

Using Sustainability Strategies to Maximize the Cancer Services Program: The New York Campaign

Sherry Tomasky - American Cancer Society

*Anita McFarlane – Susan G. Komen for the Cure
Greater NYC Affiliate*

THE OFFICIAL SPONSOR OF BIRTHDAYS.®





Sustainability = Advocacy!

- **Inform decision makers** about the importance of early cancer detection
- **Build a persuasive case** for sustained funding – why we must maintain services; economic impact of cancer
- **Engage the community** (providers, clients, advocates, media) to support our cause and advocate with us



Our common goals

To support and sustain funding for the New York Cancer Services Program!

- CSP funding is threatened in state budget crisis.
- We need to protect state funding for CSP
- Influence federal appropriations for NBCCEDP



Legislative Environment

- FY2010 = \$26.7M
- FY2009 = \$27.3M
- FY2008 = \$21M (before DRP)

- Who do we need to influence?
 - Democratic Governor
 - Democratic Assembly
 - Republican Senate (slim majority)



NYS Legislative Calendar

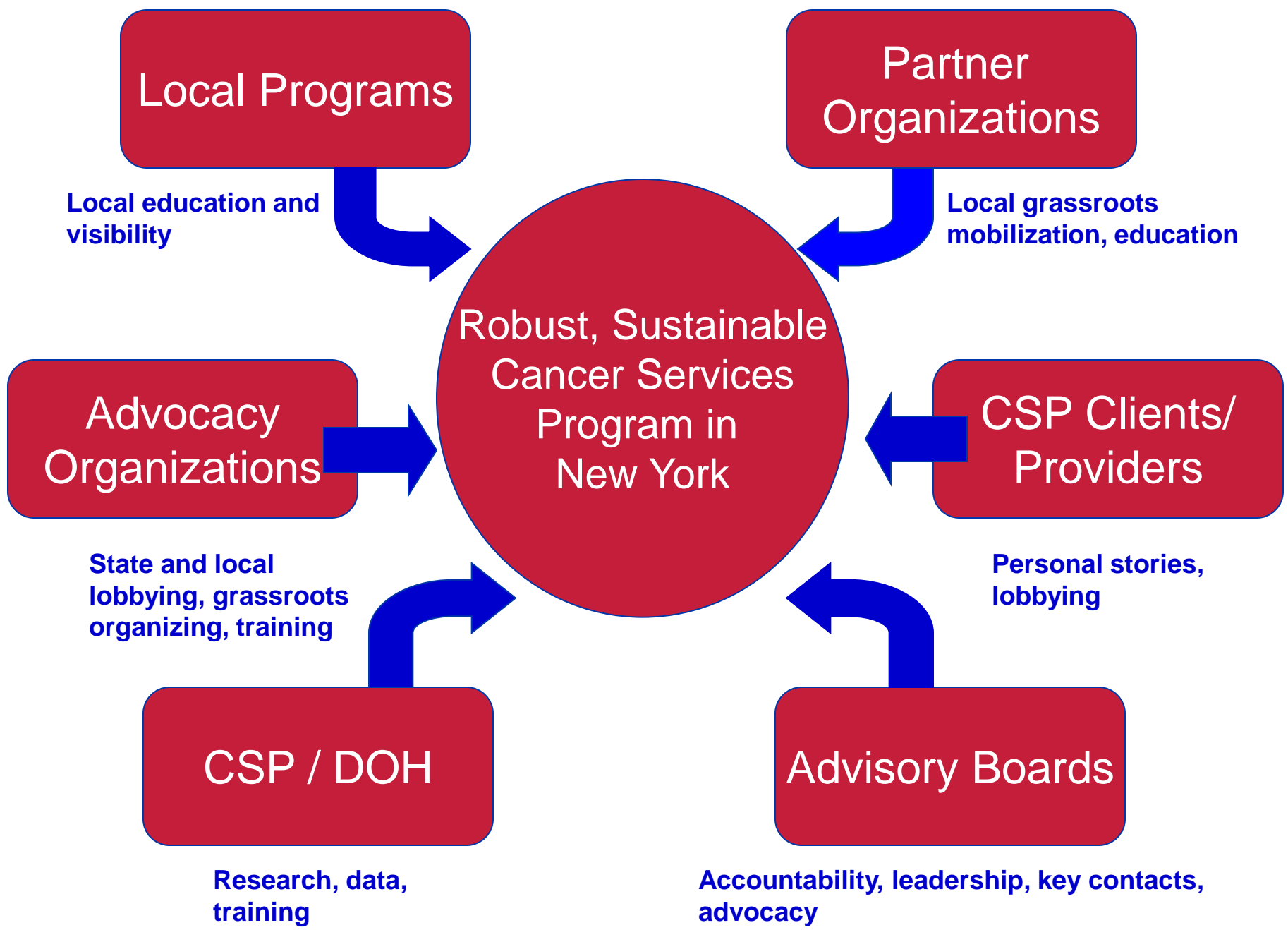
(when do we do what?)

