THE POWER OF STORY TELLING

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Breast Cancer Network Australia
WHO IS BREAST CANCER NETWORK AUSTRALIA?

OUR PURPOSE
To ensure all Australians receive the very best information, treatment and care

HOW WE DO IT:
- Inform
- Support
- Connect
- Represent

We represent 120,000 Australians who have been affected by breast cancer
THE POWER OF STORY TELLING THROUGH TECHNOLOGY

ONCE YOU ACTUALLY GET INTO A TREATMENT CENTRE YOU’LL USUALLY FIND A BREAST CARE NURSE AND THEY ALSO KNOW THE INS AND OUTS OF HOW TO GET INFORMATION FOR YOU HOW TO STEER YOU IN THE RIGHT DIRECTION.

EPISODE 3
COMMUNICATING WITH YOUR HEALTH PROFESSIONAL

UPFRONT
ABOUT BREAST CANCER
PODCAST

1,100 LIVE REGISTRATIONS

1,151 LISTENS

Rob Fincher
4,000 VIEWS
HOW STORY TELLING CAN MAKE CHANGE

- A lived experience can’t be disputed
- A story can bring statistics and data to life
- A story can captivate a room
- A powerful story can stop politicians in their tracks
- A story can ensure no one feels alone
- A story can bring about change
STATE OF THE NATION

STORIES TO HIGHLIGHT ISSUES

PROGRESS TO DATE:

- $27m announced for increasing nurses including 30 metastatic nurses
- PET Scans now covered by government
- Increased profile through media and social media activities

When I was first diagnosed with early breast cancer, I was told I was very lucky, but you then, moving towards a major surgery, I was told that I would need to get help from a cancer nurse. This support just paid off. There were a lot of thoughts going on in my head and I was trying to have a normal life, but when I went back to work, I still had to worry about my health and I was never quite able to get back to normal life. My support through my breast cancer journey was very important to me. I never would have been able to go back to work and have a normal life without the support of a cancer nurse. There is not enough support for people with metastatic breast cancer.

NOT ENOUGH SUPPORT FOR PEOPLE WITH METASTATIC BREAST CANCER