

2023 Advocacy Day Orientation

www.DebbiesDream.org



Advocacy Day

Presenter: Camille S. Bonta, MHS
Debbie's Dream Foundation Consultant
Summit Health Care Consulting



2023 — *Back Together Again!*





Agenda

- I. Welcome
- II. 2023 Advocacy Goals
- III. Advocacy Day Orientation
- IV. Itinerary and Meeting Logistics
- V. Question & Answer Session

Why is Debbie's Dream Foundation going to Capitol Hill?

- Increase awareness about stomach cancer.
- Educate lawmakers using personal experience.
- Advocate for more research funding to create the possibility for better diagnostic tools and more effective treatments.

Why Now?

- Start of the Fiscal Year 2024 Appropriations Process.
- Congressional offices will receive hundreds of appropriations requests in the next several weeks.
- Lamakers need to hear from their constituents as they consider what requests to support.

What Do We Want?

- Improve congressional understanding about and awareness of stomach cancer
- Inclusion of stomach cancer in the Department of Defense's Peer Reviewed Cancer Research Program (PRCRP)
 - *As many lawmaker signatures as possible on PRCRP letters*
- Increased funding for the National Cancer Institute

What to Expect & How to Prepare

Megan Gordon Don
MGD Strategies



What to Expect

MEMBERS OF CONGRESS...

THEY'RE JUST LIKE US



YOUR 3 CRUCIAL TOOLS

1

You will be trained in what to ask your members of Congress

2

You are the expert on your story, your experience, and the urgency of this disease

3

You are a constituent

THE POWER OF ADVOCACY



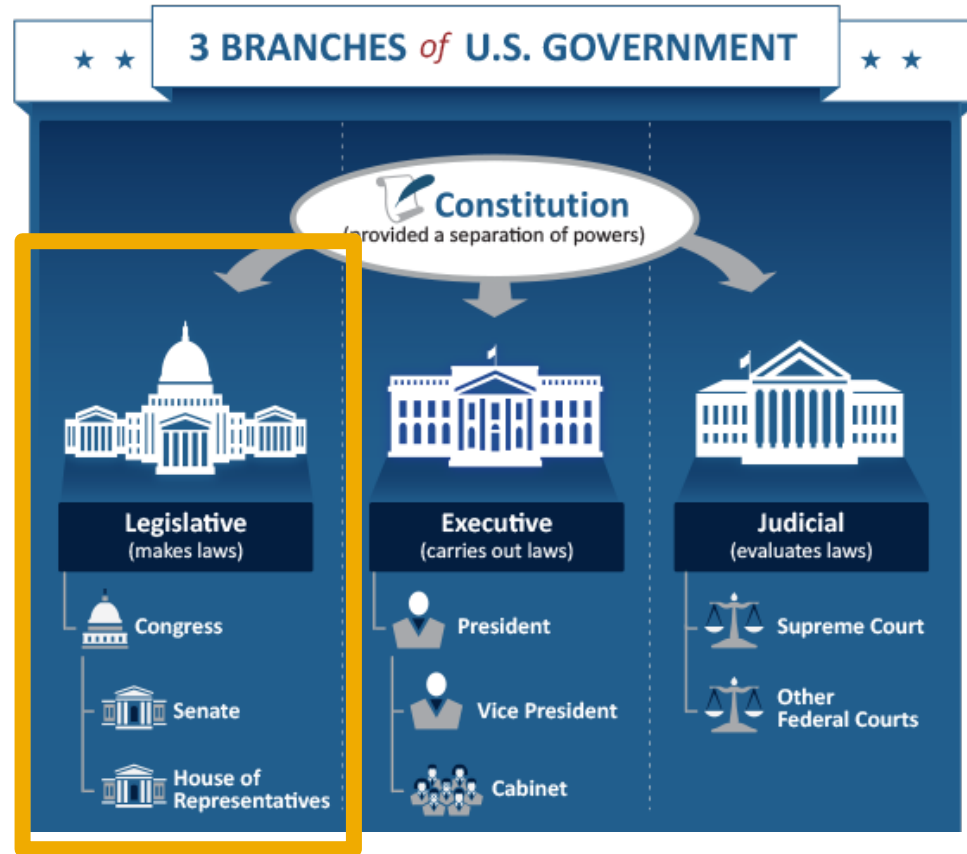


**New NCI GE Working
Group & Report**
\$ TBD

**New NCI *Program on the
Origins of GE Cancers***
6 RO1 awards = **over \$4m**

**Stomach cancer included
in the PRCRP *EVERY YEAR***
2015 - 2022
50 awards = **\$30.7m**

WHO



Civics 101

CIVICS 101 REFRESHER

Everyone has



2 Senators



1 Representative



CIVICS 101 REFRESHER

- U.S. Senators
- Re-elected every 6 years
- Represent the entire state



CIVICS 101 REFRESHER

- U.S. Representatives
- Re-elected every other year
- Have an average of 700,000 constituents