- January - Governor delivers SOS, Legislature convenes
- Late January - Executive Budget proposal is introduced
- February - Health budget hearings are held
- March - Budget negotiations continue
- April 1 - State budget due
- Summer – District work period
- Fall – Develop next FY budget priorities, determine “ask”

Key Messages and Program/Partner Roles

THE OFFICIAL SPONSOR OF BIRTHDAYS.®







Program Role

- **Education** of stakeholders: Make sure they understand the services you provide, to whom (their constituents/community) and why it is important
- Engage patients for “real life stories”
- Engage stakeholders so that when it comes to a funding vote, they feel a connection to your program



Program Messaging

Key Message #1

Cancer Screening saves lives.

Key Message #2

The CSP works diligently in this community to provide screening and early detection of breast, cervical and colorectal cancer to women and men in need.

Key Message #3

Even with the passing of ACA, New Yorkers will still need to be made aware of and assisted with obtaining high quality cancer screening, diagnostic and treatment services if we are to continue to have an impact on the high burden of cancer.



Advocacy Partner Role

- American Cancer Society and Komen for the Cure, others...
 - Able to **deliver lobbying message** locally on behalf of the program
- Coalition to Save Cancer Screenings:
 - ACS, Komen, many other partners who are developing and working on a statewide level to influence the Legislature on funding



Legislative Ask

Maintain full funding of the NYS Cancer Services Program (\$26.7M)

7 Points of Sustainability

THE OFFICIAL SPONSOR OF BIRTHDAYS.®





7 Points of Sustainability

- Letters to the editor
- Meetings with legislators
- Ongoing communication with legislators
- Build and maintain relationships with media
- Sphere of influence query
- Personal story testimonials
- Community champion recruitment



Letters to the Editor

- Pertinent to current events (budget, disease prevention, health reform)
- Address unmet needs of programs
- Rely on key messages to maintain consistency



Meeting with Elected Officials

- Call ahead for appointment
 - Every office has different scheduling procedure
- Plan for 15-20 minutes
- Staff level meetings are helpful
 - Jan-June, members are in Albany M-W
- Refer to handout for more guidance



Communicating with Elected Officials and staff year round

- Regular communication (info about your program, newsletters, drop-by office)
- Invite to programs, or co-host events (make sure you can accommodate them)
- Honor champions at awards events
- Send copy of all local press clips w/ letter
- Forward your relevant research/surveys
- Testify at hearings and public forums

Media Advocacy

- Letters to the editor, op-eds, featured personal story
- Invite press to your events
- Stick to key messages
- Offer personal story

New York State Cancer Services Program Partnerships

It's not "dollars and cents."
It's dollars that make sense.

New York's Cancer Services Program is the difference between life and death for the state's uninsured and under-insured. Please help protect this critical program and keep it fully funded.

Press & Sun-Bulletin
Cancer screenings still funded
Agencies told money in jeopardy
BY JAY GALLAGHER, GARRETT NEWS SERVICE, OCTOBER 24, 2008
ALBANY — After some local agencies were told that the state had run out of money to pay for cancer screenings for those without health insurance, the state Health Department announced Thursday that the payments would continue.

Saratogian.com
11/02/2008
Funding uncertain for cancer screening program
By PAUL POST, The Saratogian
WILTON — A free cancer screening program for uninsured, lower-income individuals faces an uncertain future in the state budget.

CRAIN'S NEW YORK BUSINESS
October 23, 2008 12:57PM
State withdraws plan to cut cancer screenings
Five sites in the city that provide free cancer testing for the uninsured get a reprieve from cuts that would have curtailed testing.

Hudson Valley Press Online
October 24th, 2008
Budget Crisis Threatens Cancer Screening
According to the American Cancer Society, more than 12,500 women were diagnosed with breast cancer in New York last year alone, and more than 2,600 lost their battle with the disease — the tenth highest rate of breast cancer mortality in the nation. In fact, 98 percent of women survive at least five years if their breast cancer is discovered and treated early, before it spreads beyond the breast.

American Cancer Society

a message from the American Cancer Society - contact Peter Slocum (518) 449-5438 ext 13

"Our Legislature returns to session on November 18, with the charge of cutting \$2 billion from our state's budget. Denying uninsured New Yorkers the lifesaving tests they need is not the way to balance the budget. Doing so will only serve to leave a legacy of our leaders turning their backs on the uninsured."

