

WE'RE ON A MISSION

Bobbie is here to support insurance equality.

Advocacy How-To

1

Prepare for Your Conversations

- Write out your story (speak from the heart!)
- Do a little research on your elected officials
- [Find your Members of Congress!](#)
- Customize our template letter/email and phone script

2

Communicate with Your Member of Congress

- Identify yourself as a constituent
- State the goal of the call
- Share your personal story
- Make the ask

3

Follow Up on Your Progress

- Thank the member again
- Keep us updated on progress including ccing on emails, screenshots, etc

Tips for Success

Be kind and appreciative

- Good relationships matter – bring warmth and grace

Be you

- Personalize the issue and explain the hometown relevance

Be informative and concise

- Rely on facts and action steps

Be curious and ask questions

- Ask for the policy makers point of view and history on these issues; give them a chance to lead

Be patient and persistent

- Effective advocacy is a journey

Keep us posted as you shake things up!

CC us on your letter and share how it's going in the chat!

bobbieforchange@hibobbie.com



TEMPLATE LETTER

Dear Insert Elected Official's Name,

I'm a breast cancer survivor and mother advocating for insurance equality. Right now, new parents in the U.S. can get a free breast pump and lactation support through the Affordable Care Act, but no coverage for formula or donor milk. Insurance coverage is tied solely to the health of the baby, not the physical capabilities of a mother to be able breastfeed. Coverage for formula or donor milk is only considered if the baby has a diagnosed medical condition. But in cases where the mom physically cannot breastfeed due to a mastectomy or breast cancer, the medical necessity for formula or donor milk still exists-- yet a policy to support them does not.

We commend your (insert efforts to support breast cancer patients and survivors who have experienced a mastectomy are able to access custom breast prosthetics under Medicare. We couldn't agree more with INSERT NAME.)

As you know, over 3.8 million women in the United States have a history of breast cancer, many of whom suffer from unreconstructed breast loss. In 2021, more than 281,000 women were diagnosed with invasive breast cancer, which can require surgical breast removal.

Thanks to Bobbie, the only female-founded and mom-led infant formula company in the U.S., I have received a full year of infant formula for my baby. Bobbie has joined forces with the Breasties Organization to launch an awareness campaign and public petition for moms who physically can't breastfeed after a mastectomy to receive insurance coverage for a viable way to feed their babies.

Mothers who have undergone a mastectomy- either preventatively or as treatment for breast cancer - deserve insurance equality and inclusion in the policies that support infant feeding in the U.S. Formula or donor milk for anyone who's had a mastectomy should be covered under the Affordable Care Act as is the case for breast pumps. Will you help find a solution for insurance equality?

In gratitude,

Your Name
Mom, Dad, or Parent of
City, State

TEMPLATE PHONE CALL

WHO

Identify yourself and explain your relationship with the senator or representative. “Hello, this is NAME, I’m a constituent of the INSERT Member of Congress and have lived in NAME TOWN for x years.”

WHY

Explain why you are calling: your personal story and why this issue is important. I’m calling as a breast cancer survivor and mother advocating for insurance equality. Right now, new moms in the U.S. can get a free breast pump and lactation support through the Affordable Care Act, which is great, but no coverage for formula or donor milk. Insurance coverage is tied solely to the health of the baby, not the physical capabilities of a mother to be able to breastfeed. Coverage for formula or donor milk is only considered if the baby has a diagnosed medical condition. But in cases where the mom physically cannot breastfeed due to a mastectomy or breast cancer, such as my situation, the medical necessity for formula or donor milk still exists-- yet a policy to support us does not. Over 3.8 million women in the United States have a history of breast cancer, many of whom suffer from unreconstructed breast loss. In 2021, more than 281,000 women were diagnosed with invasive breast cancer, which can require surgical breast removal.

WHAT

Ask your member of Congress to take action. Thank them if they have taken any action: “EXAMPLE: {We commend your bipartisan bill The Breast Cancer Patient Equity Act of 2021 to ensure breast cancer patients and survivors who have experienced a mastectomy are able to access custom breast prosthetics under Medicare. We couldn’t agree more with the Senator.} Thanks to Bobbie, the only female-founded and mom-led infant formula company in the U.S., I have received a full year of infant formula for my baby. Bobbie has joined forces with the Breasties Organization to launch an awareness campaign and public petition for moms who physically can’t breastfeed after a mastectomy to receive insurance coverage for a viable way to feed their babies. Mothers who have undergone a mastectomy- either preventatively or as treatment for breast cancer - deserve insurance equality and inclusion in the policies that support infant feeding in the U.S. I believe that formula or donor milk for anyone who’s had a mastectomy should be covered under the Affordable Care Act as is the case for breast pumps. Will you help find a solution for insurance equality?”

HOW

Show gratitude to the staffer. Thank you so much for your time and attention today to help close the current policy gap surrounding insurance coverage for infant formula or donor milk.