Every day, we hear stories from people living with lung cancer about the negative stigma associated with the disease. Stigmatization and prejudice are often based on two factors: ignorance and impersonalization, or “facelessness”. While people have heard of lung cancer, many have little knowledge about the disease, or worse yet, have incorrect notions about the disease. Ignorance often leads to fear, which is expressed as prejudice. Understandably, the stigma associated with lung cancer has caused many people living with the disease to remain silent. However, we’ve all heard the old adage and have certainly experienced its truth at some point: “The squeaky wheel gets the grease.” So, be sure your voice is heard – Anyone with lungs can get lung cancer!

Send us your video story

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

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.

Write your elected officials

You can begin with the simple act of writing your state and local elected representatives. Tell them you want lung cancer moved to the top of their health agenda. It is a simple way to start. We’ve found that email works best.

Visit your elected officials

A short visit with your elected officials’ offices 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.

Change cannot occur without your help. Persistence is the key if we want change.
Grassroots Advocacy

Advocacy Begins When Someone Says “No”.

You don’t have to be a policy expert to advance grassroots advocacy. Lung Cancer grassroots advocacy is based on championing our cause, giving people a voice, and building relationships.

Collect stories. Capture the stories and experiences of individuals who call lung cancer Helplines, take classes, attend support groups, or volunteer. Personal stories are invaluable in portraying the many faces of lung cancer and the real-life impact of funding and policies to policy makers and community leaders.

Cultivate leaders. Recruit state advocacy network leaders and local or regional advocacy representatives to coordinate efforts and relay grassroots feedback on issues and priorities. Consider contracting with a professional lobbyist. Create ad hoc workgroups with interest and expertise in specific issues.

Inspire action. Motivate grassroots advocacy with concise and compelling messages, essential information, and a clear request, or “ask”, to inform policy makers on priority issues. Recruit members to fill hearing rooms and attend events. Suggest wearing a particular color and sitting together for impact.

Provide training. Develop members’ skills and confidence of advocates in how to tell their stories effectively, how to meet with elected officials, and other related topics.

Promote connections. Let members know that their state and federal policy makers are there to represent them and need to hear from them regularly. Encourage members to meet with their elected officials both during legislative session and in the interim about lung cancer priority issues.

Track legislation. Closely follow priority legislation throughout the legislative sessions, including budgets for lung cancer services and treatment. Pay particular attention to upcoming hearings as opportunities for grassroots action. Track additional cancer-related legislation as needed.

Speak up. Submit written testimony to legislative committees. Offer to provide oral testimony from a consumer or family perspective before a hearing is held. Ensure representation of lung cancer’s interests on important advisory groups or committees. Bring attention to how decisions will affect people living with lung cancer.

Work with the media. Establish relationships with key reporters and editorial boards by providing facts, “real life” examples and an appeal for action on lung cancer issues. Prompt additional coverage by following up on news stories and events to help shape public attitudes about cancer issues.

Stay positive. Remind members to stay positive and not give up when they get a negative response. Advocacy begins when someone says “no.” Keep in mind that our goal is to build connections with elected officials. Time and trust help build support for lung cancer.

Command Attention
What Influences a Legislator?

Important items to keep in mind when lobbying elected officials

Elected officials are, first and foremost, politicians. If an elected official is up for re-election, they are often more willing to listen to interests outside their norm. The issues of a special interest group are important to them because they need that support to win re-election. One of the easiest and most direct ways to get to know and influence a legislator is to help them; this can be accomplished by volunteering on their campaign. Although assisting a politician does not ensure that they will always vote your way, it allows you to spend time with them and their staff. Building and maintaining working relationships is always important.

