ADVOCACY 101:
Preparing ASCO Advocates for Legislative Success
A Welcome from ASCO Leadership

Clifford A. Hudis, MD, FACP, FASCO
CEO, ASCO

“Advocacy is one of the core functions of your professional society and it is most effective when more of us join in. Through advocacy you can help ensure that we have the tools and resources we need to provide the best possible care to patients. That is why ASCO invites you to join its growing advocacy network and amplify our voices in Congress, with federal regulators, and in your state legislature.”

Melissa Dillmon, MD, FASCO
Chair, Government Relations Committee

“In this rapidly changing legislative environment where there is a renewed focus on health care policy and providing patient protections from the steady increases in cost of care, we as oncology professionals need to continually be aware of how we can do our part in advocating for our patients and fellow providers.”

TABLE OF CONTENTS

Welcome................................................................. 2
Cancer Care Advocacy.............................................. 3
ASCO’s Advocacy Opportunities.............................. 4
Guidelines for Congressional Meetings & Site Visits.... 7
Frequently Asked Questions..................................... 8
Additional Resources............................................. 9
2018 Advocacy Champions....................................... 10
**Why become an advocate?**

- Grassroots advocacy is a critical element in ensuring lawmakers are aware of the impact that policies have on oncologists and cancer patients.
- As oncology professionals, you provide a unique perspective on how policymakers’ decisions play a role in your ability to provide care for your patients.
- As a constituent, your insight carries significant weight with lawmakers because you can speak to the state of cancer care in their district/state.

**Getting involved is easy!**

- ASCO provides a variety of opportunities to engage in cancer care advocacy.
- These range from online communications to in-person meetings.
- ASCO staff is available to manage logistics and will provide background information and talking points for each opportunity.

---

**Become a Cancer Care Advocate!**

Our most engaged advocates are recognized for their efforts advocating for high quality cancer care!
Connect with Your Lawmakers Online!

**ASCO ACT Network**

- Get involved from your desk or mobile device
- The ACT Network allows you to send messages directly to your Member of Congress on legislative issues of top importance to ASCO
- It’s easy! The ACT Network provides pre-drafted notes that you can personalize and send to your lawmakers on vital federal and state issues
- Sign-up for the ACT Network to receive communications on ASCO priority issues

▶ asco.org/ACTNetwork

Interact with Legislators on Social Media

- Virtually all Members of Congress use social media, including Twitter and Facebook
- Lawmakers look to social media as a barometer for how their constituents feel on issues before Congress
- Social medial allows for Members of Congress to publicly voice their positions on issues to a larger audience, in real time
- When using social media to contact your Member of Congress, make sure to tag them and be specific about your request
- Alternatively, you can re-tweet a post from ASCO and tag your lawmaker

JOIN US ON SOCIAL MEDIA:

ASCOCancer
@ASCO

Follow ASCO’s President on Twitter @ASCOPres
Howard A. “Skip” Burris III, MD, FACP, FASCO
Participate in ASCO’s Advocacy at Home Program

Year-Round Advocacy
- Advocacy shouldn’t be something you do only when you are in Washington, D.C.
- Participating in ASCO’s Advocacy at Home program allows you to better connect lawmakers with the communities you both serve - truly making a difference.

Meet with Your Lawmakers in their District/State Offices: There’s No Place Like Home!
- An in-district meeting is one with your legislators while they are in their home state or district.
- These meetings take place at the lawmaker’s local district or state office.
- Some of the best meetings with Members of Congress occur when they are back home, away from the distractions and scheduling constraints of Capitol Hill.
- It provides you with the opportunity to build relationships with your lawmaker’s office staff.
- Maintaining contact with your lawmaker’s office allows you to serve as a continued resource on cancer care.
- While you may have the chance to meet with your lawmaker, their local staff may be more accessible.
- Staffers have a direct line of communication with the Member of Congress, and are the first to bring issues affecting their constituents to the attention of the lawmaker.

Host Your Lawmaker for a Site Visit
- Inviting Congressional Members to visit your practice will provide them with a first-hand look into how cancer patients receive care.
- Lawmakers are able to learn how oncologists utilize the latest treatments, innovations, and technologies to provide high quality care.
- Most importantly, legislators will have the opportunity to see the commitment and compassion that the oncology care team provides cancer patients in their district every day.

Meet with Your State or Local Lawmaker
- Legislative and regulatory activity at the state-level can dramatically shape cancer care and the practice of oncology.
- The active participation of cancer care professionals in state advocacy is crucial.
- Invite your local lawmakers to visit your practice and show them how their policy decisions affect your ability to care for your patients in their state.
- Visit the State Advocacy page on ASCO.org for more information.

For assistance setting up meetings with your elected officials, please contact grassroots@asco.org.
Every year, ASCO brings together volunteers from various ASCO Committees, task forces, and working groups on Capitol Hill for a two-day Advocacy Summit to meet with lawmakers.

