ACS Webinar for Cancer Coalitions

Advocacy vs Lobbying: What's the Difference?

Join us to hear from two leading experts who will help you understand the difference between advocacy and lobbying, how to identify and utilize effective messaging strategies and identify data sources that can support advocacy efforts in cancer control.



DEC. 12, 2024 3:00-4:00 PM EST

Register Here

We acknowledge the Centers for Disease Control and Prevention, for its support of the American Cancer Society staff, and in the development and dissemination of this newsletter, under cooperative agreement NU58DP007540 awarded to American Cancer Society. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of CDC.



Rebecca Birch
Director, State Policy &
Advocacy
Susan G. Komen®



Deanna Henkle, MSW, BA
ACS CAN, Senior State & Local
Campaigns Manager - Prevention

