

Advocacy Efforts to Improve Cancer Care
- 5 Ways to Engage -

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Disclosures

- Nothing to Disclose

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Why Participate in Advocacy?

Advocacy can be:

- An Effective Avenue to Influence the Administration of Healthcare
- An Opportunity to be Heard on an Issue
- An Inroad to Educate Legislators
- A Powerful Way to Have an Impact

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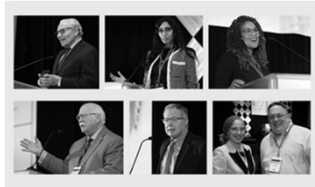
1. Join a Group

Large Groups Have Influence

- American College of Surgeons Professional Association – Political Action Committee (ACSPA-PAC)
 - Advocating for patients that need surgical services
 - Advocating for surgeons
- Commission on Cancer Advocacy
- American Cancer Society
 - Day on the Hill
 - PAC contributions

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ACS Leadership and Advocacy Summit 2024



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2. Leverage Your Social Media

Share your advocacy projects

Most issues are bi-partisan
 Most issues are patient-centered

Examples:

- ACS Advocacy Briefs
- SurgeonsVoice
- American Cancer Society Cancer Action Network (CAN)



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Resources to Share Online

ALL ADVOCACY BRIEF

ACS Advocacy Brief: December 14, 2023

December 14, 2023

14 min • 1 icon • 1 icon • 1 icon

/ On the Hill

Senate Passes Bill to Increase Access to STOP THE BLEED Kits

The US Senate unanimously passed the American Law Enforcement Supporting Aid and Vital Emergency Resources (SALVERS) Act on November 29. The legislation, which would help ensure law enforcement and first responders have access to bleeding supplies in a bleeding emergency, was introduced by Senators John Cornyn (R-TX), Sheldon Whitehouse (D-RS), Thom Tillis (R-NC), and Chris Coons (D-DE).

Follow @SurgeonsVoice on Twitter

Tweets from @SurgeonsVoice

SurgeonsVoice @SurgeonsVoice · Dec 15
Resourcing #troops is critical to enhancing our nation's ability to respond effectively to public health emergencies, ensuring that we are adequately prepared to protect the health and safety of our citizens.

HELP Committee GOP @GOPHELP · Dec 15
Ranking Member @SenMcCasky today released a statement highlighting the 113 organizations who have called on Congress to reauthorize the bipartisan Firearms and All-Hazards Preparedness Act (FHPA). For more: <https://www.gopandhelp.com/news>.

SurgeonsVoice @SurgeonsVoice · Dec 15
Replying to @SurgeonsVoice
Teams support some all critical infrastructure for disaster and emergency response, managing both day-to-day emergency and trauma care, but also surge capacity when needed. Read/quote #troops!

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3. Identify and Engage With Your Legislators

Understand Your Legislator's Perspective

Consider:

- Signing up for their newsletter
- Participating with In-Person visits (Day on the Hill)
- Direct Phone Calls

Very few healthcare providers engage with their State or Federal legislators

<https://www.house.gov/representatives/find-your-representative>

<https://www.senate.gov/senators/senators-contact.htm>

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Engaging with Your Representative

1. Read/Learn about the legislator's personal journey
 - Example: was the legislator or their family impacted by a cancer diagnosis?
 - What are their passions that might align with your yours?
2. Offer to be a local resource or expert on a healthcare topic
 - If a cancer topic/bill arises, offer to provide insight on the issue
 - Provide FACT sheets, position statement, and/or recommendations on a topic

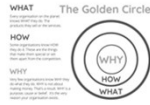
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4. Clarify and Focus On Your Passion

Identify Your 'Why' for Healthcare Advocacy

- What Aspect of Healthcare do you want to see improved?
- What Impediments to Optimal Healthcare can be Improved Through Better Legislation?
- Are There Funding Gaps for Issues That Matter to You?

Example: Access to Biomarker Testing
Access to Health Insurance



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5. Become an Advocate and an Ally

Begin With the End in Mind (Stephen Covey)

Will Patient Outcomes Improve?
What Is the Outcome I want to achieve?

Think Win-Win

Legislators are looking for ideas that help their constituents and themselves
Offer to provide feedback on issues within your expertise



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Is Compromise Okay?

- The Legislative System Often Has Constraints
 - Not All Issues Can Be Funded
 - Compromise is Often Expected
- Know your BATNA (Better Alternative To The Negotiated Agreement)
 - It is Okay to Walk Away and regroup the next legislative session
 - Know Your Limits
 - Active Listening and a Polite Response Will Help Maintain Future Dialogue

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Key Takeaways

1. Join a Group
2. Leverage Your Social Media
3. Identify and Engage With Your Legislators
4. Clarify and Focus on Your Passion
5. Become an Advocate and an Ally

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Thank you

@JamesMcTN

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