



The Campaign for Dignity  
and Autonomy at Life's End  
in New Jersey and New York



COMPASSION & CHOICES  
**IMPROVES CARE,**  
EXPANDS OPTIONS,  
AND **EMPOWERS**  
**EVERYONE TO**  
CHART THEIR  
**END-OF-LIFE** JOURNEY.

## Imperative, Consequential Progress

Compassion & Choices, the end-of-life options movement and those who suffer with a terminal illness have made considerable progress realizing dignity and autonomy at life's end in two of the nation's biggest and most influential states, New Jersey and New York.

In the former, we passed the Medical Aid in Dying for the Terminally Ill Act on March 25, 2019, and it was signed into law by the state's newly elected governor, Phil Murphy, 18 days later. At the same time, we brought the New York Medical Aid in Dying Act to the forefront of the legislative agenda in Albany, winning the endorsement of Governor Andrew Cuomo and demonstrating support from a clear majority of the state's physicians.

Our work in the region now advances on two fronts. In New Jersey, we will defend the law against attacks in the courts and in the legislature. Just as the law was set to take effect, a Bergen County physician with religious objections asked a court to halt implementation, and for a brief 12-day period, the law was temporarily suspended. The law was reinstated and remains in effect pending an ultimate resolution in the case. Meanwhile, we have launched an implementation campaign to ensure that patients are able to access the law.

That effort began on August 1, 2019, with a video introducing the law to residents and launching online tools and resources for patients and doctors alike. Our team has worked with hundreds of healthcare professionals to provide resources and education and will adapt to evolving circumstances.

In New York, we will redouble our efforts to pass the Medical Aid in Dying Act when the Legislature returns to Albany in January 2020. We will harness the momentum of our New Jersey success and build on the impressive ground game we've created since our Empire State campaign launched in 2015.

We are fully confident that New York, in time, will affirm its tradition of proactive leadership and join its neighbor across the Hudson — as well as nine other states and jurisdictions — in making this compassionate option available to its residents.

**Both efforts require significant resources and the investment of individual supporters. Each will reinforce the other and help ensure that residents will have expanded options for a dignified and compassionate death, regardless of zip code or on which side of the Hudson River or Lake Champlain someone lives.**

That's why we need you. Read on to learn how you can help. Come aboard with your passion, talents and contributions. And to those who are already with us, thank you. We are getting this job done — because it's about compassion, it's about dignity and it's about time.

