



# BREAST CANCER UK AMBASSADOR PROGRAMME Q&A

## **Q: What is the Breast Cancer UK Ambassador Programme all about?**

Breast cancer incidence rates in the UK increase year on year and more people than ever before have been or will be affected by the disease. 1 in 4 breast cancer cases are preventable – potentially even more than this if further research can help us to understand more about the causes of the disease.

Breast Cancer UK's mission is to help prevent breast cancer – but to reach more men and women across the country we need help. That's why we developed the Ambassador programme. Our Ambassadors will take Breast Cancer UK's prevention messages, scientific information and tips on how to #ReduceYourRisk to new audiences all over the country.

Our aim is to have as many Ambassadors that funding will allow, located across the country so that we can reach all communities with our prevention message. Becoming an Ambassador is a really hands on way of helping to prevent breast cancer.

## **Q: What do Breast Cancer UK do?**

A: Breast Cancer UK address the environmental and chemical contaminants associated with breast cancer. BCUK believe that exposure to a cocktail of chemicals, present in many everyday products and the environment, could be affecting breast development in a way that makes us more vulnerable to breast cancer. Better public health policies and chemicals regulation could help prevent breast cancer before it starts. Our Ambassador programme addresses all of the known risk factors for breast cancer – we talk about lifestyle and genetic risk factors too.

## **Q: What will I have to do?**

Breast Cancer UK Ambassadors will be asked to give a talk, accompanied by a presentation at events, workshops or meetings in your local area. We will provide you with all of the information, materials, leaflets and the presentation itself to help you give your talk. We will also work with you and the event organiser to ensure you are fully prepared for the talk. Talks are usually no more than an hour, often during a lunch time or evening, and are with friendly, interested audiences.

## **Q: How much training and support will I get if I volunteer to become an Ambassador?**

Before you become an Ambassador, we will ask you attend a 1 day training day to help you understand the potential risk factors for breast cancer, those we can do something about and those we have little control over. We will also talk about simple tips and advice to help people understand what they can personally do to help reduce their risk.

After the training day a dedicated contact is on hand to support you in your role. They will be available by phone or email to help with any questions or problems you may encounter. They will be your main point of contact on a day-to-day basis.

**Q: Do I need experience of giving talks or presentations?**

If you have experience of talking to small groups or giving presentations then this is obviously helpful, but it is not a requirement and becoming an Ambassador can be a great way of building your skills and confidence in this area. We provide everything you need, including speaking notes, sample Q&As, as well as tips and advice on how to respond to any tricky questions. We don't expect people to be scientific or public health experts – our prevention messages are simple and are about raising awareness and making different choices about our lifestyles and environments.

**Q. Will I have to find people or organisations to host talks?**

A. Breast Cancer UK promote the availability of our ambassadors to give talks and presentations on our website and we often get requests through from companies and clubs for someone to go along and give a talk. We will liaise with the local ambassador and the club/company to find mutually convenient times and ensure you will have everything you need on the day. However, we also hope that local ambassadors will make use of their own contacts in their community – you may know local gyms, groups, clubs or companies that might be interested in hearing about prevention. We will support you as much as possible so that you can concentrate on simply turning up and giving the talk.

**Q: How much time will I need to commit?**

Ideally we'd like Ambassadors to be able to give about 1 talk a month. A talk would usually only take an hour, and with some preparation and travel time, we expect the commitment to be in the region of 2-4 hours per month. We understand it will not be possible for all Ambassadors to do a talk every month and some volunteers will be able to do more.

**Q: Will I get paid?**

The Ambassador role is entirely voluntary and is not a paid position. You will not be employed by Breast Cancer UK, but will be required to sign a volunteer agreement, which simply sets out expectations on both sides. You can step down from your role at any time. We are able to cover your travel expenses to and from talks in your local area.

**Q: Can I claim back on expenses for the training day?**

A: We will cover reasonable travel expenses to get to and from the training day. We strongly recommend you use public transport – we usually use a venue in central Birmingham which is easily reached by train. We will only cover accommodation expenses for the training day up to the value of £75 but only if you live more than 3 hours travel away from the venue. All expense claims must be accompanied by receipts.

**Q: I am a consultant or I know someone who is a consultant for a natural/organic beauty brand. Am I allowed to use the programme to help me promote these products?**

A: As a charity, Breast Cancer UK is unable to endorse any company or brand and we ask that volunteers do not combine their role with any commercial sales – even if these products are natural and organic.

**Q: If I become an Ambassador will you publish my name and my contact details on your website or anywhere else?**

A: No, we will always protect your personal data. We will publish the cities/areas where we have Ambassadors but we will not include your name or any personal details and will only release these details with your permission.

**Q: Am I covered by Breast Cancer UK's insurance when I go into homes, businesses and other public places to do my talks?**

A: Volunteers will be covered by Breast Cancer UK's current insurance policy whilst undertaking work approved and authorised by us. However, it is subject to limitations and exclusions, and cover may change from time to time. If volunteers use their own vehicles in the course of their voluntary work, we advise you check that your volunteering activity is covered under your existing policy.

**Q: Would I need a DBS check?**

A: Volunteers are only required to have a Disclosure and Barring Service (DBS) (formally known as a Criminal Records Bureau (CRB)) check if they are working with vulnerable people such as children, elderly or people with mental health issues. Most of your talks will be given to local companies, local events and community groups and are unlikely to involve these audiences. In the event that they do, we would seek advice from the talk organiser. At this time therefore we do not require people to undergo a DBS check. Please note however that this situation may change.

**Q: I'm still not sure, what should I do?**

We understand that volunteering for something like this is an important decision and would be happy to chat through any concerns you may have in more detail. If you have any further questions or are just not sure if you are right for the role, please contact our Ambassador Project Manager either via email at [ambassadors@breastcanceruk.org.uk](mailto:ambassadors@breastcanceruk.org.uk) or on the phone at 07814 504755.