Advocates speak with Members of Congress on high-priority legislative issues impacting oncology care and cancer patients.

The Summit includes networking opportunities, advocacy training sessions, and educational tools that will help you frame your legislative asks using personal anecdotes acquired from your experiences as an oncology professional.

Interested in attending the Advocacy Summit? Please reach out to AdvocacySummit@asco.org for more information.

“Cancer advocacy is a team effort. The Summit is the best opportunity to join your peers to advocate for cancer care.” – Dr. Ray Page

“The Advocacy Summit is quickly becoming a must attend event for those interested in shaping cancer care policy.” – Dr. Clifford Hudis

Sen. Mazie Hirono (D-HI) with Dr. Charles Miller, Dr. Jared Acoba, and Dr. Jeffery Ward

Dr. Erin Schwab and Dr. Joanna Yang at the Summit breakfast session

Dr. Mark Henderson, Dr. Tracey Weisberg, and Dr. Michael Savin on Capitol Hill
Prior to the Meeting

- Prepare for the visit by reviewing talking points provided by ASCO staff to guide the conversation during your meeting
- Think about how to personalize your talking points with anecdotes and real patient stories that have impacted you as a provider

During the Meeting

- Use talking points to make your case
- Solicit the Member’s view on the issue(s), talk about merits
- Let the Member know how the issues affect cancer patients in his/her district
- Be clear about what your “ask” is

Closing the Meeting

- Thank them for their time
- Provide them with the leave behind folder (provided by ASCO)
- Take pictures!

Follow-up After the Meeting

- Follow-up with the office with a short thank you note and offer to be a resource on any issue related to oncology care moving forward
- Be sure to let ASCO staff know how the meeting went

SAMPLE AGENDA FOR A SITE VISIT

- Welcome and Introductions: Briefly describe your team members’ responsibilities (5 minutes)
- Overview: Give a brief explanation of technology, business operations and quality improvement tools and why they are important (10 minutes)
- Tour (30 minutes)
- Open Discussion: The host should open the discussion and encourage questions (15 minutes)
- Conclusion: Thank the lawmaker and their staff and take a group photo (10 minutes)
1. Is grassroots advocacy effective?
   • Yes!
   • While the federal legislative process can be slow-moving, the most effective way to advance legislative goals is through grassroots advocacy
   • Thousands of bills are introduced each year, but only a few become law
   • It often takes years to build enough support to move a bill through Congress, and participation from cancer care advocates ensures ASCO has the ability to share our priorities with Congress

2. My legislators have not been supportive of ASCO’s positions in the past – should I still reach out to them?
   • Absolutely - ASCO encourages all members to meet with their legislators
   • While some lawmakers may not agree with all of our legislative priorities, there may be some common ground
   • It is important for Members of Congress who might not agree with one of ASCO’s legislative priorities to hear from their constituents on why it is important
   • Your meeting might help reshape your Member’s stance on an issue!

3. My legislator is a member of a political party that I do not support – why should I engage him/her via grassroots advocacy?
   • It is important to remember that you are advocating on behalf of ASCO, which is a non-partisan organization
   • While your legislator may have opposing political views, he or she may support ASCO legislative priorities, or sit on an influential Committee with jurisdiction over health care issues
   • We encourage ASCO members to advocate in a bipartisan way to ensure cancer and health care policies are not viewed as partisan issues

4. I’m interested in participating in ASCO advocacy efforts, but am nervous about attending meetings solo. Are there other advocates in my area that are active?
   • ASCO encourages members new to advocacy to reach out to their colleagues with more experience
   • If you are unaware of other ASCO advocates in your home state, please contact ASCO staff at grassroots@asco.org for a list of experienced advocates willing to provide insight

5. How do I get started with ASCO advocacy opportunities?
   • ASCO staff are here to help you pursue advocacy at home or in Washington, D.C.
   • If you have specific questions about how to begin, please contact us at grassroots@asco.org

6. I recently met with my lawmaker/their staff, but ASCO didn’t set it up for me. Should I tell someone at ASCO about the meeting?
   • Yes! The more informed we are about our advocates’ interactions with lawmakers the better we can shape ASCO advocacy strategies moving forward
   • Please contact grassroots@asco.org to let ASCO staff know about these meetings
ASCO in Action:
asco.org/asco-in-action
Features breaking ASCO policy news, statements and press releases

ASCO State/Regional Affiliate Program:
asco.org/stateaffiliates
ASCO’s State and Regional Affiliates address the needs of oncologists on the local level and can help your advocacy needs

ASCO’s Advocacy Center:
asco.org/advocacy-policy/advocacy-center
Features ASCO’s advocacy resources, including information on state advocacy, the Health Policy Leadership Development Program, AMA House of Delegates, and ASCO’s advocacy 101 webinar

ASCO’s Social Media Resources:
asco.org/training-education/education-career-resources/social-media-resources
Features ASCO-developed resources focused on helping our members navigate the world of social media
Advocate of the Year: **Alexandra Thomas, MD, FACP**

In 2018, Dr. Thomas volunteered much of her time to advocate on behalf of cancer care professionals and their patients. From participating in the Leadership Development Program, meeting with her elected officials in North Carolina, or multiple trips to Capitol Hill, Dr. Thomas was always happy to help educate lawmakers on ASCO’s legislative priorities. While Dr. Thomas was relatively new to advocacy when the year began, she ended 2018 an advocacy expert.