- Donald Distasio
Chief Executive Officer
American Cancer Society



Sphere of Influence

- Key contacts/community ambassador
- Who has access to your decision-makers?
- How can they help you send your message?

Personal Story Collection

- Cornerstone of local sustainability work
- Clients often can communicate the value of program best
- Very powerful advocacy tool with legislators
- Crucial to getting media coverage
- Ask your ACS partner to catalog the story and help coach the client to advocate on behalf of the program





Community Champions-

Engage your provider/community networks

- Who are your stakeholders?
- These local voices can have a big impact on decision-makers
- Deepen connection to the program

Advocacy vs. Lobbying

THE OFFICIAL SPONSOR OF BIRTHDAYS.®





What IS lobbying...

Example of lobbying:

“Can we count on your support to help maintain funding for the Cancer Services Program in the FY10-11 budget?”

State dollars may not be used to convey this type of message.
(Salary, letterhead, equipment, CSP name, etc)



What IS lobbying...

Asking your grassroots volunteers to take specific action on a particular bill/issue:

“Contact your state senator today and urge them to protect funding for the Cancer Services Program.”

* Again, state dollars may not be used to convey this type of message.

Example



**CANCER RESEARCH
AND PREVENTION**
GOOD FOR OUR HEALTH. GOOD FOR OUR ECONOMY.

Sustained support will strengthen our economy through scientific innovation and ensure continued progress in the fight against cancer — a disease that kills more than 560,000 Americans each year.

Cuts in funding will lead to fewer people having access to potentially life-saving clinical trials, and will delay the development of the treatments of tomorrow.

Congress, don't roll back spending. Reduced funding will halt progress and squander recent advances.


www.ovaonline.org

ACTION ALERT:
Tell Your
Legislators to
Save the NYS
Cancer Services
Program!



What is NOT lobbying...

- Educating the public and decision makers about public health problems and solutions

Example: “Research shows that the earlier breast cancer is detected and treated, the better the survival rate. When breast cancer is diagnosed at an early stage, the 5-year survival rate is 98%. This equates to better outcomes and lower costs.”



What is NOT lobbying...

- Participation in a gov't sponsored hearing where participation is part of public record
- Disseminating poll results on community knowledge & attitudes, or data about current cancer screening trends
- Educating elected officials on the cancer burden in your community and your role in addressing it
- Connecting a person who was helped by your program to their legislator

Example

The Cancer Services Program Partnership of Albany County provides free cancer screenings to uninsured women and men

The Partnership Provides:

Breast Screening:

- Breast Exams
- Mammograms

Cervical Screening:

- Pap tests

Colorectal Screening:

- Fecal Immunochemical Test
- Screening Colonoscopy



In 2007 and 2008, the following services were provided to Partnership clients:

1,410 Clinical Breast Exams and Mammograms	291 Follow-up breast procedures
813 Pap Tests	144 Follow-up cervical procedures
95 FIT kits and Screening Colonoscopies	25 Follow-up colorectal procedures

In 2007 and 2008, the Partnership diagnosed 5 breast cancers, 8 cervical cancers, and 3 colorectal cancers

Reimbursement is also available for many diagnostic procedures including imaging facility fees, biopsies, pre-operative procedures, pathology, and consultations.

Women and men diagnosed with breast, cervical, colorectal, or prostate cancer may be eligible for full Medicaid coverage through the Medicaid Cancer Treatment Program. Coverage lasts for the entire treatment period and includes medications.



Albany County Health Care Providers

Anesthesia Group of Albany
Albany Gastroenterology Consultants
Albany Medical Center-South Clinical Campus
Albany Surgery Associates
Dr. Jeffrey Altman, PC
Ellis Hospital -Bellevue Woman's Care Center
Ellis Hospital - Bellevue Mobile Van
Northeast Health-Cohoes Family Care
Northeast Health -Riverside Family Medical Group
Northeast Health - Samaritan Hospital
Northeast Health - Albany Memorial Hospital
Dr. David Cryns
Primarily for Women- Dr. Elizabeth Gath
Primarily- for Women - Dr. Karen Blesser
Dr. William Hennessey
Image Care Latham
Dr. Gary Kolanchick
Dr. Suzanne Kreienberg
Dr. Richard MacDowell
Agape Woman's Medical Place - Dr. Josefina Marin
Maplewood Pathology
Koinonia Health Center - Dr. Robert Paeglow
Dr. Laura Pica
Dr. Emile Rowe
Quest Diagnostics
Dr. Laura Staff
St. Peter's Breast Center
St. Peter's Family Health Center
St. Peter's Adult Medicine
St. Peter's Rensselaer Health Center
St. Peter's Slingerland
Stratton VA Hospital
The Sage Colleges
Upper Hudson Planned Parenthood - Albany Site
Upper Hudson Planned Parenthood- Latham Site
Whitney M. Young Jr. Health Center



Illustrating the Difference

- CSP Partnership

“At current funding levels, the New York State Cancer Services Program helps fewer than 20% of the women who don't have insurance and can't afford a mammogram.”

