

New York State Cancer Consortium Sustainability Training

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Agenda

- Introductions
- What is, and is NOT lobbying
- Legislative Process 101
- Communicating with Elected Officials
- Activities to educate & inform

Introductions: Who are we, and what do we do?

- American Cancer Society-Advocacy team
 - promotes public policies at all levels of government which support prevention and detection, enhance access to care, and improve the quality of life for those impacted by cancer
- Legislative Ambassadors
- ACS Cancer Action Network

Why are we here?

To support the work of the New York State Cancer Consortium!

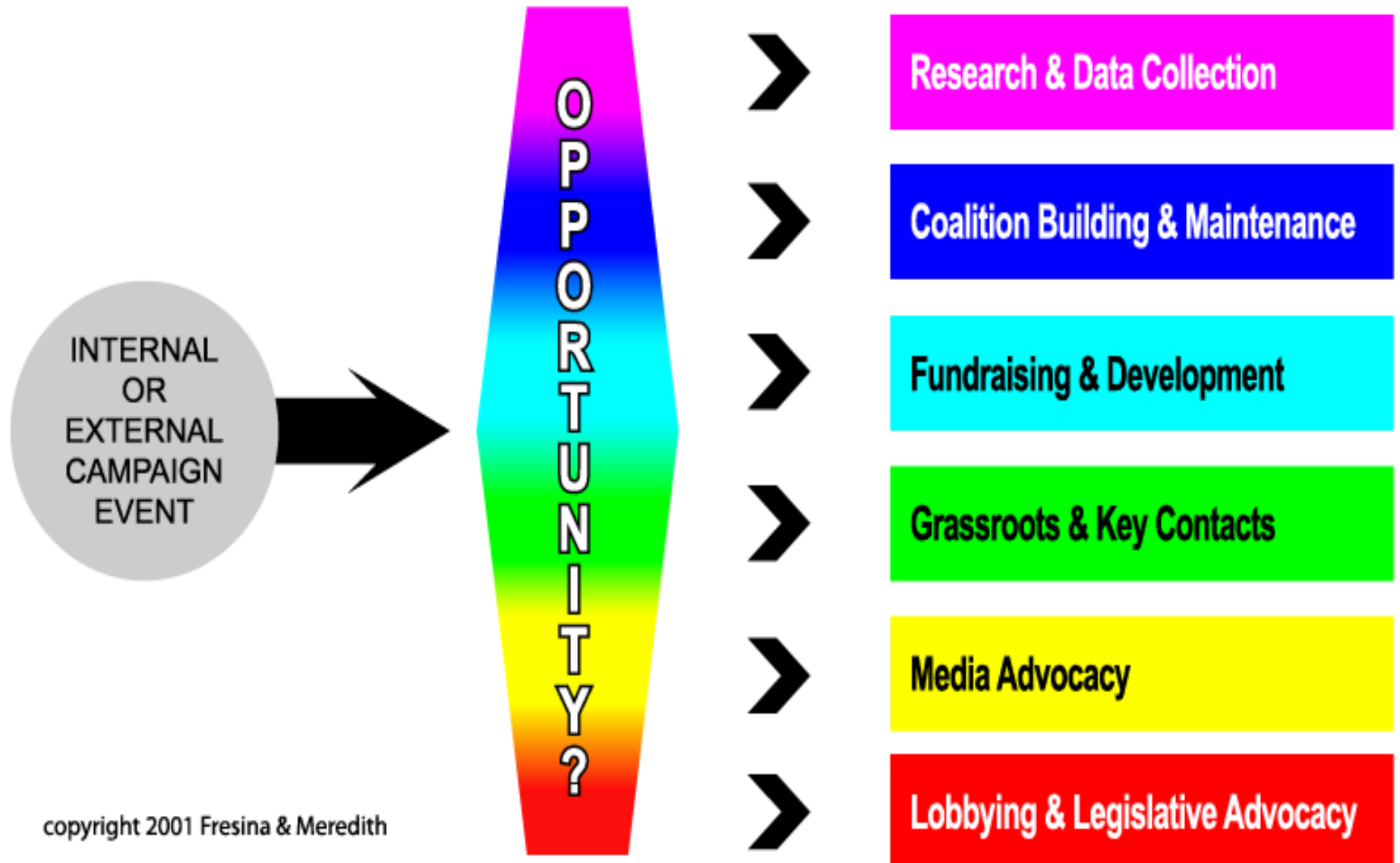
- Prevention and Detection
- Tobacco Control
- Workforce Shortages
- Palliative Care

It will take a collective effort and many voices to secure necessary policy change and funding for these initiatives in this fiscal climate

What can we do?