Dr. Thomas practices at Wake Forest Baptist Health in Winston-Salem and Clemmons, North Carolina. Dr. Thomas earned her medical degree from Johns Hopkins University School of Medicine, completed her residency at Stanford University Hospital, and a fellowship at the University of Iowa College of Medicine.

**President’s Circle**

ASCO advocates who regularly participate in more than one of these advocacy activities: virtual advocacy (sending ACT Network emails); in person advocacy (conducting visits on Capitol Hill, with agency officials or at home in the congressional districts); engaging in grassstops advocacy (email/phone call with legislative staff, speaking on behalf of ASCO at briefings or providing hearing testimony, hosting lawmakers and staff for site visits at their practice locations)

- Edward Balaban, DO, FACP, FASCO
- Monica M. Bertagnolli, MD, FACS, FASCO
- Alexander Chin, MD, MBA
- Neelima Denduluri, MD
- Melissa Dillmon, MD
- Mark Henderson, MD
- Randy Kimple, MD, PhD
- Steve Lee, MD
- Charles Miller, MD, FACP
- Alicia Morgans, MD, MPH
- Kristina Novick, MD, MS
- Kurt Oettel, FACP, MBA, MD
- Ray Page, DO, PhD, FACOI, FASCO
- Martin Palmeri, MD, MBA
- Erin Schwab, MPH, BS, MD
- Jerome Seid, MD
- Jeffery Ward, MD, FASCO
- Joanna Yang, MD
- Robin Zon, MD, FACP, FASCO
Speaker’s Club
ASCO advocates who often participate in more than one of ASCO’s advocacy activities

John Deeken, MD
Craig Deligdish, MD
Thomas George, MD, FACP
Jill Gilbert, MD, FACP, FASCO
Tara Henderson, MD, MPH, FASCO
Sakeer Hussain, MD
Bruce E. Johnson, MD, FASCO
Roger D. Klein, MD, JD
Christopher Lieu, MD
Noelle LoConte, MD
Merry-Jennifer Markham, MD, FACP
Thomas Marsland, MD, FASCO

Beverley Moy, MD, FASCO
Burton Needles, MD
Nathan Pennell, MD, PhD
Blase Polite, MD, MPP, FASCO
Joel Saltzman, MD
Philip J. Stella, MD, FASCO
Latha Subramanian, MD
Joan Tashbar
Robin Uithoven, RN, MAN, AOCNP
Eddy Yang, MD, PhD
Yousuf Zafar, MD, MHS, FASCO

Senator’s Club
ASCO advocates who participate in more than one of ASCO’s advocacy activities

Jared Acoba, MD
Harvey Bichkoff, MPH
Tithi Biswas, MD
Dana Cardin, MD
Kathleen Darcy, PhD
Laura Goff, MD
Daniel Hayes, MD, FACP, FASCO, BA
Marilyn Heine, MD
Heather Hylton, PA-C
Arif Kamal, MD, MBA, MHS, FAAHPM, FASCO
Mary M. Klix, MD
Lynn Kong, MD
Raymond Liu, MD
Gilberto Lopes, MD, MBA, FASCO

Ali Madani, MD, PhD
Joshua Mammen, MD, PhD, FACS
Bradley McGregor, MD
Geoffrey Moorer, MD
Laeton Pang, MD
Todd Pickard, PA-C
Peter Polewski, MD, MA
Danielle Shafer, DO
Gregg Shepard, MD
Thomas Stanton, MD
Anne Tsao, MD
Peter Van Veldhuizen, MD
Alex Whitley, MD, PhD
Grant Wood, BS
The American Society of Clinical Oncology (ASCO) is the world’s leading professional society of multidisciplinary professions who treat people with cancer. For 50 years, ASCO has been the leading advocate for quality treatment and services for cancer patients and an authoritative source for reliable information on cancer care issues. ASCO has nearly 45,000 professional members worldwide, including: clinical oncologists representing all oncology disciplines and subspecialties; physicians and health care professionals participating in approved oncology training programs; oncology nurses; other health care practitioners with a predominant interest in oncology.

**Our Mission:**
Conquering cancer through research, education, and promotion of the highest quality patient care.

**Our Vision:**
A world where cancer is prevented or cured, and every survivor is healthy.

**Contact Us:**
For more information, contact ASCO’s Cancer Policy and Advocacy Department at *571-483-1670* or by email at *grassroots@asco.org*