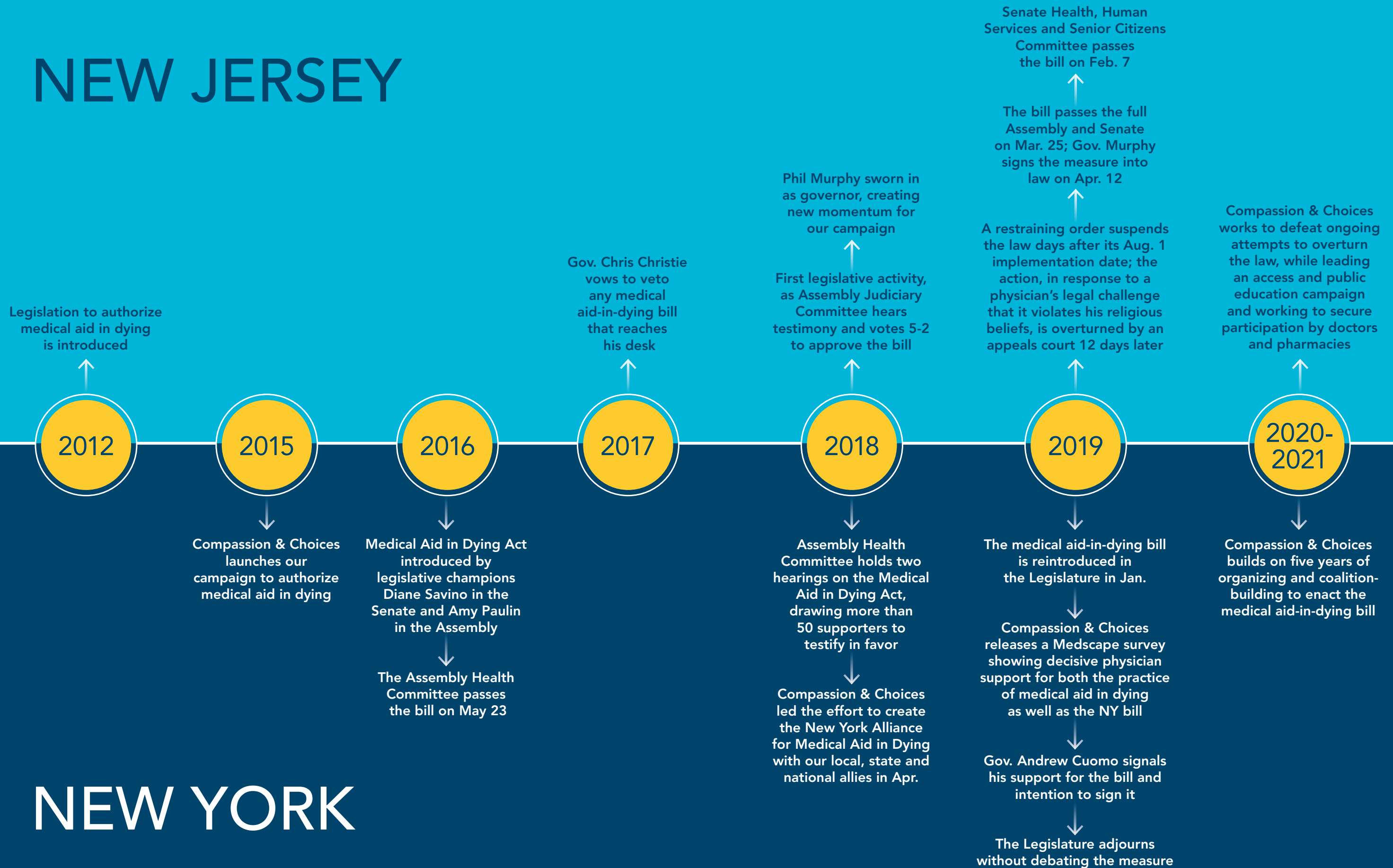


**Kim Callinan**  
*President and Chief Executive Officer*



**Corinne Carey**  
*Senior Campaign Director*

# NEW JERSEY



# NEW YORK



# A Seven-Year Campaign Reaches a Powerful Crescendo

For days on end in the spring of 2019, the 120 members of the New Jersey Legislature could hardly move without encountering a message, or a messenger, calling for their vote on the Medical Aid in Dying for the Terminally Ill Act.

# NEW JERSEY



Phone banks patched through calls to legislative offices. Volunteers hand-delivered packets and letters. Citizens with powerful and often heart-breaking stories of the anguished death of a loved one lined the halls of the capitol for a chance to talk to lawmakers. Editorials, letters and personal opinion columns appeared in daily and weekly newspapers, online news sources and political blogs. Experts and advocates called in to drive-time radio shows. Eye-catching graphics multiplied on Facebook, Twitter, Instagram and other social media channels.

It was an all-hands-on-deck effort to harvest seven years of steady work to ensure that the voices of New Jersey residents were heard. On March 25, the dynamic and multifaceted campaign achieved its goal when the Legislature passed the bill with bipartisan support. It was signed into law by Governor Phil Murphy and took into effect August 1 — the culmination of a textbook, citizen-driven campaign that has already brought profound peace of mind to countless New Jersey residents.

At the heart of the campaign’s success was an incredible spirit of determination by an extraordinary corps of volunteers from every corner of the state, supported by steadfast lawmakers who championed the bill and worked closely with Compassion & Choices’ leaders to navigate it successfully into law.

Even a summary of campaign highlights could, and eventually will, fill a book-length case study. But individual moments tell the story of classic shoe-leather legwork, passionate personal storytelling, novel displays of creativity, and an effective use of communications and organizing techniques — both tried-and-true (phone banks and lobby days) and cutting-edge (digital communications and data targeting).

