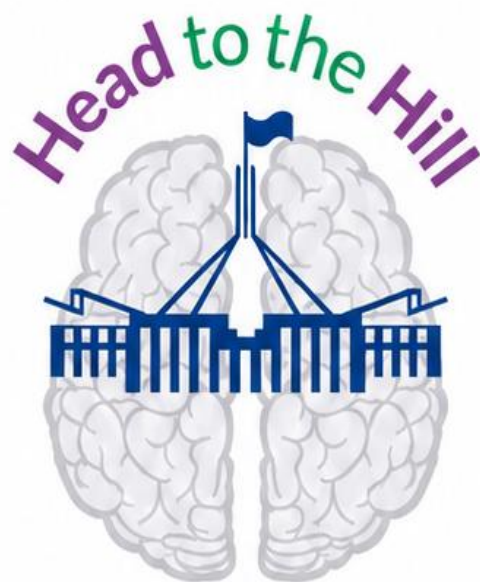
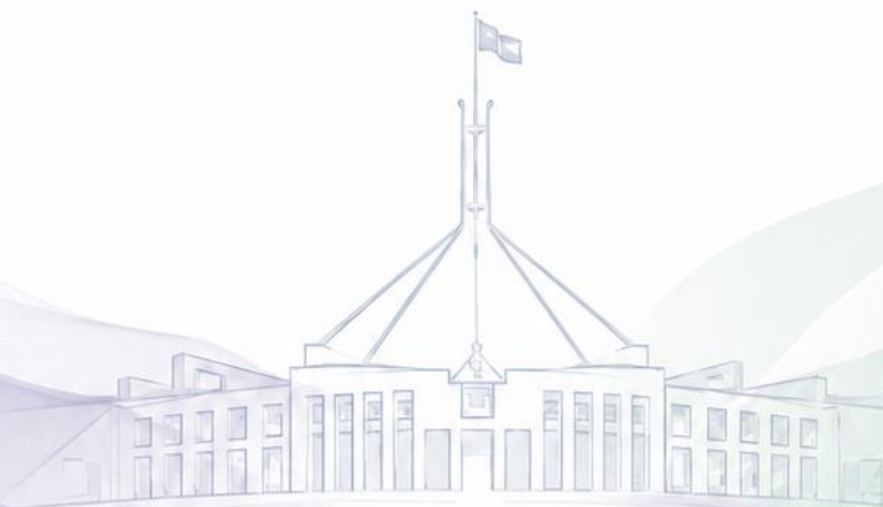




HEAD TO THE HILL 2026

Advocacy Guide

Guide 3 - Share Your Story



**Brain Tumour
Alliance Australia**

STRONGER TOGETHER

Welcome to Guide 3

Your story has power. Shared messages create momentum.

This guide helps you shape your personal story and connect it with BTAA's shared advocacy priorities. You can use these pages whether you are meeting an MP, writing a letter, posting on social media or talking with your community.

“

You do not need to be an expert. Your lived experience is your expertise.

”



What this guide will help you do

Find the heart of your story, decide what feels safe to share, and prepare clear versions for different settings.



Why shared messages matter

When advocates speak with one voice, decision-makers hear a stronger, clearer call for change.



You stay in control

You choose what to share, how much detail to include, and which pathway feels right for you.



BTAA is here to help

Use the templates, examples and support available to build confidence before you take action.



This guide is about connection

Your story brings the issue to life. BTAA's messages help connect it to action.

The Guides Focus

Share safely. Speak clearly. Connect your story to change.

This guide is designed to support you to shape, refine and confidently share your personal story.



Find Your Story

Identify the experience, impact and hope you want to share.



Connect to the Issue

Identify the broader problem your experience reveals.



Share Safely

Decide what is private, what is public and what support you need.



Speak With One Voice

Use BTAA's shared priorities to connect stories to action.



Share Your Message

Prepare short and longer versions that feel natural.



Take Action

Create one version of your story and use it in a way that feels right.

“

*Every story is different. Every voice matters.
Together, we create change.*

”

Why Your Story Matters

Stories help decision-makers understand the real human impact.

Facts explain the issue. Stories help people feel why it matters. When you share your experience, you help your MP, your community and the public understand what is at stake for people affected by brain tumours.



You don't need to be an expert.

You are the expert in your own experience.



Your experience gives meaning to the facts.

It puts a human face to the data.



Authentic stories create connection.

They build empathy and understanding.



Your story can influence change.

It helps leaders see why action is needed.

“

When you share your story, you are not just speaking for yourself. You are helping decision-makers understand a community.

”



Your story has purpose

It can inform, connect and inspire action for people affected by brain tumours.

Finding the Heart of Your Story

You do not have to tell everything. Choose what matters most.

Use these prompts to identify the part of your experience that feels most important to share. You can answer briefly or write more notes if you want to come back to them later.



What happened?

What was the beginning of your brain tumour experience?



What has been the biggest challenge?

What has been difficult, unfair or hard to navigate?



