



Community Ambassador Program

**Cancer support -
what to know and where to get help**

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- In April 2016, the VICS Consumer Forum agreed to prioritise the NEMICS **Community Ambassador Program** as a statewide ICS initiative.
- The Community Ambassador Program (CAP) was borne as a result of feedback from consumers identifying a need to hear more from people who have had direct experience of cancer.
- The CAP provides trained volunteer speakers (consumers), who have a lived experience of cancer either directly or indirectly to present to community groups and organisations.
- The program aims to assist people feel more confident in dealing with cancer by building health literacy, motivating people to take an active role in regards to their health and informing them of reputable supports available when dealing with cancer and how to access them.

- Since June 2018, the CAP has been delivered to over 340 community members across the Hume region. Groups include local Probus Groups, GP Clinics, Pink Ribbon Morning Tea, Vintage Motor Vehicles Group.
- Feedback from evaluation surveys has been extremely positive, with many commenting their appreciation of hearing from someone who has experienced the cancer journey themselves, and how to obtain reliable information and supports available.
- Our community ambassadors play a vital role in helping raise awareness of the Optimal Cancer Care Pathways (OCP's), importance of cancer screening and reliable information sharing.

- Marketing of program via newspaper promotion, direct marketing, health service websites and social media platforms, as well as our volunteers promoting program through family, friends and colleagues.
- HRICS working closely and regularly with our community ambassadors (x3) to review presentation content, delivery etc.
- The peer education approach has ensured the program's success.
- We look forward to further actively promoting the program within the Goulburn and Ovens Murray communities.

Special thanks to Anna and NEMICS for sharing this program, and support in establishing program in the Hume region.

Feedback from audience members

“Cancer screening makes a difference”



“Knowing where to find support, and the importance of reliable information”

“The Cancer Council *Cancer Services Guide* book is fabulous!”

“Learning about *What to expect – a guide to optimal cancer care*”

“Hearing first hand from someone who has been there/done that has been invaluable”