

BCNA COMMUNITY LIAISON

VOLUNTEER ROLE DESCRIPTION

March 2014

Breast Cancer Network Australia (BCNA) is the peak national organisation for Australians personally affected by breast cancer. BCNA supports, informs, represents and connects Australians affected by breast cancer and works to ensure they receive the very best support, information, treatment and care appropriate to their individual needs.

BCNA recruits, trains and supports individuals with breast cancer to become Community Liaison volunteers.

The **BCNA Community Liaison volunteer role** was first developed in 2007 to help to increase awareness at a community level of the personal impact of breast cancer, and the support available to those affected.

Why Community Liaisons?

One of the best ways to highlight the impact of breast cancer is through a woman's personal story.

Community Liaisons bring the statistics of breast cancer to life and remind the public that breast cancer affects individuals, families and whole communities.

Who are Community Liaisons?

Community Liaisons are Australians affected by breast cancer who are passionate about raising awareness of the impact of breast cancer and the work of BCNA.

Some women come to the role with experience in public speaking and established community connections; others join eager to learn how to share their story and make new community connections.

Ideally Community Liaisons are more than one year from diagnosis to ensure they feel well and are emotionally ready to take on the role.

What do Community Liaisons do?

Community Liaisons speak about their personal experience with breast cancer and represent BCNA in their local community.

Activities may include:

- speaking at a community fundraising event
- being the face of a local media story
- staffing a BCNA information table
- thanking BCNA sponsors for their support
- liaising with local health professionals.

What about support groups and fundraising?

The Community Liaison role is not about starting or running a support group, or running fundraising events. However, many women do this in addition to their Community Liaison role.

For more information about support groups or fundraising, please email beacon@bcna.org.au or phone 1800 500 258.

What commitment do they make?

Time: Community Liaisons make an initial two-year commitment to the role.

Community Liaisons participate in one or more activities a month. Activities often centre around certain times of the year such as October – Breast Cancer Awareness Month. Activities generally fit around an individual's commitments. We encourage people to carefully consider if they have the time to commit to the role.

Activities: From time to time BCNA asks Community Liaisons to be involved in specific activities. However, Community Liaisons know their community best and will proactively seek out local opportunities to raise awareness about breast cancer and available support.

Feedback: Community Liaisons are asked to report back to BCNA regularly on their activities.





What support does BCNA provide?

Training: BCNA provides training to ensure women feel confident in their role. Sessions include BCNA's history, understanding the role, working with the media, engaging communities, BCNA resources, storytelling techniques, and more.

Resources: Community Liaisons are provided with a training manual, promotional material and sample copies of key BCNA resources.

Contact: BCNA is in contact with Community Liaisons through monthly email updates, invitations to key events, and a quarterly newsletter. BCNA provides individual support before and after community activities as required.

Community Liaisons can connect with each other through BCNA's online network and at key events.

Interested in becoming a Community Liaison?

Application: To be considered for the Community Liaison role submit an **application form** from www.bcna.org.au > Get involved > Volunteer with BCNA > Become a Community Liaison.

Phone interview: BCNA's Community Programs Coordinator reviews all submitted applications and organises phone interviews to determine suitability for the volunteer role.

Training: Those selected after phone interview must attend BCNA's Community Liaison training. The majority of travel, accommodation and meal costs are covered by BCNA.

Interested in having a Community Liaison involved?

To request a Community Liaison to be involved in an activity or event please complete a **Request a Community Liaison form** available for download at www.bcna.org.au > About BCNA > Advocacy > Consumer representatives, or email BCNA on communityprograms@bcna.org.au.

The BCNA Community Programs Coordinator will be in contact to discuss your request and if BCNA have a suitable and available Community Liaison in your area.

The Community Liaison role **IS**:

- speaking about a personal experience of breast cancer
- raising awareness of breast cancer at a community level
- promoting BCNA's free resources and events
- thanking BCNA sponsors and supporters
- connecting with community networks to raise awareness about breast cancer
- reporting back to BCNA on Community Liaison activities
- helping people understand the differences between breast cancer organisations
- a two-year volunteer commitment.

The Community Liaison role **IS NOT**:

- providing advice about breast cancer treatment and care
- educating others on breast self-examination
- providing one-on-one support or counselling to individuals affected by breast cancer
- facilitating support groups
- representing BCNA on committees or speaking on behalf of all Australians affected by breast cancer (this is a BCNA Consumer Representative role).

More information

To learn more about BCNA's Community Liaison program, contact Janelle Woods – BCNA Community Programs Coordinator on 1800 500 258 or (03) 9805 2563 or jwoods@bcna.org.au.