



# Advocacy vs Lobbying: What's the Difference?

December 12, 2024

ACS Webinar for Cancer Coalitions



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 webinar, under cooperative agreement NU58DP007540 awarded to the American Cancer Society. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of CDC.



December 12, 2024

# Housekeeping

1

Today's seminar will be recorded. The link to view the recording will be shared with all who have registered.

2

If you have any issues during today's seminar or have any questions for our presenters, please use the chat.

3

To ensure that there are no disruptions during the presentation, all participants have been muted by the host.

4

We will have a Q&A portion at the end – so please put your questions in the chat.

# Learning Objectives

1. **Describe** the difference between advocacy & lobbying

2. **Discuss** how to identify & utilize effective messaging strategies for cancer control advocacy

3. **Identify** data sources that can support advocacy efforts in cancer control



Help us understand our impact and improve future webinars and ACS CCC support by taking this quick poll.

**Time for a quick poll!**

# Advocacy vs Lobbying: What's the Difference?



Presenter

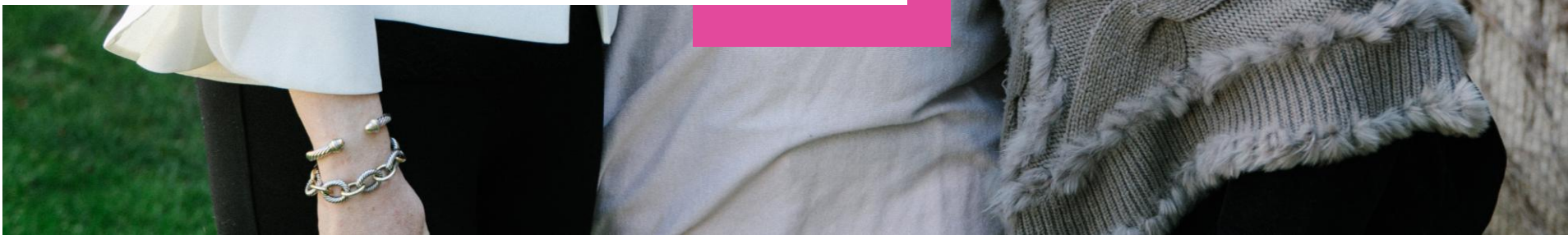
**Rebecca Birch**

Director, State Policy &  
Advocacy for Susan G. Komen



# Advocacy vs. Lobbying What's the Difference?

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# Lobbying vs. Advocacy

## Myths vs. Facts

- Federal law restricts the use of grant funds for lobbying - **FACT**
- Advocacy and Lobbying have the same meaning - **MYTH**
- Talking to legislators is always lobbying - **MYTH**
- Advocacy is a key component of public health work - **FACT**



# What is Advocacy?

The application of **education** and **pressure** on the people and institutions that have the **power** to create change for the betterment of individuals or groups.

# What is Lobbying?

## Direct Lobbying

- Attempt to **influence** legislation through oral, written, or electronic communication with any **legislator or staff**
- Expresses a **specific position** on a **specific piece of legislation**

## Grassroots Lobbying

- Attempt to **influence the public** through any oral, written, or electronic communications that refers to a **specific legislation**,
- **Encourages** the recipient to **take action**

# Direct Lobbying



Communicating to a lawmaker asking them to support/oppose a specific piece of legislation



Attending an Advocacy Day event in support of specific piece of legislation



Drafting or negotiating terms of a piece of legislation

# Grassroots Lobbying



Requesting petition signatures  
supporting/opposing specific legislation



Sending emails to listserv requesting them  
to take specific action on specific legislation



Social media posts requesting readers take  
specific action on specific legislation

# Advocacy



**“Activism is my rent for living on the planet”  
–Alice Walker**





**Thank you**  
Rebecca Birch

# Advocacy vs Lobbying: What's the Difference?



**Deanna Henkle**  
**MSW, BA**

ACS CAN, Senior State & Local  
Campaigns Manager -  
Prevention

**Presenter**



# Effective Messaging Strategies & Resources for Cancer Control Advocacy



**December 12, 2024**

# Effective Messaging Strategies & Resources for Cancer Control Advocacy



- 1 Effective Messaging Strategies**  
Overview of options for effective messaging to decision makers including personal stories and highlighting the return on investment.
- 2 Resources to Use**  
Overview of data sources that can support cancer control advocacy work

# Effective Messaging Strategies

# Effective Messaging Strategies: Storytelling



## What Research Shows Us About Stories

Research has repeatedly demonstrated how storytelling can support policy change.