- » A solid core of more than 100 volunteers was kept energized and optimistic through webinars, town hall gatherings, pep talks from supportive lawmakers, national advocates like Dan Diaz and terminally ill supporters like Susan Boyce, who never stopped giving her time and energy to the fight.
- » We invested time into training our volunteers and storytellers, with regular workshops on message delivery, advocacy and speaking to the media — all of which paid off as their voices blanketed the state in print, online, over the air, in lawmaker districts and the halls of the state capitol in Trenton.
- » Storytellers Debra Dunn and Delores Lewis wrote and delivered personal letters about their experiences to every legislator, attaching our carefully researched fact sheets, which countered false opposition claims.
- » Sustained phone banking and patch-through calling targeted key lawmakers and produced a steady stream of calls into their district offices at key points. Well-analyzed and segmented lists helped us match the right constituents with the right representatives.
- » Prerecorded messages from Susan Boyce, Kim Callinan and others reached voters across the state, encouraging those in favor of the legislation to call their lawmakers.

- » Customized approaches to individual lawmakers helped us focus our messages on their specific viewpoints and concerns. For Assembly Speaker Craig Coughlin, a staunch Catholic, we scheduled a series of meetings with Catholic storytellers. As he continued to waver, Susan Boyce delivered a jar of 160 chocolate hearts with a note from storytellers Laurie and Melissa Wilcox saying, *“Each of these hearts represents 100 families who will face the death of a loved one from cancer alone in our state this year.”* When even that gesture failed to garner the action we needed, we drove more calls into Coughlin’s office and arranged for supporters to call in to his monthly radio program.
- » Our digital partner, Kivvit, produced powerful videos of residents talking about their own terminal illness, fears and hopes for the future; and of survivors talking about the suffering of loved ones and the promises they made to win this fight in their memory.
- » Moving essays written specifically to encourage opponents or those on the fence to rethink their positions made sure we covered every angle. Star-Ledger editorial page editor Tom Moran wrote a column titled, *“I saw my sister’s terrible decline close up; we should allow death with dignity.”* A rose graphic accompanying the piece became the campaign emblem. And syndicated columnist Carl Golden, who had served in GOP Governor Christine Todd Whitman’s administration, offered his own personal essay entitled, *“I survived life-threatening cancer. I would have wanted aid in dying if it came to it.”*

**I believe in a just and loving God who does not want us to suffer.** I am here to share my experience of having to watch my once beautiful, intelligent mother whimper in agony and humiliation as cancer spread from her breast to her bones and then to her brain.

-Carol J. Rizzo, mayor, Neptune Township, NJ

#PassAidInDying

Desk letters delivered to every seat in the chambers; specially-timed editorials and articles in papers reaching a targeted lawmaker’s home district; a media tour to six drive-time talk shows in the closing weeks before the anticipated vote; well-trained speakers lined up to deliver concise, pointed testimony at hearings where they had just two minutes to make their case:

**Compassion & Choices’ New Jersey campaign used every tool available to wage a sustained, credible and personal campaign for medical aid in dying. Our efforts provide a powerful roadmap for other states — including New York — eager to catch up to the will of their majorities.**

Now we turn our efforts toward defending this hard-won new law from multiple attempts to overturn it and conducting an ongoing Access Campaign to ensure that every New Jerseyan is aware of their rights and able to exercise them in a reliable, obtainable manner. We thank the bill sponsors and legislative champions, who went above and beyond in securing this victory.

# New Jersey Storytellers

As in every state where Compassion & Choices wages a campaign to authorize medical aid in dying, the power of individual stories — of people confronting their own mortality or seeking to spare others the pain their loved ones went through — is one of the most important tools to help take our issue from the abstract to the personal and cut through the distortions and hysteria of opponents.



**Susan Boyce** was diagnosed 13 years ago with a progressive, terminal, genetic disease — Alpha-1 antitrypsin deficiency — and requires oxygen to perform even the simplest tasks.

*“I would like the option of medical aid in dying as a last resort to ease my final days. I know it will give me peace of mind to simply have the medication, even if I never use it. It will make it easier for me to fully live out the time I have left.”*



**Laurie and Melissa Wilcox** are sisters, each living with life-limiting illnesses. Laurie has suffered from rheumatoid arthritis for 30 years; it recently invaded her lung tissue and has required 18 separate surgeries. Melissa suffers from small cell lung cancer, the most deadly of all lung cancers. She has two young grandchildren she loves beyond measure.

