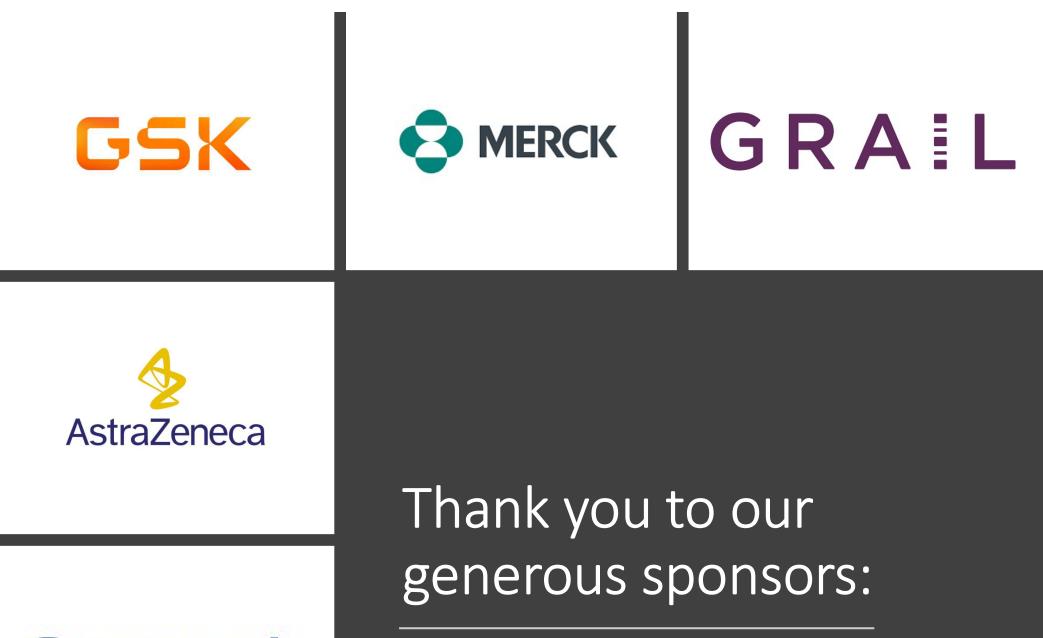




# Spring Advocacy Day 2024 Training

Wednesday, March 13, 2023: 12-3:30pm EST







Welcome to OCRA's 2024 Spring Advocacy Day

# Program @ a glance:

<u>Today (3/13)</u>

Advocacy Day (3/20)

#### 12-3:30pm EST: Training

- Everyone should have at least <u>3 Hill</u> <u>meetings total</u> (2 Senate meetings + 1 House meeting) with fellow constituents
- You will receive schedules from CRD listing team members, meeting times, and names of congressional staffers you're meeting with on Monday 3/18
- 3:00-4:30pm ET: Office Hours & Shoutback (\*optional) Chat with OCRA staff & fellow advocates to share feedback & debrief between meetings and/or ask questions

ovarian cancer

12:00 – 12:05pm	Welcome to 2024 Spring Advocacy Day Audra Moran, OCRA President & CEO
12:05 – 12:10pm	OCRA: Who We Are and What We Do
12:10 – 12:20pm	Session #1: Spring Advocacy Day 2024 Background, Purpose & Goals
12:20 – 12:40pm	Session #2: Virtual Hill Meetings What to Expect & How to Prepare
12:40 – 12:55pm	Session #3 Storytelling Best Practices
12:55 – 1:00pm	5-minute break
1:00 – 1:15pm	Session #4: U.S. Congress 101
1:15 – 1:35pm	<b>Session #5: Policy Asks</b> What We're Asking of Congressional Offices
1:35 – 1:50pm	Session #6: Q&A
1:50 – 2:05pm	Session #7:Using Social Media to Amplify Our Impact Erin Cassin, Senior Manager of Social Media & Content
2:05 – 2:10pm	5-minute break
2:10 – 2:30pm	Session #8: Meeting Technology & Logistics Overview CRD Associates
2:30 – 2:35pm	Closing Remarks
2:35 – 3:30pm	<b>Breakout Session: Meeting Teams Prep &amp; Practice</b> Teams break off into meeting rooms to practice and to test-drive technology before meetings.

### **OC**RA **ovarian cancer** research alliance

**Dedicated to curing ovarian cancer** while improving treatments by advancing innovative science, promoting preventive measures, and advocating, educating and supporting anyone affected by gynecologic cancers to ensure the best possible care and outcomes

## **2023 Community Impact**

#### 380+

congressional offices reached during Advocacy Day, advocates from 45 states

### 12k+

healthcare students trained through our Survivors Teaching Students program

### 2,100+

served through our Patient Support Line

#### 10,000+

participants in our online support series

#### **1,500+** women reached through our peer

mentorship program

### 78k+

members in our online support community

#### 200+

patients connected to clinical trials



## OCRA ovarian cancer research alliance

**Dedicated to curing ovarian cancer** while improving treatments by advancing innovative science, promoting preventive measures, and advocating, educating and supporting anyone affected by gynecologic cancers to ensure the best possible care and outcomes

RESEARCH and related data initiatives to facilitate collaboration and progress RISK & PREVENTION including no-cost genetic testing program and education SUPPORT thru helpline, groups, peer mentors and online community ADVOCACY at state and federal level for increased funding & better policies



## Investing in Breakthrough Science

#### 2023 Highlights

- Funded record \$9.2M in innovative science
- Expansion to funding of related cancers
- Transformative Health Equity grant to address disparities in care for gynecologic cancers





