



ACCC

Association of Community Cancer Centers

*The premier education and advocacy
organization for the oncology team*

Advocacy Training Session

Methods for successful grassroots efforts

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Introduction



- What is grassroots?
 - Proactive and Reactive
- When to use grassroots?
 - Help needed on an issue
- Why use it?
 - Increase the attention on an issue



Methods



- Letter writing
 - Mail, email, fax
- Phone banking
- Net-roots
 - Blogging, websites
- Visits to surrogates
 - Grass-tops
- Visits to decision makers
 - Elected Officials



Do's and Don'ts



- Do

- Be polite and courteous
- Explain the issue and its negative or positive impacts to you
- Explain the same on how it will affect them
- Offer your help
- Research the topic
- Make appointments
- Set up website to support your cause

- Don't

- Pester them
- Threaten (very important)
- Offer bargaining chips
- Go to a meeting unprepared for questions
- Give up after one try
- Get discouraged

Outcomes

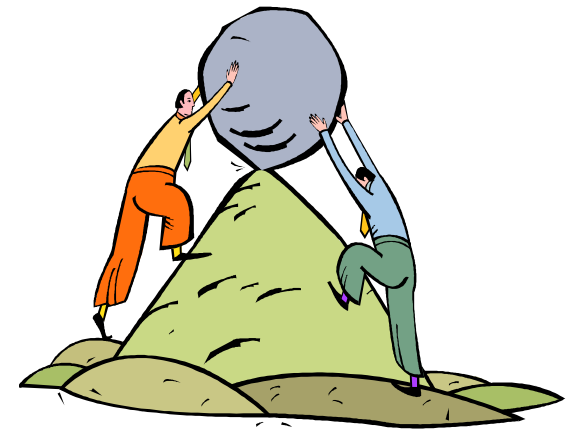


- What can you hope to get out of your effort?
 - Many variables involved including: manpower, time, money
 - Favorable votes in Congress
 - Pressure from Administration
 - New rules from CMS

More Outcomes



- Remember....
 - Often times there is another group on the opposite side asking for a different outcome
 - Not all efforts will be successful
 - Good idea to determine what is success before you start



Goals



- Lofty goals
 - Legislation passed/
killed
 - CMS rule
- More moderate goals
 - Site visits
- Basic goals
 - Introductions
 - Contact information



Basics: Letter-writing campaign



- Form letter
 - Individually personalized
 - Examples from own practice/ hospital
 - Hand signed
 - Letterhead if possible

February 16, 2007

The **Honorable** Norm Coleman
United States Senate
320 Hart Senate Office Building
Washington, DC 20515

Dear **Senator** Coleman:

Basics: Blast Faxes



- What is a “Blast Fax?”
- Similar to the letter-writing basics in form
 - Keep it short: 1 page preferable; 2 pages max
 - Something to catch their attention if possible
 - Called “Blast” because it is sent out to all pertinent offices

Support H.R. 2856

The Access to Cancer Care Bill

Basics: Phone calls



- Have a script
 - If the person calling can be from the district, or state, that can help, but not necessary
- Rehearse!!
 - Know key points of legislation or rule
 - Why it will benefit the Representative to be on your side
 - Acknowledge the opposition, and understand their argument



Basics: Emails



- Two methods:
 - Using email like faxes
 - Using email like letters
 - Be sure it will not be written off as spam
 - Sign your name and give address within the state
 - Emails from personal or work addresses
 - Follow-up calls to ensure proper delivery acceptable

Basics: Visits to Elected Officials



- Visits to DC or local offices
 - Do not be put off if you can not meet with Rep.
 - State what you want first; then give reasons why you want that
 - Vote yes on HR 234, now here is why
 - Remember: Their time is short; be sure to state your “ask” and your reasoning in a timely manner

Your Experiences?

- What grassroots efforts have you been involved in
 - Does not have to be related to cancer care
 - National, State, or Local levels



Role-Playing Activity



- You can practice grassroots on your own
 - In your office or hospital, it may be good to rehearse beforehand
 - Break up into groups
 - Advocates and Representatives
 - Choose a topic, such as:
 - H.R. 9999 “The more funding for Oncology Bill”
 - Discuss with your group
 - Grassroots plan of action (calls, letters, etc.)
 - Mock letter or phone call script
- The following 4 slides can be used in your own role-playing activity

For the Representatives



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- You are a member of Congress
- You must keep in mind the needs of your constituents
- You must weigh that against costs and the needs of others who may disagree with you
- Meet with the advocates and decide to support or oppose the bill

For the advocates



- Develop plan of action
- Calls, letters, faxes, or email, or a combination
- Draft either a letter or a script or a blast fax or a website to support your efforts
- Remember: There will be advocates supporting the other side of the issue
- Remember: Cost is important, especially today

Exercise



- Each group will meet for 20 minutes to formulate plan
 - Reps. will meet with each other of same party
- Then, each group will pitch their plan to the Representatives
- Representatives will then decide to support or oppose bill based on advocacy efforts.

Wrap-Up



- What are the outcomes?
- Did either side “win” or “lose?”
- What worked well and what did not work as well?
- What questions are you left with?
- What can you take back to your offices or hospitals that may help you in the future.



Looking to the future



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- There will always be a need for advocacy and grassroots efforts
- Do not assume that since you voiced your opinion for one issue that the elected official or CMS will remember that opinion the next time an issue arises
- Remaining proactive can truly benefit you in the long term
 - Do not underestimate the power of a personal relationship with an elected official

Thank you



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