*“Neither of us wants to die, but we know we are going to die long before the end of our natural lives. When that time is imminent, and if our suffering becomes unbearable, we both would like to have the opportunity to die in our own way, at home, with our family and friends around us.”*



**Delores Lewis**, 83, a social worker, witnessed the painful deaths of her sons and other family members to diseases like cancer and AIDS, deepening her belief in end-of-life choices even more.

*“We must give terminally ill, suffering individuals the right to decide to end their lives in a peaceful manner with family and loved ones by their sides, under the care of doctors.”*



**Debra Dunn** is an operating room nurse who became an advocate for medical aid in dying after her husband’s death from pancreatic cancer at age 57. In his final four months, he endured excruciating debilitation, incapacity and pain.

*“My husband deserved better than his painful last dying days. He died suffering and would have made a different choice if this bill had been law. Just being empowered with the option would have given him comfort.”*



**Jessica Guenzel**, 38, watched her mother suffer six strokes in two years, the result of the same autoimmune disease Jessica now has.

*“I am deathly afraid of suffering the same fate as my mom. Unless you’ve felt and experienced it, I don’t think you can understand how much it impacts and changes your life.”*



# A Personal Touch in a Monumental State



Compassion & Choices launched its campaign to authorize medical aid in dying in New York in 2015, shortly after achieving our historic victory in California. There, the End of Life Option Act passed the state Legislature just days after our campaign began.

# NEW YORK



Their similar electorates and reputations as national pacesetters link California and New York's destinies. With three states giving residents the option of medical aid in dying in 2019 alone, New York has a responsibility to its citizens not to fall even further behind the nine that already allow this compassionate end-of-life option.

Our latest campaign plan calls for passing the bill in the next legislative session. Now that we've laid the groundwork for success and made the case for passage throughout the state, it's up to lawmakers to act:

- » Our campaign is led by the same team that brought medical aid in dying to New Jersey in spring 2019;
- » Several polls of New York voters demonstrate consistent majorities that support the bill. One of the most recent, a 2018 Quinnipiac poll, shows New Yorkers support the bill by a 2-to-1 margin (63% to 29%). This support holds steady across all demographics: from upstate to downstate; rural, suburban, urban; Democrats and Republicans; people of all faiths, races and ethnicities; men, and women, young, and old — the desire for autonomy at the end of life is truly universal.
- » A WebMD/Medscape survey, commissioned by Compassion & Choices and announced at our 2019 campaign kickoff in January, showed that New York doctors support the bill 67%-20% — a 47-point margin.

- » We have carefully engaged medical professionals, their organized leadership and a wide range of coalition partners, securing endorsements from:
  - ACT UP NY
  - Adirondack Voters for Change
  - Death with Dignity National Center
  - End of Life Choices New York
  - Harlem United
  - Hispanic Health Network
  - Housing Works
  - Latino Commission on AIDS
  - Latinos for Healthcare Equity
  - League of Women Voters New York State
  - MPAC (Mobilizing Preachers & Communities)
  - New York Civil Liberties Union
  - New York Society for Ethical Culture
  - New York State Academy of Family Physicians
  - New York State Public Health Association
  - Breast Cancer Coalition of Rochester
  - SAGE (Advocacy & Services for LGBT Elders)
  - Secular Coalition for America-New York Chapter
  - New York StateWide Senior Action Council
  - United University Professors-Committee on Active Retiree Membership
  - United University Professors-New Paltz Chapter

Staff and volunteers are a regular presence at fairs, community centers, retirement communities, places of worship and other settings, helping us recruit tens of thousands of supporters and over 100 volunteers.

- » We brought together key local, state and national advocates, including the End of Life Choices New York, Death with Dignity National Center, and Death with Dignity-

Albany to form the New York Alliance for Medical Aid in Dying.