# **Transforming Health Through Data: Patient Registry, Data Commons & Specialist Locator**

- First of its kind Patient Registry in gynecologic cancer, meeting real-world data needs across industry, academia and government and centralizing and catalyzing clinical and patientgenerated data
- International Data Commons to promote collaborations and data-sharing, initially for rare ovarian cancers but expanding to high-grade serous within 2 years
- Specialist Locator to facilitate access to experts, address geographical inequities of care and help navigate often confusing terrain of physician selection

ovarian cancer research alliance



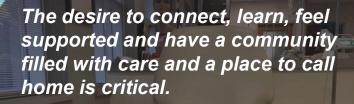
## Support from Risk Assessment to Advanced Care Planning

#### 2023 Highlights

- Debuted no-cost genetic testing pilot program to nearly 1,500 at risk
- Launched book club, expanded Express Yourself support groups
- Expanded virtual Woman to Woman peer mentoring program
- Support programs globally recognized as a model
- Support groups launched specific to

endometrial and uterine cancers

cervical cancers



We are that home.



### **OCRA Engagement**

- Engage in advocacy at state/federal level
- ✓ Become a W2W mentor or STS presenter
- Access our support services
- ✓ Join our book club
- ✓ Join our INSPIRE online community
- Raise funds for OCRA
- ✓ Become a Community Partner
- Pursue and develop local media opportunities for awareness
- Prepare to contribute your information to our patient registry (2024)

Together, we will pave the way for future scientific innovation and better outcomes in gynecologic cancers

# SURVIVOR



# Session #1: Spring Advocacy Day 2024

We talked about who OCRA is as an organization – but now let's talk about who we are as <u>individuals –who's in</u> <u>the Zoom room?</u>

#### <u>147 advocates</u> registered from <u>37</u> <u>states</u>

- $\rightarrow$  63% survivors
- $\rightarrow$  15% caregivers
- ightarrow 9% heath care professionals
- ightarrow 13% friends, loved ones, otherwise connected to OvCa

We represent a wide variety of backgrounds & political affiliations

As a collective, we are the physical embodiment and representation of the ovarian cancer patient community on Capitol Hill.

**OCRA** ovarian cancer research alliance



Now is an important time to remind you that:

OCRA is a proudly nonpartisan organization, meaning we do not align with any political parties or endorse political candidates.



# What are our goals for Advocacy Day?

Influence key policymaking decisions at a critical juncture → it's <u>appropriations season</u> & high visibility helps secure ovarian cancer funding levels

**Relationship building with policymakers** → identify potential new Congressional champions and make/develop relationships with Hill staff

<u>Strengthen local/state grassroots networks</u> → engage with your fellow advocates, learn about each other, and establish new connections



# Session #2: Virtual Hill Meetings

# Setting the Table:

- You will receive digital copies of the leave-behind materials we discuss today on Friday 3/15
- You will receive an email from CRD Associates containing your schedules on Monday 3/18
- Later, CRD will walk through the logistics and technology for next week's meetings
- You will have time to meet with your groups & practice at the end of today's session



# What to expect in meetings:

- All requests were for Member-level meetings, but most will occur at staff-level with your representatives' Health Legislative Assistants (LAs)/Legislative Correspondents (LCs)
- Meetings will last 20-30 minutes & occur in small teams with fellow constituents
  - Introductions → Team members introduce themselves (name, city) and share ovarian cancer story/connection
  - Asks → Team captains shift gears to the asks this is what we are asking from the office when it comes to policy matters (coinciding with the leavebehind materials from CRD)
  - Thanks & Goodbye → Staffers typically don't say "yes" on the spot (they
    may need to review materials, or run it up the chain, etc.), so it is
    important to follow up with a thank you note



# **Delegation Captains:**

Who are the team captains?

Team captain responsibilities

- We ask that our most senior Advocate Leaders in each group serve as delegation captains (in applicable meetings)
- (1) Open meeting with initial introduction and kick off introductions to team members
- (2) Be mindful of meeting time & agenda
- (3) Make policy asks
- (4) Send thank you email to staffer on behalf of entire team

# Virtual Meeting Best Practices: DOs 🗹

- Be on time and professional. Prepare a clean and quiet space where no one will be walking behind you.
- Anticipate and proactively eliminate distractions, e.g., turn off your phone and close all un-needed windows or tabs on your computer.
- Be transparent and clear about what you want; if referring to a specific bill give the bill number and what is important about it.
- Relax. Members of Congress and staff are people too. You are the expert on these issues, and they want to hear from you!



# Virtual Meeting Best Practices: DON'Ts X

- Don't be late join your call a few minutes early to make sure there aren't any technical issues.
- Don't eat or drink while on your call.
- Don't make notes on your computer because the keyboard noise can be distracting; use paper and pen to write notes.
- Don't assume that the Member or staffer knows about OCRA or the issues you want to discuss or that they will remember you if you have met in the past.
- Don't offer political opinions, get upset, or argue.
- Don't lecture but do ask about their interests or thoughts to encourage a dialogue. <u>Engage (!!!)</u>



# Session #3: Storytelling Best Practices



# Agenda

# Why are personal stories so valuable?

• Impact of Constituent Voice in Congress

# **Crafting Your Story**

- The Art of Persuasion
- Keep in Mind...
- Basic Elements
- Questions to Consider
- Our Asks

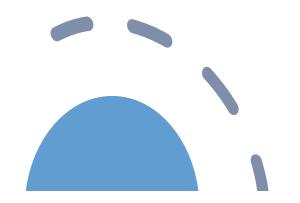


# Impact of Constituent Voices in Congress

- Members legislate by anecdote
  - Stories can educate members about important programs and services.
  - Since members often legislate in a vacuum, stories can help make policy more "real" and give them insight into how legislation impacts people's lives.
- Constituent stories play a particularly valuable role in informing the debate around health care
  - Can be a springboard for legislation
  - May be used as part of testimony in committee
  - May be referenced on the floor during debate

Remember: Members are elected to represent YOU! Sharing your story is a great way to create a connection to the legislation for them!