- **Inform decision makers** about the importance of policy change to support the fight against cancer
- **Build a persuasive case** for policies and/or funding
- **Engage the community** (providers, clients, advocates) to support our cause and advocate with us.

ADVOCACY POWER PRISM



What IS lobbying...

- Example of lobbying:
 - “Assemblyman Smith, I am asking for your vote in favor of A.2720, a bill requiring calorie counts to be posted at chain restaurants.”

State dollars may not be used to convey this type of message.

What IS lobbying...

- Asking your grassroots volunteers to take specific action on a particular bill/issue:
 - “Time is running out! Contact your state senator today and urge them to vote for the Family Health Care Decisions Act (S. 3164).”

* Again, state dollars may not be used to convey this type of message.

What is NOT lobbying...

- Educating the public and decision makers about public health problems and solutions

Example: “Research shows that the earlier breast cancer is detected and treated, the better the survival rate. When breast cancer is diagnosed at an early stage, the 5-year survival rate is 98%.”

What is NOT lobbying...

- Participation in a gov't sponsored hearing where participation is part of public record
- Disseminating poll results on community knowledge & attitudes, or data about current cancer screening and prevention trends
- Educating elected officials on the cancer burden in your community and your role in addressing it
- Connecting a person who was helped by your program to their legislator

Illustrating the Difference

- Consortium

“At current funding levels, the New York State Cancer Services Program helps fewer than 20% of the women who don't have insurance and can't afford a mammogram.”

- ACS advocacy staff

“If the legislature wants to avoid closing down screening programs and turning women away, we urge you to allocate \$29 million in the 2009-10 Budget.”

Legislative Process 101

- Legislature in session from Jan-Jun
- 212 members
- Assembly –led by Speaker Sheldon Silver
 - Currently ruled by Dems, who hold more seats
- Senate –led by Malcolm Smith
 - Flip to Dem control after contentious leadership struggle following November '08 elections.
- Decisions made by leadership (“3 men in a room”)

How a Bill becomes a Law

- The Idea
- Bill Drafting
- Introduction
 - (sponsorship in each house)
- Committee Action
- The Calendar
- Passing a Bill
 - Committee chair
 - Majority Leader
- Conference Committees
- The Governor

COMMITTEES

- 33 Standing Committees
- Committee agenda
- Each Bill must pass through “committee” and be referred out of committee in order to be voted on by the full house