The following are important to keep in mind when lobbying elected officials:

**The Issue:**
Merits of the issue
Impact on his/her district
Possible job loss

**Political Considerations:**
Upcoming election/lame duck
Campaign contributions
Commitment of an interest group – single issue voters?
President, Governor, or Mayor
Scorecards

**Legislative Considerations:**
Committee chairman
Committee assignments
Trade offs with fellow legislators
Position of others in state or district delegation
Lobbying by other legislators
Staff advice
Position of Political party

**Cost:**
Impact on economy or businesses
Too much government interference
Opponents have more clout than proponents
Lack of knowledge
Executive branch position

**Media:**
News articles/stories
Editorials
Letters to the Editor
Opportunity to gain press attention

**Personal:**
Personal experiences and feelings
Family members, friends, especially children
Impact on self or others important to legislator
Alma mater

**Outside Influences:**
Constituent contacts – grassroots
General public sentiment
Celebrities, sports figures
Chance encounters with people
**Tips for Writing Congress**

*A Well-Written Letter Has Impact!*

People who think members of Congress pay little or no attention to constituent mail are plain wrong. Concise, well thought out personal letters are one of the most effective ways Americans have of influencing lawmakers. But, members of Congress get hundreds of letters and emails every day, so a personal letter that is clear and concise is what will be read and remembered.

**ALWAYS**

- Be courteous and respectful without "gushing"
- Address only a single topic or issue
- Introduce yourself and provide your contact information
- Clearly and simply state the purpose of your letter
- Keep your letter short – one page is best
- Use specific examples or evidence to support your position
- Close by stating what you want done or recommend a course of action
- Thank the member for taking the time to read your letter

**IF YOU CAN**

- Email your letter rather than sending it snail mail
- State any professional credentials or personal experience you have, especially those pertaining to the subject of your letter
- If a certain bill is involved, cite the correct title or number whenever possible
- Include a personal story explaining why the subject is important to YOU
- Connect your story to the person you are writing – identify shared background, experience, etc...

**NEVER**

- Use vulgarity, profanity, or threats. Don't let your passion get in the way of making your point
- Fail to include your name and address, even in email letters
- Demand a response

**Components of an Effective Letter**

1. Elected official’s contact information
2. Salutation
3. Introduction
4. Purpose of letter
5. Bill number and name, if applicable
6. Evidence and/or examples (i.e. data)
7. Personal story/connection
8. Requested action (i.e. support/reject)
9. Thank you
10. Personal Contact information (including City, State, Zip code)

See “Write Your Elected Officials” for a sample

**Addressing Members of Congress**

To **Your Senator:**
The Honorable (full name)  
(Room #) (Name) Senate  
Office Building  
United States Senate  
Washington, DC 20510

**Dear Senator:**

To **Your Representative:**
The Honorable (full name)  
(Room #) (Name) House  
Office Building  
United States House of Representatives  
Washington, DC 20515

**Dear Representative:**

Cite these legislation identifiers when writing to members of Congress:
- House Bills: "H.R._____
- House Resolutions: "H.RES._____
- House Joint Resolutions: "H.J.RES._____
- Senate Bills: "S._____
- Senate Resolutions: "S.RES._____

Caring Ambassadors Program Advocacy Tool Kit  Tips for Writing Congress
May 9, 2019

The Honorable John Adams
United States Senate
400 Hart Senate Office Building
Washington, DC 20515

Dear Senator Adams: [or Representative for House]

My name is Jane Doe. I am a case manager at the Health Matters Clinic in Any town, USA. I encourage you to cosponsor Women and Lung Cancer Research and Preventive Services Act of 2021 (S. 699/ H.R.1800). This important legislation is in response to evidence that lung cancer is the leading cause of cancer death among women, and a higher rate of lung cancer for women who were never smokers compared to men.

According to the American Cancer Society, in the United States, approximately 171 women die each day of lung cancer. An estimated 62,470 women will die of lung cancer in 2021.

The Women and Lung Cancer Research and Preventive Services Act of 2021 creates an Interagency review to evaluate and identify opportunities for the acceleration of research on women and lung cancer, greater access to preventative service, and strategic public awareness and education campaigns.

Additional research strategies, including clinical trials, are necessary to explore the differences in lung cancer risk factors, incidence, and treatment response in women, and to address the disparate impact of lung cancer on women who have never smoked.

Every day we witness the effects of lung cancer in women in our community. I have lost my aunt due to lung cancer. It was devastating to our family. It is imperative that we increase research to increase the longevity of women living with lung cancer.