Crafting Your Story: Building in Rhetorical Appeals



#### People often don't act on facts & figures alone – emotion plays an important part

- People like stories; it's how we process the human experience, and research supports the efficacy of storytelling.
- Statistics are great but don't tell the whole story. Detailing a person's experience is an effective use of the emotional appeal.

# Telling a story helps us realize the political nature of our own experience

- A lot of us don't realize the limitations and complications of the health care system until we're confronted with them personally.
- In sharing these experiences, patterns emerge and are brought into the mainstream, helping change the culture around an issue and build the political resolve to act!
- Try to help members understand how the legislation we're talking about has or will impact you or those around you.

A few things to keep in mind...

#### Tone

- Your story should be authentic, sympathetic, and broadly relatable as much as possible.
  - Veer away from overly clinical terms, technical language, and statistics. Members can read the fact sheet on their own time; it is critical to show them that these stats are more than just numbers and that each person has a story worth hearing.

#### Less is more

- Your story should be structured like an elevator pitch, a 2-3-minute high-impact snapshot of your experience with ovarian cancer.
  - The 5 Ws (Who, What, When, Where, Why/How) may be a good formula to ensure you've painted the complete picture without getting stuck on the details.

#### Some things to consider... (1/3)

#### **INTRODUCTION**

- Start with background on yourself/person you are advocating on behalf of
  - If you are advocating on behalf of a family member, friend, or other patient, try to include a little bit about them *and* yourself

#### WHAT LED TO THE DIAGNOSIS?

- Were there symptoms? If so, what were they and how long did they last?
- What tests were done? How was the diagnosis made?
- Did you/they encounter any challenges being diagnosed?
- What was the stage of the cancer?
- Did you/they have any known risk factors? Were risk factors discovered before or after diagnosis?
- If you want to share about how you felt about the diagnosis or how your family/loved ones were affected, this would be a good place to include that information.

#### Some things to consider... (2/3)

#### TREATMENT JOURNEY

- Who were you/they treated by? What medical professionals were part of the care team?
- Was there surgery or chemotherapy, and if so, what type, and how many treatments? What side effects did you/they experience?
- Were there challenges getting access to the recommended course of treatment? Were there challenges navigating treatment?
- What kind of emotional/palliative/holistic care supports were offered, if any? What was your experience with those?
- Did you/they participate in a clinical trial? Was a clinical trial offered? What was your experience with that?
- How many months or years was the cancer in remission?
- Did you/they experience a recurrence? What treatment was used?
- Are there things you/they would have changed about your/their treatment journey or wish you had known?

Some things to consider... (3/3)

#### \*IF YOU ARE A LOVED ONE/CAREGIVER/PREVIVOR

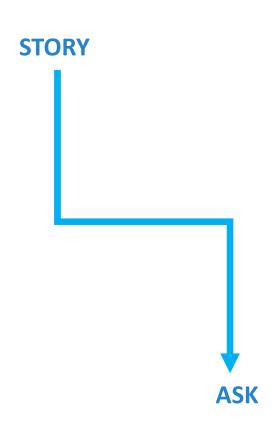
- What role did you play during your loved one/patient's care? What, if any, challenges did you observe with diagnosis/treatment?
- Do you personally have any risk factors for ovarian cancer? If so, what has been your experience discovering these risk factors/getting genetic testing, etc.?
- What kind of supports, if any, were offered to you as a caregiver?

#### CONCLUSION

- What has life been like since?
- Were there any long-term side effects from treatment?
- Where are you/they in your/their life now? Is there a new normal?

# Relate your story back to your ask.

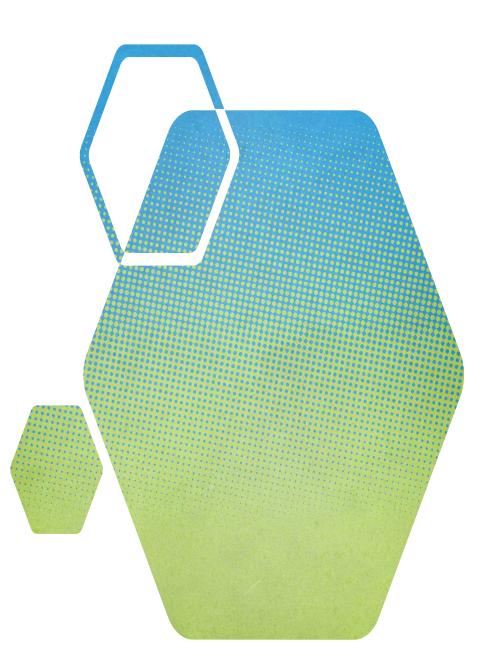
What about your experience makes you want to be an advocate for ovarian cancer? E.g., to raise awareness about the disease among people with ovaries or providers, to educate about risk factors, to increase clinical trial participation, to lower drug costs, etc. – focus your story here





# Template

- Introduce yourself, include where you are in your state (e.g., "My name is Joan and I am in St. Louis, Missouri")
- Identify your personal connection to ovarian cancer using the questions on previous slides (\*this is where you'll share why you're here, why do you advocate for ovarian cancer patients?)
- Present the asks and thank them for their time!