Stories can:

- Ground policy in real life
- Help people (policy makers and the public) understand the issue from another point of view
- Depoliticize the issue
- Open doors

# Effective Messaging Strategies: Storytelling



## Power of Stories

Stories can:

- Put a person/face/story behind an issue
- Personalize an issue
- Identify a community's needs through a story or set of stories
- Empower people, families, and communities by sharing their story and advocating for change

**Remember the messenger is often as important as the message –  
sometimes more important**

# Effective Messaging Strategies: Storytelling

The New York Times

## *Democrats' Bill Would Go Far Toward 'Patching the Holes' in Health Coverage*

Taken together, the provisions in the social policy bill represent the biggest step toward universal coverage since the passage of the Affordable Care Act.

from *The New York Times*  
December 1, 2021

POLITICS | Democrats' Bill Would Go Far Toward 'Patching the Holes' in Health Coverage

pregnant with her second child. "It makes all the difference," she said, "not having to worry about health care bills."



Tim Floyd lives in one of 12 states where Republicans have refused to expand Medicaid, making health insurance even less accessible for an estimated 2.2 million low-income adults. Andrea Morales for The New York Times

### Erasing the 'Coverage Gap' for Poor Adults

Tim Floyd of Guntown, Miss., was working construction jobs in 2012 when he noticed numbness in his foot. It was neuropathy, a sign of diabetes. But he was uninsured and could not afford a doctor visit.

# Effective Messaging Strategies: Tell the Story with Data

## **Data is Crucial to Cancer Control Advocacy Work**

Cancer control advocacy work is grounded in evidence.

Data can:

- Guide what policies to pursue
- Ground policy in facts
- Persuade

# Effective Messaging Strategies: Return on Investment

## Return on Investment is a Key Data Point

Examples of return on investment that are important to lawmakers:

- Jobs created
- Healthcare or other costs savings created
- Number of projects funded
- Outside or follow on funding attracted
- Number of preventative services provided
- Reach of program funding



# Resources to Use

# Resources to Use

- 1 **ACS CAN's Website**  
Fightcancer.org
- 2 **Advocacy in Action Section of Susan G. Komen Website**  
[www.komen.org/how-to-help/advocacy/advocacy-in-action/](http://www.komen.org/how-to-help/advocacy/advocacy-in-action/)
- 3 **Tracking Federal Bills**  
Congress.gov or Govtrack.us
- 4 **State Legislative Website**  
Lookup your state's legislative website

Advocacy vs. Lobbying:  
What's the Difference?

**Thank you**



Deanna Henkle



# Q&A



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Time for a quick poll!



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**Thank You!**

[acs4ccc.org](https://acs4ccc.org)



**ACS Webinar for Cancer Coalitions**

# **Cancer & Climate Change**

**January 14<sup>th</sup>, 2025 (2–3 PM EST)**

Leticia Nogueira, PhD, MPH, American Cancer Society

Gila Neta, PhD, MPP, National Cancer Institute

**REGISTRATION IS OPEN!**

[https://zoom.us/webinar/register/WN\\_bgMdO82oQLyQeLYLtg\\_2WQ#/registration](https://zoom.us/webinar/register/WN_bgMdO82oQLyQeLYLtg_2WQ#/registration)

[acs4ccc.org](https://acs4ccc.org)<sup>81</sup>

# Check out resources from ACS CCC!

## acs4ccc.org

Your one-stop shop for coalition resources across ACS

## Monthly Newsletter



### Cancer Coalition Circular

Stay informed by joining our email list. Get the latest updates about upcoming forums, webinars, resources, and news delivered monthly in your inbox.

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HERE

## NEW ACS Coalition University

Brief, on-demand trainings for CCC coalition staff & leadership

The screenshot shows the website for 'ACS Coalition University' under the heading 'Technical Assistance for CCC Programs and Coalitions'. The navigation menu includes 'Home', 'About', 'News', and 'Resources'. The 'Resources' dropdown menu is open, listing various topics such as 'ACS Coalition University', 'ACS Regional Partners', 'ACS Roundtable Resources', 'AME Church Project', 'Cancer Data Resources', 'Cancer Prevention', 'Cancer Screening', 'Cancer Survivorship', 'Cancer Treatment', 'CCC Planning', 'Communications Resources', 'COVID-19', 'Health Equity', 'Hospital Systems Capacity Building Initiative', 'Policy Resources', 'Policy Systems Environment', 'Program and Coalition Health', 'Webinars', and 'What's Happening'. A red arrow points to the 'ACS Coalition University' link in the dropdown menu. Below the navigation, there is a main heading 'ACS Coalition University' and a paragraph: 'This page provides links to interactive micro-learning modules organized by four A... challenges, managing disagreements and conflicts, influencing people and buildi...'. There is also a thumbnail for 'Coalition Meeting Challenges' and a section titled 'Coalition University Challenges' with a brief description: 'Coalition work requires collaborati... requires...meetings! Meetings can become challenging when attendees take the meeting "off course" through side conversations, not contributing, or dominating the'.



# Thank you from your ACS CCC Team



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