



2018 Advocacy Plan

Prepared by Maura Flynn RN, MA, DCN (Advocacy Coordinator)

Objective: CMPF seeks to promote legislative action both locally and nationally in regards to bills and policies concerning skin cancer prevention specific to children.

Legislative Priorities:

Legislative (state)

1. **“Reducing the Risk of Skin Cancer and Excessive UV Exposure in Children Act” or “[SUNucate](#),” American Society of Dermatology Surgeons-Sunscreen Policy for Schools**
2. **Seek Joint Resolutions as well as Gubernatorial Proclamations for both Melanoma Monday and Don’t Fry Day**

Legislative (national):

1. **FDA Proposed Rule on Indoor Tanning**
 - a. FDA chose not to move forward on this rule based on current administration’s policies.
 - b. Be alert for its re-introduction.
2. **Support [H.Res.282](#)**
 - a. Develop a letter such as the AADA¹ sent to sponsors and encourage our partners and collaborators to sign on.

Advocacy Actions:

1. Identify bills and policies that promote skin cancer prevention
2. Connect with legislators and educate them about the important aspects of the bill or policy
3. Draft and submit letters of support from CMPF
4. Travel to congressional briefings and events to network with policy makers
5. Represent CMPF at National Council for Skin Cancer Prevention semi-annual meetings
6. Brief CMPF regarding priority actions and needs
7. Educate the community to raise awareness and recruit stakeholders in the cause

2018 Advocacy timeline

January

- Monitor states’ actions and their success in passing SUNucate legislation
- Use state information from SUNucate blog to incorporate into letter to be sent to Joint Committee on Education

¹ <file:///C:/Users/maura/Documents/CMPF/Advocacy/MNN%20session/AADA-Support-Letter-for-H-Res-282.pdf>

- Reach out to legislators who are willing to sponsor joint resolutions for Melanoma Monday and Don't Fry Day

February

- Monitor status of Massachusetts SUNucate and other Sunscreen bills
 - *An Act reducing the risk of skin cancer and excessive UV exposure in children: <https://malegislature.gov/Bills/190/S1196>
 - *An Act relative to the availability of sunscreen for students: <https://malegislature.gov/Bills/190/S229>
 - *An Act relative to student sun safety: <https://malegislature.gov/Bills/190/H2055>
- Monitor national progress of state SUNucate bills and post information on social media
- "Parental Advocacy" blog post on CMPF website

March

- Seek MA Medical Association support of proposed joint resolutions
- Reach out to school nurses and PH nurses to educate about SUNucate
- Submit language for joint resolutions to legislative champions
- Identify legislative co-sponsors

April

- Submit request to Governor for Melanoma Monday and Don't Fry Day proclamations
- Draft letter for support of H. Res. 282
- Secure MMA support
- Develop press releases for each MM and DFD
- Social media posts regarding Melanoma Monday and May- skin cancer awareness month
- Attend National Council for Skin Cancer Prevention meeting April 4, 2018
- Begin planning DFD activities in schools and communities
 - E.g., Westford Academy may have a poster contest among all town schools

May

- Attend Capitol Hill Skin Screening event May 8, 2018
- Distribute H. Res. letter to key Congressional Legislators
- Write blog post on CHSS and DFD
- Don't Fry Day activities, messaging, social media
- Continue to monitor bills and communicate with Education Committee re: action

June, July, August

- Legislative visits as necessary
- Continued monitoring of all bills
- Formal legislative session ends
- Attendance at community events- distribute educational materials
 - Identify community leaders

September, October, November

- If last session's bills have not passed:
 - Meet with original sponsors
 - Request re-submission with potential modifications for new session

December

- Legislative recess
- Assess progress and report results
- Prepare 2019 Advocacy Plan

Budget \$10,00 (Personnel, Graphic Art/Printing, Travel)