We urge you to make lung cancer and lung cancer research a leading health priority in Congress by funding cancer research, prevention, and awareness activities. Please support Women and Lung Cancer Research and Preventive Services Act of 2021 (S. 699/ H.R.1800).

Thank you for your time and your continued dedication to the people of Any Town and our health.

Sincerely,

Jane Doe
Street address
City, State, Zip Code
Email or phone number
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 federal advocacy efforts. 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 public (via the media or social media). If your lawmaker is supportive of your issue, a show of support helps to solidify their position.

Sometimes, lawmakers participate in events closed 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 hall meetings, conduct yourself as you would when testifying at a hearing or meeting with your elected officials: courteously, professionally, and prepared to present evidence (facts or a personal story).

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 their district. The most reliable way to find the schedule is to call their office.
✓ Try to recruit several others to attend the meeting with you. Inform them of the date, time, address, and nature and purpose 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.

Caring Ambassadors Program Advocacy Tool Kit Attending a Town Hall Meeting
LungCan.org
The Lung Cancer Action Network (LungCAN®) is a collaborative group of lung cancer advocacy organizations that have come together to raise public awareness about the realities of lung cancer. Their intention is to increase funding for detecting, treating, and curing the disease. LungCAN member organizations provide resources in a single place. Please use this website to access organizations that can help you find the information and assistance you need when you need it!

Congress.gov
Find your Federal and State Elected Officials
Track bills in Congress, your representative’s voting history, upcoming committee meetings, and get alerts by email

Govtrack.us/start#states
Track bills in your state and get alerts by email

csg.org
Founded in 1933, The Council of State Governments is our nation’s only organization serving all three branches of state government. CSG is a region-based forum that fosters the exchange of insights and ideas to help state officials shape public policy. This offers unparalleled regional, national and international opportunities to network, develop leaders, collaborate and create problem-solving partnerships.

WomeninGovernment.org
Women In Government Foundation, Inc., headquartered in Washington, D.C., is a national, non-profit, non-partisan organization of women state legislators that provides leadership opportunities, networking expert forums, and educational resources to address and resolve complex public policy issues to all 1,791 women state legislators.

NCCN.org
National Comprehensive Cancer Network is a not-for-profit alliance of 31 leading cancer centers devoted to patient care, research, and education. NCCN is dedicated to improving and facilitating quality, effective, efficient, and accessible cancer care so patients can live better lives.

CDC.gov
Center for Disease Control
https://www.cdc.gov/cancer/lung/index.htm
See the government’s facts and figures on lung cancer, order awareness posters, and more.

Caring Ambassadors Program Advocacy Tool Kit Advocacy Resources
Champion Scale Tool

Members of Congress (MoCs) don't often come into office as champions on lung cancer issues. The Champion Scale is a tool to help us move MoCs, step by step, toward becoming champions in Lung Cancer. Use this tool to assess decision makers, develop strategies, track learning and progress, and celebrate progress.

MoC Name: ___________  Point Person: ___________________  RESULTS Group: ______________  Issue: _______  Date: __________

Tips for Getting Started with this Tool:

- Research the MoC’s background and voting history on the issues at www.results.org
- Evaluate the MoC and determine where they are on the champion scale for each issue
- Always make requests just above their current level to encourage them to move up
- Use stories that personalize the issue & move the MoC emotionally
- When meeting, always begin by acknowledging them
- Listen carefully to everything they say for clues about where they are on the champion scale

