

We Take Action

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Three User Involvement Roles

Role 1 Activist - make change happen

Role 2 Advocate - support and empower other people affected by cancer (pabc)

Role 3 Service Improvement Champion
- make life better for other pabc by making support, information and services better

Why These Roles?

- People affected by cancer have told us these are the things they want to give to, and get from, Macmillan
- To attract, engage and retain pabc from a more diverse range of communities and social groups
- To hear the widest possible range of cancer experiences as a force for change and source of support

How Could You Make Change Happen?

- Take part in one of Macmillan's campaigns
- Work with Macmillan staff to improve the services, support and information available to people affected by cancer

Our Campaigns Priorities

- Fuel poverty – more help with bills for cancer patients
- Equalities - in treatment and care
- Working through cancer - the right to return to work
- Hospital car parking – end the tax on illness
- Survivorship – living with cancer

What might you do?

- Sign up today as an e-campaigner
- Tell your story to the media
- Join our campaigns reference group
- Help us influence the government

What else might you do?

- Become a “mystery shopper” and tell Macmillan what it’s like to use our services
- Help Macmillan staff identify barriers to accessing services, information or support
- Join a Steering Group and use your cancer experience to guide Macmillan staff managing a project or service
- Co-produce DVDs, books and other resources with Macmillan staff

Who skills might you Use? 1

- Speaking to a range of audiences and responding to challenging questions
- Comfortable talking to the media
- Ability to identify key messages and stay “on message”
- Ability to identify & gather relevant evidence
- Understanding the “bigger picture” and current affairs in relation to cancer, health and social care services

What skills might you use? 2

- Ability to encourage others to get and stay involved
- Understanding and engaging with different communities
- Facilitating groups and meetings
- Understanding quality measures, national frameworks & standards
- Comfortable challenging “business as usual” and expressing the service user’s point of view

What Skills Might I Use? 3

- Understanding your role and staying in it
- Working in groups and teams
- Understanding and maintaining boundaries (e.g. around confidentiality)
- Able to understand relevant documents, work online, search online, reference quotes
- Being emotionally ready = credible, confident, articulate and assertive in your role
- People skills e.g. listening, observing, responding individually and in groups

How would we help you develop your skills ?

- Online self assessment tool
- Training – face-to-face and online
- Induction – to Macmillan, who we are and what we do
- Induction to your specific role and tasks
- Opportunity to observe and work alongside people affected by cancer more experienced in the role
- Support and advice from Macmillan staff

What Next?

- Visit the Macmillan website
- Join Cancer Voices
- Sign up as an e-campaigner
- Visit the User Support and Involvement stand and ask any questions you might have