

BECOME A LUNG CANCER ADVOCATE

*“Never doubt that a small group of thoughtful, committed citizens can change the world.
Indeed, it is the only thing that ever has.”* ~ Margaret Mead

Advocates are a vital component in the fight against lung cancer.

An “advocate” is defined as a person who supports a cause and exercises his/her right to be heard. We need your help to raise awareness about lung cancer in your communities.

Get Involved with the Caring Ambassadors program. You can make a difference by Giving Lung Cancer a Voice, Volunteering, or Making a Donation to support our efforts.

YOUR ELEVATOR SPEECH

You may find yourself in a situation where you unexpectedly come in contact with a policymaker or staff member who is influential in changing the course of lung cancer. In cases like this, you have less than a minute to make an impact. To make the most of this time, it is important that you have prepared a pitch in advance.

General tips and strategies

- Frame the elevator pitch around the point of view of the person to whom you are speaking.
- Focus your pitch on a problem this influential person can help solve.
- Speak concisely about lung cancer and what action you want taken.
- Your goal is to pique the person's interest and leave him or her wanting to know more about lung cancer.
- Be passionate, concise, and succinct. Write it out and practice, practice, practice.



YOUR ELEVATOR SPEECH

General outline for an effective speech

- Introduce yourself and quickly describe your experience with lung cancer.
- State the case you wish to make using powerful details that are important to the listener (i.e. Lung cancer is the leading cancer killer in both men and women in the United States).
- Suggest how the listener may be able to help with this issue.
- End with a call to action – a future meeting or phone call?
- Ask for a business card and supply yours, if you have one, or follow up with an email.



CALL YOUR ELECTED OFFICIALS

Call your state and local elected representatives. Tell them you want lung cancer moved to the top of their health agenda.

Whether you speak directly to the staff person or leave a message, tell him/her:

My name is _____ and I live in (city, state). I am calling to urge Representative _____ to become aware of the issues surrounding lung cancer in our Country. Representative _____, were you aware that that are lung cancer accounts for more deaths than any other cancer in both men and women. An estimated 158,080 deaths accounting for 27% of all cancer deaths, are expected to occur in 2016. I urge you to support any active legislation or funding for the early detection, diagnosis, and treatment for lung cancer.

Next, call both of your two US Senators (using the Capitol Switchboard number toll-free at 1-888-876-6242) and deliver the same message to their healthcare staff.



SHARING YOUR STORY

Send us your video story!

Make a short video about your experience with lung cancer (2-3 minutes). We will post it on our site.

We at the Caring Ambassadors Program believe the sharing your story and putting a face to this disease increases awareness and reduce the stigma associated with lung cancer. By sharing your story, you pave the way for newly diagnosed patients with lung cancer, all those living with the disease, and their loved ones.

How to make a video: Online examples of video creation and editing tools – YouTube and third-party applications that enable users to create videos. Examples of how to create a YouTube video – www.funnyutube.net
Welcome to Vimeo Video School (<http://vimeo.com/videoschool>)– Vimeo Video School is a fun place for anyone to learn how to make better videos. How to Make a YouTube video – www.Ehow.com

Email submissions to mystory@caringambassadors.org



WRITE YOUR ELECTED OFFICIALS

Write your state and local elected representatives. Tell them you want lung cancer moved to the top of their health agenda. Share your story about why lung cancer is important to you and explain why you are writing. Whether you are asking for a Proclamation in your state to declare November Lung Cancer Awareness Month, asking them to support important legislation, or the importance of raising awareness about the disease - make your voice heard!

Use the Senate Caring Ambassadors Program “Lung Cancer By The Numbers” Advocacy Map as a tool. The map will show you incidence/death for your state to share.



VISIT YOUR ELECTED OFFICIALS

A short visit with your elected official's office at home or in DC can make the biggest impact.

Tell them what matters to YOU! They want to hear from you. You vote for them.

- Find your State's Senators at <http://www.senate.gov/>
- Find your State's Representatives: <http://www.house.gov/>

Official Visitor Center Map of the U.S. Capitol: U.S. Capitol Map <http://www.visitthecapitol.gov/plan-visit/us-capitol-map>



ATTENDING TOWN HALL MEETINGS

A large and well-informed turnout at a town hall meeting or a community forum is an extremely effective way to send a strong message to your congressperson.

You do not have to go to Washington DC to be effective in your advocacy on a federal level. A large and well-informed turnout at a town hall meeting or a community forum is an extremely effective way to send a strong message to your congressperson, the media, and the general public (via the media). If your lawmaker is supportive of your issue, a show of support helps to solidify his or her position.

Sometimes lawmakers participate in events not open to the public, except by invitation. If you know of an event that you would like to attend but it is not open to the public, call the legislator's office and ask if you can attend. In general, when attending and speaking at town meetings, conduct yourself as you would when testifying at a hearing or meeting with your elected officials.



ATTENDING TOWN HALL MEETINGS

Before the town meeting...

- Find out the legislator's schedule. Newspapers often publish these dates, or sometimes the lawmaker will send out a schedule to voters in his or her district. The most reliable way to find the schedule is to call his or her office.
- Try to recruit several others to attend the meeting with you. Inform them of the date, time, address, and nature of the meeting. If you have the time and resources, provide background information, a map to the site, salient points, and sample questions.
- Think about how the congressperson will likely respond to your questions and prepare in advance with answers and follow-up questions.

At the town meeting...

- Keep your comments brief, clear, and to the point.
- If you attend with a group, wear stickers or buttons to identify that you are all in support of a common issue.



STATE PROCLAMATIONS

Would you like to raise awareness in your state by asking your Governor to proclaim "November – Lung Cancer Awareness Month?

How to Start:

Start early, it could take several weeks to get a proclamation issued.

Go to your states government website to find out the process for receiving a proclamation (this will vary from state-to-state). Visit www.USAGov to find your state government websites.

Call your Senator's office and ask about the process, who to contact, etc. Email your request to your Governor with a sample proclamation.



STATE PROCLAMATIONS (SAMPLE)

Whereas an estimated 224,390 new cases of lung cancer were expected to be diagnosed in 2016, accounting for nearly 14 percent of cancer diagnoses in the United States; and

Whereas lung cancer accounts for more deaths per year than any other cancer in both men and women, and an estimated 158,080 deaths due to lung cancer were expected to occur in 2016, accounting for 1 in 4 cancer deaths.

Whereas lung cancer is the leading cancer-related killer in the United States and in (State); and

Whereas in 2016, _____ new cases of lung cancer were expected to be diagnosed in (State); and

Whereas early detection of lung cancer can dramatically improve survival rates, but only 15 percent of lung cancers are diagnosed in early stages; and

Whereas funding for lung cancer research trails far behind funding for research of other cancers; now, therefore, Be It Resolved by the Legislative Assembly of the State of _____: That we, the members of the Legislative Assembly, are committed to making lung cancer a public health priority by supporting advocacy work on behalf of lung cancer patients, those at risk for the disease and those in our communities who are affected by lung cancer.

NOW, THEREFORE, I, _____, Governor of the state of _____, do hereby proclaim November _____ to be Lung Cancer Awareness Month



SHARE THE PROCLAMATION

Share the proclamation through Social Media and include background information on how you made this happen. The Caring Ambassadors Program made displays with the official proclamation in Oregon and Washington and asked our local cancer centers to display during Lung Cancer Awareness Month. You can also make posters and share within your community health centers.