STAFF

are

CRITICAL

TOOLS & RESOURCES

← → ↻ debbiesdream.org/2023-advocacy-day/



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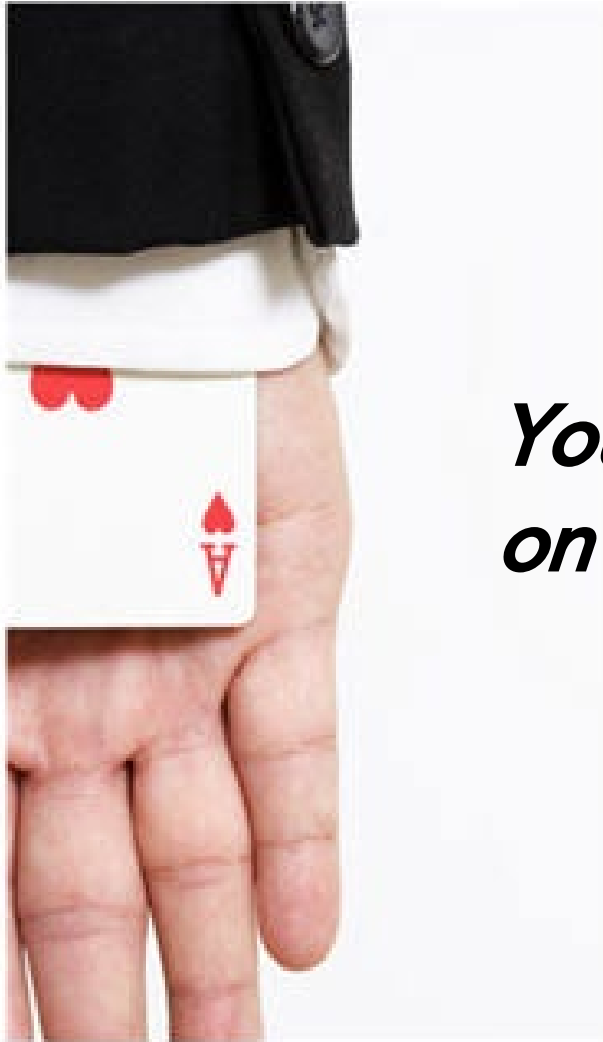
[Meeting Cheat Sheet](#)



[Legislative Ask](#)



**MOST IMPORTANT TOOL:
YOUR STORY**



***You are the **EXPERT**
on your story***











SENATOR
Pat Roberts
Kansas

SH109









KEY TIPS

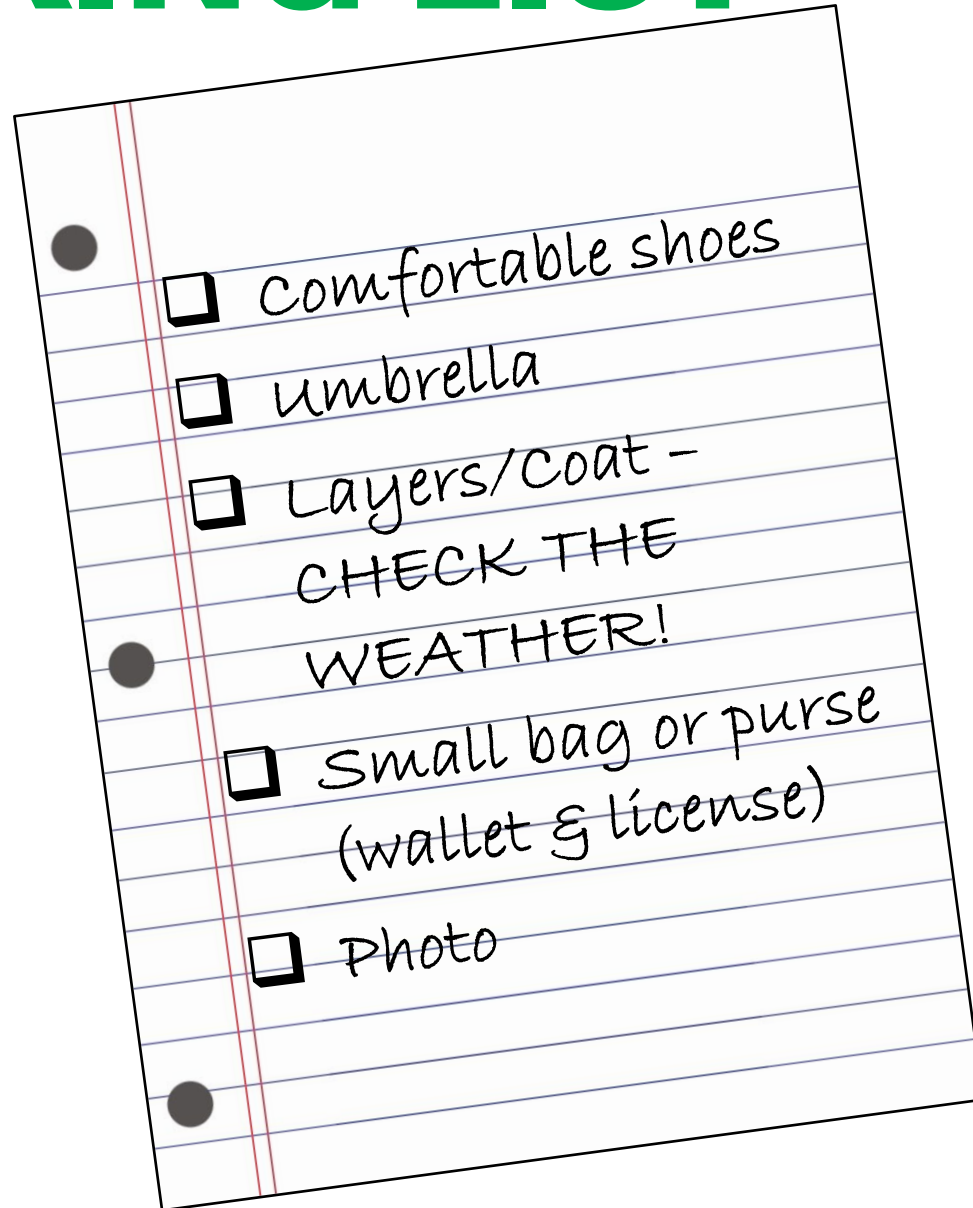
Remember that members of Congress are just like us – but they work for you!

