R2R – Reach to Recovery
RFL – Relay For Life
RTR – Road to Recovery
S – United States Senate Bill (Federal)
SB – California Senate Bill (State)
SD – Senate District (State)
SHL CRN – Stephanie H. Lane Cancer Resource Network
SLA – State Lead Ambassador
TCP – Tobacco Control Program
TEROC – Tobacco Education and Research Oversight Committee
TFK – Tobacco Free Kids
TKA – Teens Kick Ash
TRDRP-UCOP – Tobacco-Related Disease Research Program, University of California, Office of the President
TUPE – Tobacco Use Prevention Education