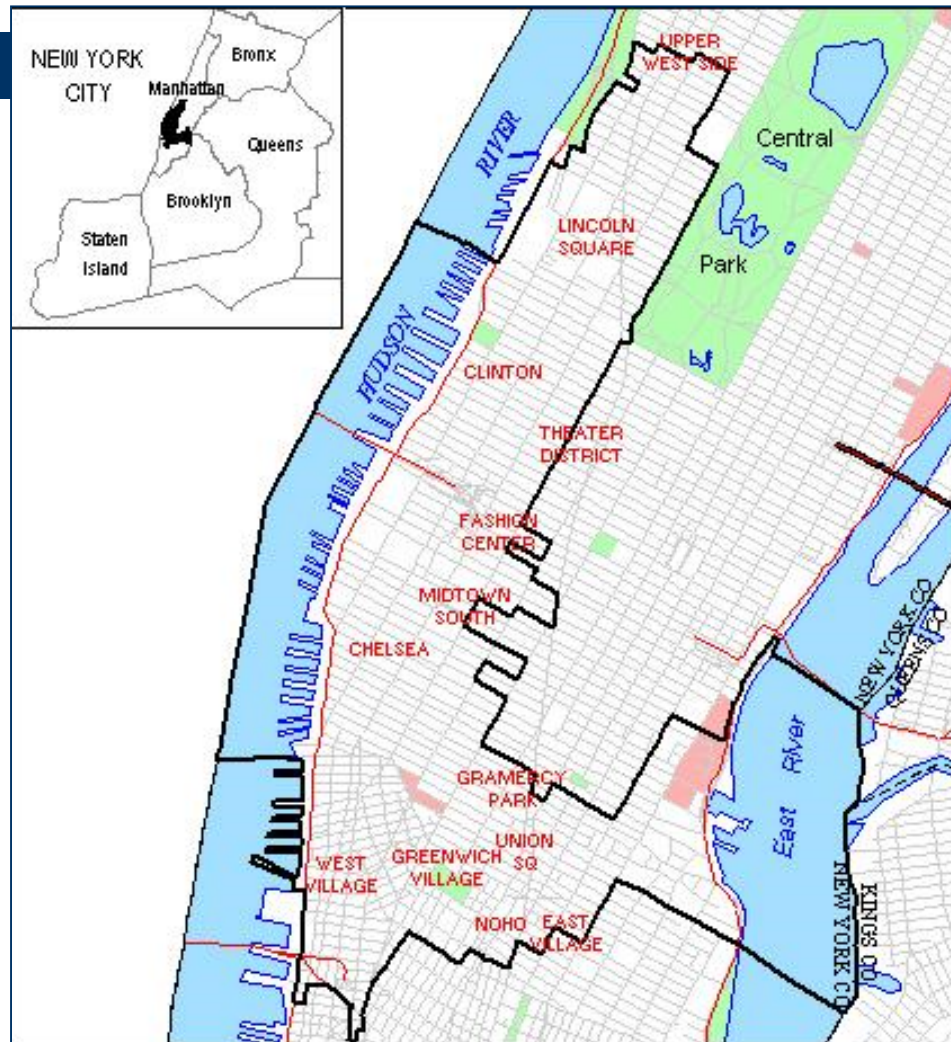
2009 Legislative Timeline

- December 16, 2008 – Governor's budget introduced (earlier than usual this year)
- January 7, 2009 – State of the State Address
- February 2 – Health Budget hearings
- January thru March – outreach to legislators, district meetings on health budget issues
- Late March – Joint Budget Committee meetings
- April 1 – State budget due
- April 2 thru late June – other policy & legislative issues
- June 22 – end of active session

Key Players

- All Senators and Assembly members from your area!
- Governor (upper Manhattan)
 - Health Commissioner, Governor’s Health & Budget Staff
- Assembly
 - Speaker-Sheldon Silver(lower Manhattan)
 - Assembly Health Chair- Dick Gottfried (lower Manhattan)
 - Assembly Insurance Chair – Joseph Morelle (Rochester)
 - Ways & Means Chair – Herman “Denny” Farrell (upper Manhattan)
- Senate
 - Majority Leader –Malcolm Smith (Queens)
 - Senate Health Chair –Tom Duane (Manhattan)
 - Senate Insurance Chair – Neil Breslin (Albany)
 - Senate Finance Chairs – Carl Kruger (Brooklyn) +Liz Krueger (Manh)

Who are your legislators?



Meeting with elected officials

- Call district office for meeting request
 - Each office has different process
 - Get to know the scheduler
- During session, members are in Albany generally Mon-Wed or Thurs, in district Fridays
- Staff meetings are GOOD!
- Keep attendee # manageable (3-4)
- Plan for 20 minutes – you might get more
- Leave a packet of materials

Five Conversations Your Legislators Want to Have

Real-life stories
that personalize
the issue
Not lobbying



Your visibility and
momentum as a
group
Not lobbying

General local
statistics
Not lobbying

How state &
fed money is
being spent in
the district
Not lobbying

What specific
legislative
action would
make you
happy
Lobbying!!

*Don't forget to identify
CONSTITUENTS!*

Stay on message...

What are your Key Messages?

- State the basic value
- Overcome the barrier
- Demonstrate the need
- Echo the vision

Maintaining Your Visibility

...with legislators and their staff, year round!

- Regular communication (info about your program, newsletters, drop-by office)
- Invite to programs, or co-host events (make sure you can accommodate them)
- Honor champions at awards events
- Send copy of all local press clips w/ letter
- Forward your relevant research/surveys
- Testify at hearings and public forums

Activities to Educate & Inform

- **Mailings to legislators**
 - flyers, postcards, describing your program/issue
- **Meetings**
 - leg visits with consortium members- important to go in a coordinated meeting with those who can lobby
- **Story collection**
 - Personal stories from your program! Many uses!
- **Media Advocacy**
 - Letters to the editor, op-eds, featured personal story
 - Invite press to your events (connect with your media staff)
- **Engage your provider/community networks**
 - Many may have time/ability to participate in advocacy efforts!

Recommendations

- Pay attention to the political process
 - Watch for town meetings, hearings
 - Know the state legislative calendar
 - Be aware of current legislative issues
- Let your community and elected officials know who you are and what you do
- Emphasize the **unmet needs**
- Publically celebrate your successes and use them to build your reputation

CONTACT US!

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Questions?
Discussion

Thank You!