# 5-minute break

Understanding

# Session #4: U.S. Congress

# How the U.S. Congress is Structured:

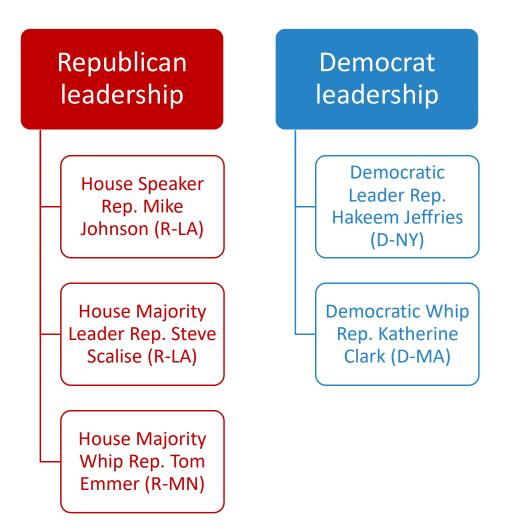
- We're currently in the 118<sup>th</sup> congressional session → January 3, 2023 January 3, 2025
- Congressional sessions are 2 years long and the slate is wiped clean with each congressional session, meaning:
  - Bills that don't become law during session of introduction die & must be re-introduced in new congressional session
  - Leadership within parties (Democrat/Republican) is subject to change
  - Committee assignments are subject to change
- The party with the most seats in each chamber is "in control" or leads that chamber, meaning they determine the legislative agenda

## Composition: U.S. Congress

	U.S. Senate	U.S. House of Representatives	
No. of Members - Length of terms - Constituency (who they represent)	100 Senators (two per state) elected to six-year terms to represent <u>entire state</u>	435 voting Representatives elected to two-year terms to represent <u>congressional</u> <u>districts</u>	<ul> <li>Avg. congressional district population size is 710,767 ppl</li> <li>District lines are redrawn every 10 years according to Census results</li> </ul>
Election cycle	Senators' terms are staggered with one-third of the body up for re-election every two years.	All Representatives must be re-elected every two years.	
Partisan breakdown	48 Democrats 49 Republicans 3 Independents (who caucus with the Democrats)	<ul><li>219 Republicans</li><li>213 Democrats</li><li>*3 vacancies (1 more after</li><li>3/22)</li></ul>	

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### U.S. House Leadership + Key Committees

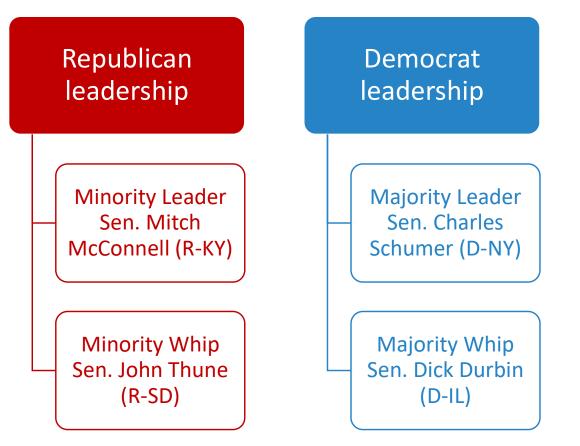


<u>Committees with jurisdiction over</u> <u>health-related matters:</u>

- House Energy & Commerce
   Committee
- House Ways and Means Committee
- House Appropriations Committee



### U.S. Senate Leadership + Key Committees



<u>Committees with jurisdiction over</u> <u>health-related matters:</u>

- Senate Health, Education, Labor and Pensions (HELP) Committee
- Senate Finance Committee
- Senate Appropriations Committee



### Appropriations Process

Congress funds every aspect of government by passing 12 separate appropriations bills, each focused on different areas (e.g., Agriculture, Health)

Both the House and Senate work on the bills separately then come together to work out differences

Congress operates on a Fiscal Year cycle that runs from October 1 through September 30 of the following year

The Asks we will make apply to Fiscal Year 2025, which will begin in October 2024

**OCRA** ovarian cancer research alliance <u>There are 4 *federal* ovarian cancer programs</u> *funded under 2 different appropriations bills* 

**1. Department of Defense (DoD)** appropriations:

• Ovarian Cancer Research Program (OCRP)

2. Departments of Labor, Health and Human Services (HHS), and Education appropriations:

- National Cancer Institute (NCI)
- Johanna's Law  $\rightarrow$  CDC
- Ovarian Cancer Control Initiative (OCCI)  $\rightarrow$  CDC



### The Actual Mess that is Appropriations

President's FY2025 budget was released March 11

Congress completed appropriations on 6 of 12 FY24 bills last week

Congress has until March 22 to fund remaining FY24 bills

Deadlines for FY25 budget requests are coming up soon!