- » We have launched 10 Action Teams across the state, holding 42 events in their communities in 2019 alone.
- » Our lobby days in Albany drew residents from throughout the state, including 125 New Yorkers who attended our spring 2019 Albany lobby day, sharing stories with lawmakers and legislative staff. Smaller lobby events throughout the year kept the pressure on the Legislature and introduced more lawmakers to the people with the biggest stake in our issue. In all, by mid-2019, Compassion & Choices supporters made 1,489 legislative visits.
- » We have the support of Governor Cuomo, who endorsed medical aid in dying in April during an interview on the Northeast Public Radio station WAMC.
- » Powerful storytellers, some profiled on the following page, work with us to share their stories with lawmakers and the media. The death of two activists in the spring of 2019, Barbara Hammer of New York City and Bernadette Hoppe of Buffalo, were covered in local and national media outlets, which highlighted their work in support of medical aid in dying.
- » Our campaign team is growing, with the addition of seasoned professionals and strategic partners like the digital communications firm Kivvit to help us build voter support statewide.

With powerful momentum, a strong group of volunteers and legislative champions and the governor on our side, we look forward to ensuring that New Yorkers have the same end-of-life options as their neighbors in New Jersey and Vermont.





# New York Storytellers

Every person's story is unique, but what each New York storyteller has in common is their selfless drive and day-to-day commitment to urging policymakers to support and pass medical aid-in-dying legislation. Storytellers make a daily impact as frontline advocates who engage in varied activities throughout the state. From penning opinion pieces and speaking at events, to meeting with lawmakers and lobbying their own networks, storytellers are advancing the dialogue and support for better end-of-life care and autonomy.



**Barbara Hammer** (1939-2019), a well-known artist, filmmaker and LGBTQ advocate, was among our most dedicated and articulate volunteers — penning opinion pieces, giving interviews, speaking at gatherings and lobbying her own networks to authorize medical aid in dying in her beloved New York.

*“All of us, regardless of what we believe, deserve to die in a way that is consistent with our beliefs. My strong belief is in autonomy at the end.”*



**Bernadette Hoppe** (1965-2019), a Buffalo-based attorney facing terminal cancer, was among our most powerful witnesses at the 2018 Assembly Health Committee hearing in Albany.

*“The more stories that I hear about other states and our neighbors in Canada, who have quiet, peaceful, deaths at a time in the dying process that makes sense to them, the more desperately I wish I had that option as a resident of New York.”*



**Scott Barraco** of Rochester supported his girlfriend, Cathy Quinn, through a two-year battle with tongue cancer, including the final ten months when she was unable to drink, taste, smell or speak.

*“Cathy knew she was going to die. She wanted to go on her own terms ... to have a say in how she died, just as she had a say in every other aspect of her life. She earned it, she deserved it — she didn't get it.”*



**Susan Rahn** is a medical aid-in-dying advocate diagnosed with stage 4 metastatic breast cancer. She lives in Rochester.

*“I want to live more than anything. I want to see my son graduate from medical school. And I want to hold my grandchildren. But eventually, my treatment options will run out. What I don't want is to suffer and be in uncontrollable pain while my body shuts down for what could be weeks.”*



**Anthony Randolph** is a New York resident and aid-in-dying supporter whose brother suffered needlessly as he died from cancer.

*“When I first heard about death with dignity, I was like: Hell no! But then, when my brother James was diagnosed with lung cancer, the experience of watching him die changed my mind.”*



**Monona Yin** is a longtime resident of Brooklyn whose 87-year-old mother suffers from stage IV lymphoma.

*“What my mother fears most is pointless suffering and the loss of control over her own life. She has helped us to understand that, if she has little hope of recovery, she'd rather go quickly than fall apart slowly and painfully. After a long life lived well, we fully support her right to die on her own terms.”*

## Meet Our Team

### Compassion & Choices Staff

#### **Corinne A. Carey, Esq.**

*Senior Campaign Director, Compassion & Choices*

Corinne led the successful campaign for New Jersey's medical aid-in-dying law while simultaneously directing New York efforts. She joined Compassion & Choices after nearly a decade with the New York Civil Liberties Union.

#### **Brandi Alexander**

*National Director of Constituency, Compassion & Choices*

Brandi has been with the organization for more than 15 years and today is responsible for outreach to physician, African American, faith and LGBTQ communities.

#### **Amanda Cavanaugh**

*Campaign Manager, Compassion & Choices*

For nearly four years, Amanda has organized New York's efforts for Compassion & Choices. She came to us with experience helping people access Medicaid and Medicare.