You are the expert in your story and why stomach cancer research matters

Staying on message is the way to win.

If you haven't heard "No", the answer can still be "Yes"

PACKING LIST



NEXT STEPS

- Find your photo
- Practice your story
- Check out the resource page

debbiesdream.org/2023-advocacy-day/

**GET EXCITED
TO MAKE A
DIFFERENCE**

QUESTIONS?

Logistics



Advocacy Day Itinerary Monday, March 6

All activities take place at:
Washington Plaza Hotel
10 Thomas Circle NW
Washington, DC 20005

Attire: Business Casual in Blue or Neutral Colors

9:00am – 3:00pm: Advocate Fly-In & Arrival

12:00pm – 3:00pm: Boxed Lunch Available

3:30pm – 3:45pm: Welcome by Michael Ehren, DDF Board President

3:45pm – 5:00pm: Advocacy Training (led by Summit Consulting)

5:00pm – 6:30pm: Break

6:30pm – 8:30pm: Advocate Dinner (including Group Photo)



Advocacy Day Itinerary

Tuesday, March 7, 2023

*Attire: Business Professional in Blue or Neutral Colors.
We suggest wearing comfortable walking shoes.*

7:00am - 8:00am: Breakfast and Last Minute Training Tips for the Advocates

Location: Washington Plaza Hotel
10 Thomas Circle NW
Washington, DC 20005

8:00am: Depart for Capitol Hill

8:15am: Group, State, and Individual Photos on the steps of Capitol Hill

9:00am - 5:00pm: Advocacy Meetings on Capitol Hill
Lunch on your own

5:00pm – 6:30pm: Break

6:30pm – 8:00pm: Advocacy Celebration Reception

Location: Washington Plaza Hotel



Advocacy Day Itinerary Wednesday, March 8

8:00am – 9:00am: Breakfast & Bonding

Attire: Comfy Casual in Blue or Neutral Colors

9:00am – 9:15am: Break

9:15am – 9:30am: Welcome by Andrea Eidelman, DDF Executive Director

9:30am – 10:30am: Surgery & CDHI Presentation by Dr. Davis, NIH

10:30am – 12:00pm: Nutrition Presentation by Rachael Lopez, NIH

12:00pm – 1:30pm: Lunch & Bonding

1:30pm – 2:30pm: Psychosocial Presentation by Amanda Rhodes, NIH

2:30pm – 4:00pm: Art Therapy with Dr. Emily Lipson

4:00pm – 4:15pm: Closing Remarks

4:00pm – 10:00pm: Advocate Departure

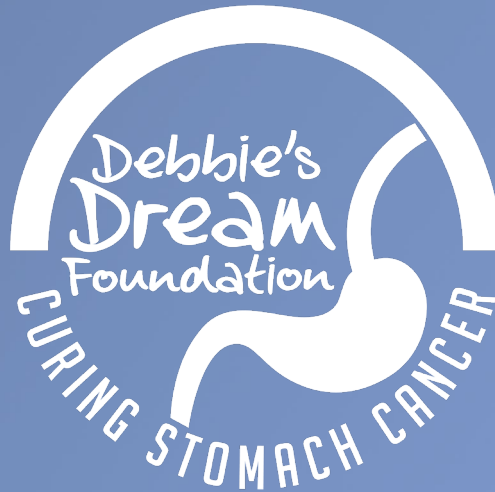
5:00pm: Optional - Advocate Dinner

7:00pm: Optional – Nighttime National Monument Tour

All activities take place at:
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10 Thomas Circle NW
Washington, DC 20005



Questions??



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