- Advocacy Partner

“If the legislature wants to avoid closing down screening programs and turning women away, we urge you to sustain current funding levels in the 2011-12 Budget.”

Five Conversations Your Legislators Want to Have

Real-life stories
that personalize
the issue
Not lobbying



Your visibility and
momentum as a
group
Not lobbying

General local
statistics
Not lobbying

How state &
fed money is
being spent in
the district
Not lobbying

What specific
legislative
action would
make you
happy
Lobbying!!



Resources

- NYS CSP Sustainability Guide
- Campaign Website
 - www.acscan.org/ny “Save Cancer Screenings”
- APHA guide to Public Health Sustainability
<http://www.apha.org/advocacy/tips/PHACT+Campaign.htm>
- Engaging/Building/Expanding: An NBCCEDP Partnership Development Toolkit, September, 2010.
<http://www.cdc.gov/cancer/nbccedp/toolkit.htm>



Next Steps

- Identify your key stakeholders
- Work with contiguous programs to align efforts in single districts
- Refine your messages and program materials
- Schedule meetings with key electeds
- Engage advocacy partners
- Develop a plan for each of the 7 Steps of Sustainability



A yellow rounded rectangle with a black border. Inside, at the top center, is a black question mark with several short white lines radiating from it, indicating a question or a point of inquiry. Below the question mark are three identical cartoon figures, each inside a white circle. The figures are black and white, with large eyes and a simple body. The text "It's QUESTION TIME!!" is written in a bold, black, sans-serif font at the bottom of the rectangle.

It's QUESTION TIME!!



Is this Lobbying?

- You receive an ACS Action Alert regarding the need for calls and letters to NYS legislators in support of the CSP appropriation in the state budget. You forward the email to Partners and Providers.
- Vote: YES, NO or DK (Don't Know)



Answer!

- Yes: it is “Grassroots lobbying”
 - Communication that encourages the public to contact legislators or other policy makers about specific legislation, reflects a view on that legislation, and asks the recipient to take lobbying action with respect to the specific legislation.
- Never ask for support for specific legislation/appropriations/regulation.



Is this Lobbying?

- You go to public hearing on the health portion of the budget and deliver an educational message on the cancer burden in your county and the ability for your program to provide screenings.
- Vote: YES, NO or DK (Don't Know)



Answer!

- No, as long as you do not make a specific ask or indicate a position on potential legislation/budget.
- It is not considered lobbying for CSP contractors to educate policy makers during public hearings.



Is this Lobbying?

- You get a call from a staffer for your local Republican Assembly Member to buy an ad in the journal of the county's political breakfast. You have a good relationship with him and want to reach all the elected officials in attendance. You send in an ad that only contains your logo and next screening event details.
- Are you allowed to do this with CSP dollars? YES, NO or DK (Don't Know)



Trick Question!

- No, it is not lobbying...but...
- You still cannot do it.
- This implies support for a political party and **CANNOT** be done with CSP dollars.



Is this Lobbying?

- You are invited to speak at a church pancake breakfast. A number of community leaders and elected officials will be there. Should you go?
- Are you allowed to do this with CSP dollars? YES, NO or DK (Don't Know)



Answer!

- Yes , you can. This is not a political party fundraiser but a community event that is perfect for networking.



In Conclusion

- Discuss any questionable situation with RM.
- As a private citizen, you can engage in any of these activities as long as your time and resources are not being paid by nor are you representing NYSDOH or a funded agency.



Sherry Tomasky, MA
NYS Legislative Campaign Director

American Cancer Society
19 Dove Street, Suite 103
Albany, NY 12210

P: 518-449-5438 x13

sherry.tomasky@cancer.org

www.cancer.org

www.acscan.org



Anita McFarlane, MPH
Director of Grants and Public Policy

**Greater New York City Affiliate of
Susan G. Komen for the Cure**
470 Seventh Avenue | Seventh
Floor | New York, NY 10018

P: 212-461-6189

F: 212-560-9598

amcfarlane@komennyc.org |

www.komennyc.org