#### **Sean Crowley**

*Senior National Media Relations Director, Compassion & Choices*

Sean is an award-winning public affairs strategist and former award-winning TV producer with 20+ years' media experience. For the past six years, he has led high profile media efforts at Compassion & Choices including media around the Brittany Maynard story.

#### **Patrick Donges**

*Senior Communications Associate, Compassion & Choices*

Patrick previously worked as digital content editor at Jacksonville, Florida's NPR affiliate, and associate news director at WAMC Northeast Public Radio in Albany, New York.

#### **Charmaine Manansala**

*Chief Advocacy Officer, Compassion & Choices*

Charmaine came to Compassion & Choices with over a decade of political and campaign experience at the national and state level and for the past six years she has led or advised on four successful advocacy efforts (CA, HI, DC and NJ) for Compassion & Choices.

#### **Seth Pollack**

*Campaign Organizer, Compassion & Choices*

Seth built a foundation in community organizing as a public affairs intern at Planned Parenthood of New York City and served as an Intergovernmental Affairs Specialist for FEMA.

#### **Tom Quash**

*Chief Marketing & Program Officer, Compassion & Choices*

In his role, Tom leads the organization's marketing and communications efforts, integrated programs and community outreach activities.

### Government Relations Team

#### **Sal M. Anderton** (New Jersey)

*General Counsel, Porzio Governmental Affairs, LLC*

Sal led the lobbying efforts for the entirety of our New Jersey campaign. Before joining Porzio, Sal worked in various capacities in New Jersey State government for more than a decade.

#### **Jacy L. Lance** (New Jersey)

*Public Affairs Manager, Porzio Governmental Affairs, LLC*

Jacy played an integral role in our lobbying efforts in Trenton. Before joining Porzio, she served as a campaign field representative for a congressional candidate and as the coordinator of legislative and advocacy services for The Arc of New Jersey.

#### **Jacqueline S.L. Williams** (New York)

*Founding Partner, Government Relations, State & Broadway, Inc.*

For the past 25 years, Jacqueline has built a well-respected reputation within the New York State government as one of Albany's most effective lobbyists. Jacqueline also served as key staff to several of the highest ranking elected members in the New York State Legislature.

#### **David Weinraub** (New York)

*Co-Founder and Managing Partner, Brown & Weinraub, PLLC*

David is a managing partner of the Albany-based firm Brown & Weinraub. He was a member of Governor Mario M. Cuomo's senior staff, serving as director of legislative and intergovernmental affairs.

#### **Sabrina Shulman** (New York)

*Brown & Weinraub, PLLC*

Sabrina joined Brown & Weinraub in January 2014 after over a dozen years building political, legislative and grassroots campaigns for nonprofit advocacy organizations such as NARAL Pro-Choice New York and the National Institute for Reproductive Health.

#### **John V. Tauriello** (New York)

*Brown & Weinraub, PLLC*

John joined Brown & Weinraub after a career of more than 30 years in New York State government. He was also appointed by two different governors to serve as the Acting Commissioner of the Office of Mental Health.

#### **Carolyn Kerr** (New York)

*Brown & Weinraub, PLLC*

Carolyn joined Brown & Weinraub after serving four years as vice president of government affairs for UnitedHealth Group in New York, and she served as Governor George E. Pataki's Counsel's Office for three years.

### Media & Public Relations Team

#### **Steve Greenberg** (New York)

*Founder and Principal, Greenberg Public Relations*

Steve has led the Albany-based Greenberg Public Relations firm for 16 years. He brings decades of experience working in state government and is a regular guest on television and radio shows that air across New York State.

#### **Thomas Meara** (New Jersey and New York)

*Director, Kivvit*

Tom specializes in providing media relations and strategic oversight for clients, having previously served as a principal at M Public Affairs where he successfully advocated for middle class wages on behalf of construction unions.

#### **Francesca Huttie** (New Jersey and New York)

*Senior Associate, Kivvit*

Francesca came to Kivvit having supported communications efforts for Hillary for America and worked at a New York-based public relations firm.



Care and Choice at the End of Life

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