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### Time for Session #5: Policy Asks

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#### Spring Advocacy Day 2024: Policy Asks March 20, 2024

#### Legislative:

 Cosponsor H.R. 5834 - Johanna's Law Reauthorization Act (House Only)

#### Appropriations:

#### • FY2025 Requests:

Under Department of Defense (DoD) appropriations:

- \$50M to fund the Ovarian Cancer Research Program within the Congressionally Directed Medical Research Program (CDMRP)
- Sign onto the Dear Colleague appropriations letters requesting \$50M for OCRP circulated by Reps. Meng and Fitzpatrick in the House
- \$10M to create new Endometrial Cancer Program at CDMRP

#### Under Department of Health and Human Services (HHS)

appropriations:

- \$15M for Johanna's Law (also known as The Gynecologic Cancer Education and Awareness Act) (CDC)
- \$20M for Ovarian Cancer Control Initiative (CDC)

- Clean list of our policy asks will be sent to Hill staff in advance of your meetings
- Please note that you are not intended to be an expert in the policy, you are an expert on you!



## Johanna's Law

- Johanna's Law or The Gynecologic Cancer Education and Awareness Act supports a variety of evidence-based activities at CDC to educate health care providers and at-risk populations about gynecologic cancer symptoms and risk factors with the aim of reducing late-stage diagnosis and improving patient outcomes.
- The legislation was signed into law in 2007 and was named for a teacher, Johanna Silver Gordon, who died of ovarian cancer in 2000.
- Johanna's Law is responsible for the Inside Knowledge campaign which raises awareness of the five main types of gynecologic cancer: cervical, ovarian, uterine, vaginal, and vulvar. Since 2007 it has produced:
  - 5.7 billion TV, radio, and display PSA impressions worth nearly \$235 million in donated ad value.
  - 8.1 billion impressions across search engines, social media, digital display, paid digital advertising, and earned media.
  - 29.8 million visits to Inside Knowledge and Gynecologic Cancer webpages.

Johanna's Law Funding At Risk Congress has failed to reauthorize Johanna's Law while continuing to approve increased funding levels.

The program would benefit from modernization and expanded funding to reach more people.

Congress is looking to cut especially at CDC and unauthorized programs are at risk.

### Johanna's Law Reauthorization Strategy

- Reps. Rosa DeLauro (D-CT) and Darrell Issa (R-CA) introduced H.R. 5834 in September 2023.
- Only six additional House members have cosponsored:
  - Rep. Jasmine Crockett (D-TX)
  - Rep. Don Bacon (R-NE)
  - Rep. Jamie Raskin (D-MD)
  - Rep. Gwen Moore (D-WI)
  - Rep. Bonnie Watson-Coleman (D-NJ)
  - Rep. Pramila Jayapal (D-WA)

### So, our ask is:

Will you cosponsor H.R 5834 to reauthorize Johanna's Law?

### FY2025 Appropriations Asks

\$15M for Johanna's Law (HHS)

\$20M for Ovarian Cancer Control Initiative (HHS)

\$50M for Ovarian Cancer Research Program (DoD)

## CDC's Ovarian Cancer Control Initiative

- Created in 2000 by Congress, the CDC Ovarian Cancer Control Initiative is tasked with coordinating and funding health activities aimed at increasing earlier detection and improving treatment options to enhance survivorship for ovarian cancer. With its extensive network of cancer registries, the CDC is the optimal agency to undertake such work.
- Much of the program's research is conducted through grants to state cancer registries and cancer centers.
- OCCI-supported initiatives include the following:
  - The development of the General Practitioners' Awareness and Adherence to Ovarian Cancer Screening Guidelines
  - Efforts regarding risk perception and screening for women at high risk for ovarian cancer;
  - Initiatives to improve clinical practices in the follow up of ovarian masses;
  - Research into the relationship between symptoms and time to diagnosis; and
  - Tracking both incidence of ovarian cancer and surgical interventions



## CDC's Ovarian Cancer Control Initiative

- With additional funding, OCCI could expand their efforts on hereditary ovarian cancer beyond the seven states they have funded (Colorado, Connecticut, Georgia, Michigan, Oregon, Utah, and Washington).
- Additional funding would allow expanded population-wide research on overall survivorship and health disparities that impact outcomes.
- Working hand-in-hand with Johanna's Law, these two CDC programs are absolutely vital in helping to drive down incidence and improve survival for ovarian cancer

So, our ask is:

Will you support \$20M for CDC's Ovarian Cancer Control Initiative and \$15M for Johanna's Law in FY25?



## CDMRP's Ovarian Cancer Research Program

- The Ovarian Cancer Research Program (OCRP) is one of the 36 disease/conditionspecific research programs that make up the Congressionally Directed Medical Research Programs (CDMRP) at the Department of Defense (DoD).
- Since its inception more than 25 years ago, OCRP has proven to be an engine of discovery driving key advancements in ovarian cancer diagnosis, treatment, and care.
- OCRP is the ONLY federal program solely dedicated to ovarian cancer research.
- Despite its track record, the OCRP can only fund a fraction of the research proposals submitted.
- In 2023, OCRP was only able to recommend funding 14% of the 298 submitted proposals. Of the compliant, invited applications, OCRP could only support 42 proposals at current funding levels. That means almost 80% of the best research proposals will be left unfunded. Too much potential is being left on the sidelines.



## CDMRP's Ovarian Cancer Research Program

So, our ask is:

Will you support funding the OCRP at \$50M for FY2025 and sign on to the Dear Colleague letter being circulated in the House by Reps. Meng and Fitzpatrick?

The Senate letter is temporarily on hold, so you only need to ask Senate offices to support the \$50M funding level.



### What is a Dear Colleague letter?

House and Senate offices send these letters to their colleagues to ask for their support of or opposition to a particular issue. Members then use these demonstrative letters to gain co-sponsorship on legislation, urge action, request funding for a federal program, invite members to Hill events, or update other offices on internal rules and protocols.