<table>
<thead>
<tr>
<th>Level Name, Objectives</th>
<th>Determining Their Level – They Might Say:</th>
<th>Moving Them to the Next Level:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Level: 4 Champion</strong></td>
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<tr>
<td>Objectives at This Level:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Inquire on creating new legislative initiatives.</td>
<td>&quot;I will build the support and visibility needed to make sure this passes.&quot;</td>
<td>Ask MoC to author and shepherd legislation through.</td>
</tr>
<tr>
<td>- Help MoC see that his/her efforts as a Champion are worth while.</td>
<td>&quot;I will walk this around the floor and make sure it happens.&quot;</td>
<td>Enlist RESULTS staff &amp; grassroots in achieving what MoC has set out to achieve.</td>
</tr>
<tr>
<td>- &quot;Can I count on the full support of your organization on this?&quot;</td>
<td>&quot;What do we need to do to make this happen?&quot;</td>
<td>Ask MoC to talk and/or write to leadership and report back.</td>
</tr>
<tr>
<td>- &quot;I will build the support and visibility needed to make sure this passes.&quot;</td>
<td></td>
<td>Let MoC know he/she has support of entire organization (staff &amp; network) when leading.</td>
</tr>
<tr>
<td>- &quot;I will walk this around the floor and make sure it happens.&quot;</td>
<td></td>
<td>Encourage member to join key committees.</td>
</tr>
<tr>
<td>- &quot;Can I count on the full support of your organization on this?&quot;</td>
<td></td>
<td>Hold regular meetings with key DC aide(s) every 1-2 months.</td>
</tr>
<tr>
<td>- &quot;What do we need to do to make this happen?&quot;</td>
<td></td>
<td>Be persistent about getting in front of MoC in meetings and public gatherings.</td>
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<tr>
<td><strong>Level: 3 Leader</strong></td>
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<tr>
<td>Objectives at This Level:</td>
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</tr>
<tr>
<td>- Inspire MoC to become more by providing a vision of what it means to be a champion: using examples inside and outside of Congress.</td>
<td>&quot;I will get the support to help this pass.&quot;</td>
<td>Ask MoC to talk and/or write to leadership and report back.</td>
</tr>
<tr>
<td>- Help MoC stake out his/her champion terrain on our issues.</td>
<td>&quot;I will introduce this bill or be a co-leader on this letter.&quot;</td>
<td>Let MoC know he/she has support of entire organization (staff &amp; network) when leading.</td>
</tr>
<tr>
<td>- &quot;I will speak to leadership and let you know.&quot;</td>
<td>&quot;I will speak on the floor about this.&quot;</td>
<td>Encourage member to join key committees.</td>
</tr>
<tr>
<td>- &quot;Yes, I will write an oped on this.&quot;</td>
<td>&quot;Yes, I will offer the amendment.&quot;</td>
<td>Hold regular phone meetings with key DC aide(s) every 1-2 months.</td>
</tr>
<tr>
<td>- &quot;Yes, organizing a hearing would be a good idea.&quot;</td>
<td></td>
<td>Be persistent about getting in front of MoC in meetings and public gatherings.</td>
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</tbody>
</table>

