



2019 Advocacy Plan

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](#)¹**
 - a. Originally introduced by now retired Rep. Charlie Dent. Rep. David Joyce (Co-Chair of House Nursing Caucus) has assumed primary sponsorship of the resolution.

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. Represent CMPF at AADA Legislative Conference via Coalition of Skin Diseases
7. Brief CMPF regarding priority actions and needs
8. Educate the community to raise awareness and recruit stakeholders in the cause

2019 Advocacy timeline

January

- Monitor states’ actions and their success in passing SUNucate legislation
- Set up meetings with key legislators in order to draft SUNucate legislation that will be introduced in the 191st Legislative session (2019-2020).
- Prepare to survey school districts in MA regarding their sunscreen policies (in preparation for hearing on proposed sunscreen bill).
- Work with Representative Hogan’s staff to reintroduce joint resolution for Melanoma Monday and Don’t Fry Day (joint resolutions must be introduced on a yearly basis).
- Petition Governor Baker to issue proclamations for Melanoma Monday and Don’t Fry Day on an annual basis (these can be automatically issued yearly at the discretion of the governor).²

¹ <https://www.congress.gov/bill/115th-congress/house-resolution/282>

² Joint resolutions and proclamations are totally separate and originate from separate branches of the government.

February

- Monitor status of Massachusetts SUNucate and other sunscreen bills
- Monitor national progress of state SUNucate bills and post information on social media
- Continue school surveys
- Recruit stakeholders support of sunscreen bill (bill # forthcoming).
- Advocacy blog on CMPF website (depending on progress)

March

- Seek supporters for proposed joint resolution.
- Identify legislative co-sponsors
- Begin preparing testimony in anticipation of hearing for sunscreen bill.
- Reach out to school nurses and Public Health nurses to educate about SUNucate
- Inform school contacts of bill status and request support
- American Cancer Society Lobby Day at MA State House March 28

April

- Follow up on request to Governor for Melanoma Monday (**MM**) and Don't Fry Day (**DFD**) proclamations
- Draft letter for support of H. Res. 282
- 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 (**NCSCP**) meeting (date TBD)
- Begin planning DFD activities in schools and communities
- Inform school contacts of bill status and request support

May

- Attend Capitol Hill Skin Screening (**CHSS**) event (date TBD)
- 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 for potential hearing date
- Inform school contacts of bill status and request support

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

- Action as needed based on legislative progress
- Monitor status of H.Res.282

December

- Legislative recess
- Assess progress and report results
- Prepare 2020 Advocacy Plan