#### Congress of the United States Mashington, DC 20515

April 29, 2021

The Honorable Betty McCollum Chairwoman Subcommittee for Defense H-405, The Capitol Washington, DC 20515 The Honorable Ken Calvert Ranking Member Subcommittee for Defense 1016 Longworth House Office Building Washington, DC 20515

Dear Chairwoman McCollum and Ranking Member Calvert:

On behalf of the thousands of Americans affected by ovarian cancer each year, we write to respectfully request a robust funding level of \$45 million for the Department of Defense Ovarian Cancer Research Program (OCRP) in Fiscal Year 2022.

As you know, the OCRP supports high-impact innovative research that promotes readiness for military members and their families as well as the overall health of all Americans. The OCRP has funded key studies that have led to several new discoveries and advancements in the treatment and understanding of ovarian cancer. These advancements include FDA approval of

### Endometrial Cancer Research

- Endometrial cancer is the most common gynecologic cancer, and the fourth most common malignancy among women in the United States trailing only breast, lung, and colorectal cancers. In 2024, it is estimated that 67,880 new cases of uterine cancer will be diagnosed, and about 13,250 women will die from the disease.
- The endometrial cancer mortality rate has been increasing by almost two percent each year with even sharper increases among Asian, Hispanic, and Black women. Additionally, the incidence of endometrial cancer among young women has been rising.
- Despite its inclusion in the Peer Reviewed Cancer Research Program, endometrial cancer research does not have a predictable and regular funding source. A separate CDMRP funding line will provide this. With a dedicated funding line, researchers will know there is support for their work to advance our understanding of this cancer.



### Endometrial Cancer Research

• So, our ask is:

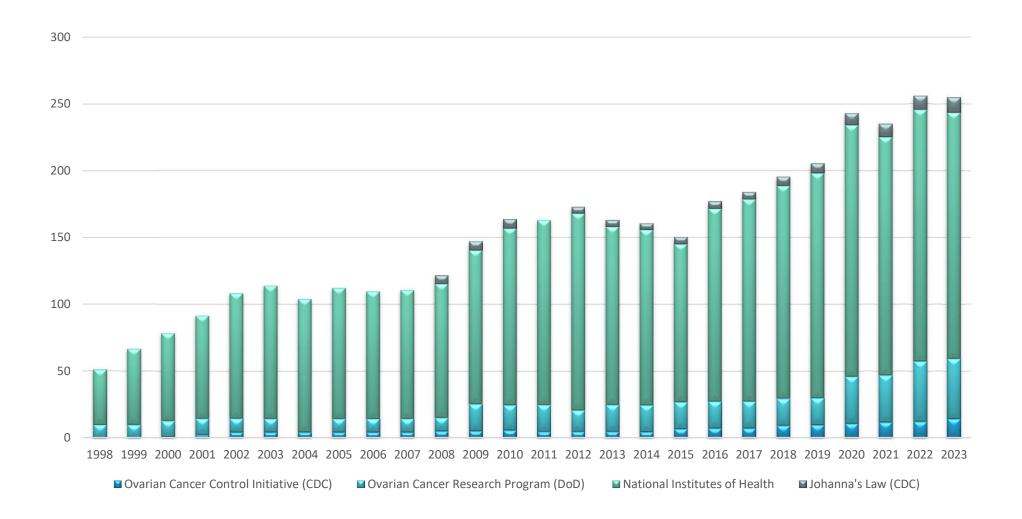
Will you support \$10M to create an Endometrial Cancer Research Program within the Department of Defense's Congressionally Directed Medical Research Program?



Recent History of Federal Funding for Ovarian Cancer Programs

**OVARIAN OVARIAN** CANCER CANCER JOHANNA'S CONTROL RESEARCH LAW (CDC) **INITIATIVE** PROGRAM (CDC) (DOD) \$10M \$12M \$35M FY2021 \$10.5M \$12.5M \$45M **FY2022** \$11.5M \$14.5M \$45M FY2023 FY2024 \$11.5M \$14.5M \$45M **CR** level **FY2025** <u>\$15M</u> <u>\$20M`</u> \$50M Request

### Federal Funding for Ovarian Cancer Over the Years



### **Detailed Asks**

- "Will you support \$15M for Johanna's Law and \$20M for the Ovarian Cancer Control Initiative within the Centers for Disease Control and Prevention?"
- "Will you sign on to the Dear Colleague letter requesting \$50M for the Ovarian Cancer Research Program at DoD for FY2025?"
  - Reps. Meng (D-NY) and Fitzpatrick (R-PA), are leading the letter in the House. Senate letter is TBD.
- "Will you support \$10M to create an Endometrial Cancer Research Program within the Department of Defense's Congressionally Directed Medical Research Program?"
- "How can I submit an FY2025 appropriations request with your office?"
  - Pass forms/info along to OCRA staff (we'll submit form on your behalf it's important to have constituent point of contact)



# Let's see a sample meeting!

## Session #6: Q&A





### Using Social Media to Amplify Our Impact Erin Cassin, Senior Manager of Social Media & Content, OCRA





### **Social Media Tips for Advocacy Day**

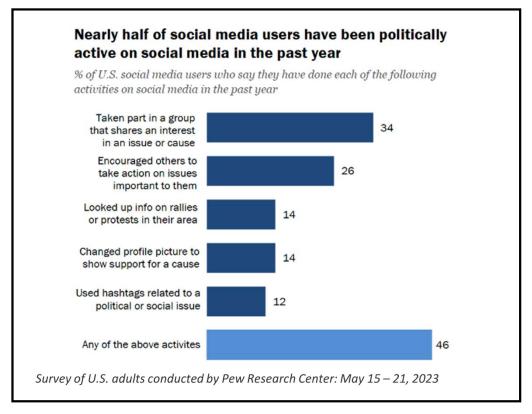
#### Here's what's on the agenda:

