

# World Cafe

Group feedback taken from World Café session at Towards 2019 – Saturday 24 February, 2018

## **GROUP 1: GROWING YOUR GROUP (most popular suggestions are bolded)**

### 1. Where might you find likeminded people to talk to about your Cancer Advocacy Network?

- **People who are already engaged with CCNSW:**
  - Relay for Life
  - Stars event
  - ABMT
  - Pink events
  - CCIS Daffodil Day
- Our own social groups (social, work, school and family)
- **Cancer Support Groups that relate to the issues**
- Allied Health professionals that work in the area
- Other advocacy groups related to the issue
- Social media networks (mums groups for junk food ads for kids)
- Local media
- **Advocacy training**
- Health clinics and information centres
- Local community events and markets
- Small local business
- Local business chamber

### 2. What do you need to cover when talking to prospective CAN?

- **Purpose of group**
- Current local issues
- Elevator pitch
- What they don't do – especially under the umbrella of CCNSW
- Personal experience is not required (?)
- Meeting details:
  - Where
  - When
  - Who
  - Facilitator
- Past successes (what we can do)
- The ASK – expectations and what they bring/offer
- Give opportunities for questions
- About the CAN (who the group members are)
- Training opportunities
- Social aspects (where we have fun)
- ToR
- Have a consistent approach
- Flyer (take away information)
- **Membership pack (JD, ToR, contact details)**

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- **Buddy systems (follow up and support)**
  - Communication Process strategy

### 3. What proactive strategies could you use to get the word out about your CAN?

- **RFL:**
  - **Talking on stage about CAN**
  - **1:1 conversations**
  - **Info booth**
  - **Include information in team bag**
- Stand @ local events/Daffodil Day/ABMT – speaker opportunities
- eDM to people on NationBuilder that have done advocacy training or been involved in the past in a CAN.
- Current volunteers in other roles with Cancer Council NSW (article in volunteer voice)
- Media – local newspaper (using stories)
- Social media – CC pages and other groups we are involved in
- Local networks – personal and professional
- Flyers in libraries/on community notice boards/noticeboards in shopping centres
- Cancer Council Information Service:
  - CAN brochure/poster
  - Brief volunteer about CAN
- Universities:
  - Focus on Health students (health promotion, medicine, physio, nursing)
- Referral services for volunteers
- Local café/small businesses
- CC retail shops

## **GROUP 2: RETAINING PEOPLE IN YOUR CANCER ADVOCACY NETWORKS** (most popular suggestions are bolded)

### 1. What are some of the reasons people stay engaged in their CANs?

- **Opportunities to take action and contribute**
- Satisfaction and achievement
- Issues that they are interested in – personal connections and passion
- Social connections and a sense of belonging
- Local focus and feeling of community
- Making an impact
- Commitment – to CAN, CANACT community, CCNSW
- Opportunity to develop skills
- Tailoring asks to interests/passions/skills
- Recognition of contribution and use of skills
- **Sense of achievement especially when we have campaign wins**
- Shared goals amongst likeminded people
- Opportunity to affect change
- Coffee – Cake – Pizza
- Belief in the organisation – CCNSW
- To give back to organisation

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- Free time (retirement)
  - Connections in group
  - Well run meetings
  - Good on-boarding for new members
  - **Good group culture**

2. How can CAN leaders make new members feel welcomed and feel part of the network meeting?

- Nominate member to be the new member welcome contact.
  - Initial contact
  - **Pre meeting coffee**
  - Identify connections to cause/motivations
  - Follow up with call
  - **Info sheet on CAN purpose**
- **Provide new members with a task within their comfort zone.**
  - Assist in identifying their skill sets
  - Follow up call
  - To check in with feelings about the meeting
  - To check progress of task
  - Sort out any barriers that may impact on attending in the future
  - Provide clear info and welcome
  - Clarity of purpose
  - **Buddy system – mentoring and to provide extra support.**
  - **Follow up email from buddy to new person**
  - Invite and include in social media

3. What can you do between CAN meetings to encourage all CAN members to stay engaged?

- Action points (job to do)
- Follow up phone call (facilitator or delegate)
- Provide report template (for job feedback)
- Clear timeframes for job completion
- Agenda input
- Offer social/other opportunities – celebrate wins
- Open feedback channels
- Identifying skills (direct and indirect)
- Mentoring new members (support) Hot spots updates/whetting appetite for meeting
- Join Facebook groups, like pages, chat rooms
- Recognition
- Contact list for members
- Ask opinions – and listen
- Invite to attend other events or activities of interest