Original RESULTS Champion Scale: Developed by Sam Daley Harris, Ken Patterson, Bruce Preville, Meredith Dodson, Jos Linn, Lisa Marchal this was adapted by Caring Ambassadors Program
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<tr>
<td><strong>Level: 2 Advocate</strong></td>
<td>• &quot;I will talk to my colleagues &amp; leadership and urge them to support this.&quot;</td>
<td>• Request regular meetings with key DC aide(s) every 1-2 months.</td>
</tr>
<tr>
<td><strong>Objectives at This Level:</strong>*</td>
<td>• &quot;I might be willing to write an op-ed on this.&quot;</td>
<td>• Be persistent about getting in front of MoC in meetings and public gatherings.</td>
</tr>
<tr>
<td>• Encourage MoC to consider taking individualized actions that go beyond the basics and demonstrate leadership.</td>
<td>• &quot;I would sign on to a letter supporting this and engage others.&quot;</td>
<td>• Provide regular positive feedback on MoC's action via letters, events, and media.</td>
</tr>
<tr>
<td>• Help MoC find and deliver on his/her passion around one or more issues.</td>
<td>• &quot;People in our community should know about this.&quot;</td>
<td>• Look for opportunities to put MoC in contact with people affected by the issues including encouraging MoC to visit projects on the ground that address our issues.</td>
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<td></td>
<td></td>
<td>• Demonstrate community support for his/her actions.</td>
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<td></td>
<td>• Offer to organize public events with the MoC (forums, radio, TV, etc).</td>
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<td></td>
<td></td>
<td>• Get member to sign on to 2 or more opeds per year.</td>
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<td>• Ask member to speak on conference call, IC.</td>
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<td>• Ask a colleague in MoC's state, caucus, interest group to join him/her in taking an action.</td>
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<td></td>
<td></td>
<td>• Ask the MoC to initiate their own &quot;Dear Colleague&quot; letter.</td>
</tr>
<tr>
<td><strong>Level: 1 Supporter</strong></td>
<td>• &quot;If it gets to the floor I will vote for it. You should talk to the MoCs who don't support this.&quot;</td>
<td></td>
</tr>
<tr>
<td><strong>Objectives at This Level:</strong></td>
<td>• &quot;I might co-sign an op-ed.&quot;</td>
<td></td>
</tr>
<tr>
<td>• Move MoC beyond taking basic action toward being vocal (in media, public, and hearings) and enrolling colleagues.</td>
<td>• &quot;Who else are you talking to?&quot;</td>
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<tr>
<td></td>
<td>• &quot;I believe in this. We are on the same page.&quot;</td>
<td></td>
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<tr>
<td></td>
<td>• &quot;I will co-sponsor the legislation.&quot;</td>
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<td></td>
<td></td>
<td>• Request regular meetings with key DC aide(s) every 1-2 months.</td>
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<td>• Be persistent about getting in front of MoC in meetings and public gatherings.</td>
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<td>• Provide regular positive feedback on MoC's action via letters and media.</td>
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<td>• Look for opportunities to put MoC in contact with people affected by the issues including encouraging MoC to visit projects on the ground that address our issues.</td>
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<tr>
<td></td>
<td></td>
<td>• Always ask that MoC do more than take the basic action (sign the letter and get committee colleagues to sign).</td>
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<tr>
<td></td>
<td></td>
<td>• Demonstrate community support for his/her actions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Ask a colleague in MoC's state, caucus, interest group to join him/her in taking an action.</td>
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<tr>
<td><strong>Level: 0 Neutral–Uninformed</strong></td>
<td>• &quot;Why should I support this?&quot;</td>
<td>• Ask for action on their hot button topics.</td>
</tr>
<tr>
<td><strong>Objectives at This Level:</strong></td>
<td>• &quot;Tell me more about this.&quot;</td>
<td>• Tell them stories that leave them moved by your issue.</td>
</tr>
<tr>
<td>• Educate on issue or cause.</td>
<td>• &quot;Which other MoCs of Congress are supporting this?&quot;</td>
<td>• Research MoC's interests and background to find ways to show how RESULTS aligns w/their interests.</td>
</tr>
<tr>
<td>• Determine and start to build areas of support.</td>
<td>• &quot;Do you have more information?&quot;</td>
<td>• Be persistent about getting in front of MoC in meetings and public gatherings.</td>
</tr>
<tr>
<td>• Reach aides and decision-maker at emotional level</td>
<td>• &quot;What are you asking me to do?&quot;</td>
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<tr>
<td>• Get them to take an action.</td>
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<tr>
<td><strong>Level: -1 Opponent</strong></td>
<td>• &quot;I can't meet with your group.&quot;</td>
<td>• Get the ear of the key aide first</td>
</tr>
<tr>
<td><strong>Objectives at This Level:</strong></td>
<td>• &quot;I won't/can't support this.&quot;</td>
<td>• Share stories (DVD, spoken word) with MoCs and aides that leave them moved on the issues.</td>
</tr>
<tr>
<td>• Weaken their opposition; move them toward neutral.</td>
<td>• &quot;it's not a problem&quot;</td>
<td>• Research MoC's interests and background to find ways to show how RESULTS aligns w/their interests. Use his/her website and other sources.</td>
</tr>
<tr>
<td>• Find common ground between your point of view and theirs.</td>
<td>• &quot;Your solution will not fix this.&quot;</td>
<td>• Find foothold with one issue, or one aspect of one issue.</td>
</tr>
<tr>
<td>• Educate MoC on issues in way he/she can relate to.</td>
<td>• &quot;My constituents will not support this.&quot;</td>
<td>• Be persistent about getting in front of MoC in meetings and public gatherings.</td>
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Notes:
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