- Why it helps to post & also engage with other Advocacy Day posts
- Best platforms for posting
- Congress' social media habits
- Checklist for posting
- How to tag and find Members of Congress on social media
- How to make your Facebook posts visible to everyone
- How to add a Constituent badge to your Facebook profile



### How Posting on Advocacy Day Helps Our Cause

#### Your social media posts have the power to drive change



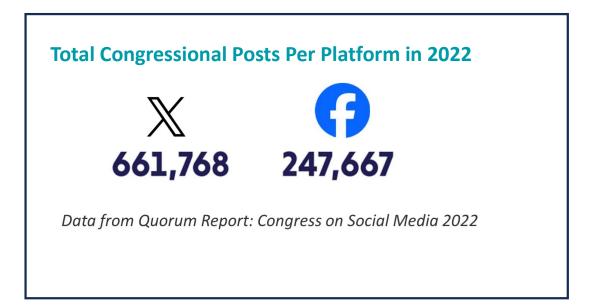
### **Importance of Engaging with Advocacy Day Posts**

- Engagement on a post can be a like, comment, share, etc.
- A post that has a lot of engagement gets greater reach
- Greater reach means more people will see the post
- Please use the hashtag #tealaction on all of your Advocacy Day posts
- When someone clicks on #tealaction in a social media post, other posts that have that same hashtag will appear



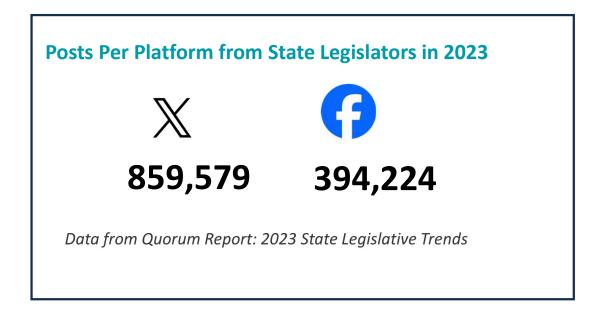
### **Best Platforms for Posting**





### **X Continues to Lead Among Legislators**

### **X** (formerly Twitter) > Facebook



#### **Photos:**

- If possible, include photos with your legislators and/or their staff
- It's best to take the photo at the beginning of the meeting
- Be sure to ask their permission to share the photo on social

#### Videos:

- A short video that explains why you are participating in Advocacy Day
- A short video explaining what you are asking for from Congress
- A short video thanking your legislator for meeting with you that reiterates why this cause is so important to you

### **Caption:**

- Use hashtags and tags
- Mention your legislator
- Keep it respectful
- Don't criticize elected officials
- Share why you are advocating today
- Encourage others to take action

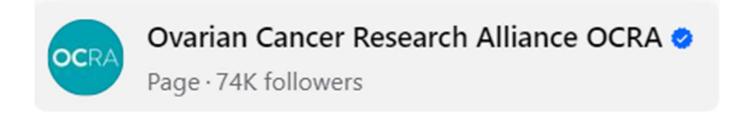


#### Hashtags:

- Please be sure to use this hashtag:
   #TealAction
- If you have room, please also use these hashtags:
   #OvarianCancer #OCRAhope

#### Tags:

- Please be sure to tag OCRA and your legislators:
- To tag OCRA on Twitter and Instagram, type @ocrahope
- To tag OCRA on Facebook, start typing @Ovarian Cancer Research Alliance and our account should pop up as:



### **How to Tag Members of Congress**

### Finding legislators on social media:

• You can find the websites for your Members of Congress via the following search tools:



https://www.house.gov/representatives/find-your-representative

9

https://www.senate.gov/

•



### **How to Tag Members of Congress**

#### **Tagging legislators in your posts:**

Once you go to the official social media account for your legislator, you can see what name to use when tagging them in posts. Examples below:



### How to Tag Members of Congress

### List from the U.S. House of Representatives:

https://pressgallery.house.gov/member-data/members-official-twitter-handles

### **How to Make Your Facebook Post Visible**

#### Click the settings under your name to change from 'Friends' to 'Public'

I'm taking #TealAction with Ovarian Cancer Research Alliance OCRA to advocate for funding and support for ovarian cancer research. I just spoke virtually with Congresswoman Rosa DeLauro and she was so supportive! Please share this post and show her how much we appreciate her dedication.

#### **#OvarianCancer #OCRAhope**

SFriends (+) •

Erin

### **Reminder about Facebook Settings**

#### You need to manually change the settings back:

Once you are done with your public posts for Advocacy Day, don't forget to go in and change the settings back to how you had them before. Otherwise, your posts will continue to be visible to everyone.



### How to Add the Facebook Constituent Badge

### For Desktop/Laptop:

Go to facebook.com/townhall. Make sure you are logged in to your Facebook account. Enter your home address, then go to Town Hall settings and toggle the constituent badge to the 'on' position.

Town Hall Find, follow and contact your elected officials and local government services.	Click 'Manage Location' butto to enter address
	Learn more Manage location
1	Click 'Settings' button to
Town Hall Find, follow and contact your elected officials and local government services.	access the Constituent Badg

### How to Add the Facebook Constituent Badge

### For Mobile:

Go to facebook.com/townhall. Make sure you are logged in to your Facebook account.



## Thank you!



Find us on social: @ocrahope

(f) (i) 💥 (ii) (i)

Advocacy Day Toolkit: ocrahope.org/advocacytoolkit

**OC**RA ovarian cancer research alliance

## 5-minute break



03.13.2024

# Zoom Troubleshooting

Abigail Pepper



### Make Sure Zoom is Downloaded and Updated

#### If you do not have a Zoom Account:

If you have not signed up for a free Zoom account, we recommend that you download the latest version from the Zoom support download center.

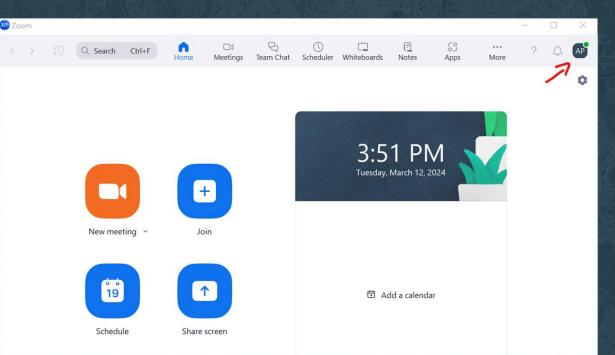
- 1. Open the download web page <a href="https://zoom.us/download">https://zoom.us/download</a> and click the blue "Download" button for "Zoom Client for Meetings." This will download zoominstaller.exe using your browser.
- 2. In your browser's download folder, click to open this file. This will automatically install the latest version of Zoom.



### Make Sure Zoom is Downloaded and Updated

## If you have an existing Zoom Account:

- 1. Click on your profile image in the upper right corner of the Zoom window
- 2. In the next menu, click on "Check for Updates"

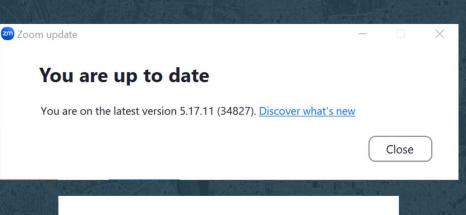




### Make Sure Zoom is Downloaded and Updated

If you're up-to-date, you'll see a pop-up message like this.

Otherwise, you'll see an Update Available message. Click on the "update" button to install the update, which takes less than a minute.



#### Update Available

New version 4.6.20041.0408 is available. You have 4.6.9 (19273.0402).

Release notes of 4.6.10 (20041.0408): Changes to existing features -Remove the meeting ID from the title bar -Move invite button to Participants panel New and enhanced features -Add Security button in the host's meeting toolbar Resolved Issues -Minor Bug Fixes

Release notes of 4.6.9 (19273.0402): -Fixed installer issue



### **Common Issues**

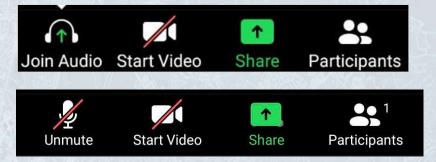
- My video/audio has frozen: This could mean that your internet is unstable.
  - You may have to turn off your video in order for Zoom to continue running, but you should still be able to hear and speak.
  - You can also try leaving the meeting and rejoining.

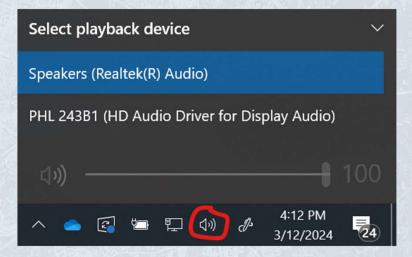


### **Common Issues**

 I can't hear or talk to people: Check the attendee controls at the bottom of your meeting window. If you see the Join Audio icon on the far left, click it. (If you've already joined your audio, you'll instead see the mute/unmute icon)

• Check to make sure your computer is connected to the right speaker







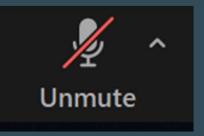
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## Zoom Etiquette

**Copyright CRD Associates** 



To avoid distracting background noise, please remain on mute unless you are speaking.



Please try to enter the meeting 5 minutes before it begins to resolve any technical issues.

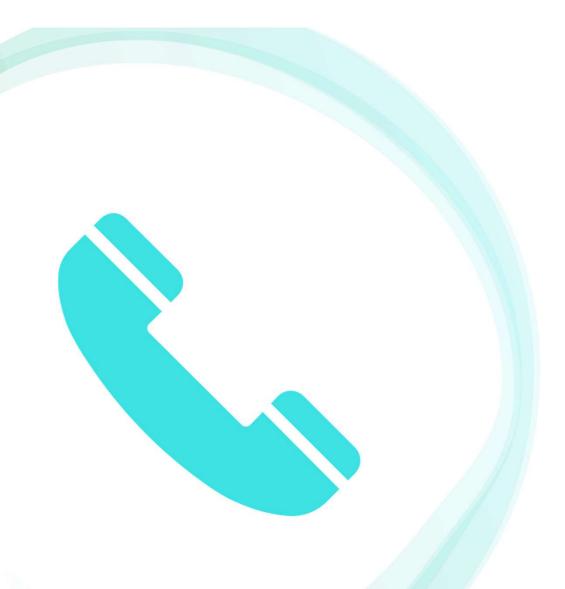






Turn off your camera if doing something distracting, such as driving or eating.





Contact Abigail Pepper if any issues arise and we can troubleshoot together.

apepper@dc-crd.com

OR

704-779-1634

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