What gave you hope?

Who or what helped you keep going?



What change would have made the biggest difference?

What do you wish had been different?



Look for the message beneath the experience

Your story is most powerful when it connects what happened with what needs to change.

From Your Experience to the Bigger Problem

Your story is personal. The challenge it reveals may be shared by many people.



Research & treatment

Limited treatment options, access to trials and the need for sustained research.



Access & equity

Access to specialist care, information, support and trials can vary by location and circumstance.



Support beyond treatment

Cognition, fatigue, rehabilitation, work, independence and wellbeing can remain challenges.



Carers & families

Families often become carers quickly, with emotional, practical and financial impacts.



Coordination of care

Navigating specialists, rehabilitation and support services can be complex and fragmented.



Awareness & visibility

Brain tumours need a strong voice in health policy, research, funding and service decisions.

“

You do not need to speak about all of these. Choose the issue that most naturally connects to your experience.

”



Look for the problem beneath the experience.

Your lived experience can help show where systems, services or policy need to improve.

A Simple Story Framework

My story → the problem → why it matters → the change → the ask

Having a clear story structure helps you communicate in a focused, memorable way, making it easier for people to understand your experience, see the issue's impact, and connect it to meaningful action.

1



My story

What happened? What experience do I want to share?



2



Why it matters

How did it affect you, your family or daily life?



3



The problem

What broader problem or gap does your experience reveal?



4



The change

What would have made a difference? What better future do you want to see?



5



The ask

What do you want decision-makers or the community to do next?

“

A powerful story does not have to be long. It needs to be honest, focused and connected to change.

”

Story Builder Worksheet

Use this page to start shaping your message.

Use this worksheet to move from experience to impact, identify the broader problem your story reveals, and connect it to the change you want to see. Keep your message focused on what matters most to you.



My connection to brain tumours



The part of my story I want to share



The impact this experience has had



The broader problem my experience reveals



The change I want to see



The ask I want to make



Before you finish

What is the one thing you want the listener to remember?

Create Different Versions

The same story can be shaped for different moments.

You may use your story in a meeting, letter, email, social media post or conversation. Preparing a few different versions helps you feel more confident and in control.



30-second introduction

A brief introduction to who you are and why you care.



Two-minute MP version

A focused story that links your experience to one key issue.



Written version

A thoughtful paragraph or letter you can send to your MP.



Social media version

A short message that raises awareness and invites others to act.



Tip

Start with one story. For an MP meeting, aim for a two-minute version: who you are, what happened, what it showed you, and what you want to change.



You do not have to say everything

You only need to share the part that helps people understand why change matters.

Build Your Two-Minute Story

Two minutes is enough to make your story personal, focused and memorable.



1. 30 seconds — Who I am

My connection to brain tumours and why I am speaking.



2. 45 seconds — What happened

The experience or moment I want to share.



3. 30 seconds — What it showed me

The bigger problem and why it matters beyond my story.



4. 15 seconds — What I want to change

My key message and one clear ask.

“

Focus on one experience, one issue and one clear message. You do not need to tell your whole story for it to have impact.

”

Sharing Safely

You decide what is personal, private or public.

Sharing lived experience can be powerful, but it can also be emotional. You are in control of what you share, when you share it and how much detail you include.



Set your boundaries

Decide what you are comfortable sharing before the conversation begins.



Protect private details

You do not need to share medical information, dates or personal details unless you want to.



Respect others' stories

If you are sharing someone else's experience, make sure you have permission where possible.



Look after yourself

Plan support before and after advocacy activities if the topic may feel difficult.



Pause when needed

It is okay to stop, breathe, take a break or ask someone else to continue.



Choose your channel

Meeting, letter, post or private conversation — all are valid ways to advocate.

“

*There is no “perfect” story. There is only your story
— shared in a way that feels right for you.*

”

Speaking With One Voice

Shared messages help turn individual experiences into collective impact

Your story is personal. BTAA's advocacy priorities help connect that story to the broader changes we are asking government to support. When many advocates raise the same issues, decision-makers hear a stronger message.



Consistent

MPs hear the same priorities across electorates and conversations.



Credible

Shared messages are supported by evidence and lived experience.



Connected

Individual stories show the human impact behind national issues.



Action-focused

A clear ask helps MPs understand how they can help.



Your experience gives the message meaning

BTAA provides the shared advocacy priorities. You bring them to life.

Key Messages for Advocates

Rather than memorizing facts, remember these themes



Better outcomes

Everyone affected by a brain tumour deserves better outcomes and quality of life.



Earlier diagnosis

Early detection can improve treatment options and support.



Access to care

Timely, equitable access to specialist care is essential, no matter where people live.



Investment in research

Research drives better treatments, improved survival and hope for the future.



National collaboration

Working together across sectors and states creates a stronger brain tumour community.



Supporting families

Families and carers need information, support and services at every step.

“ *The problem your story reveals and the national message you connect it to are not always exactly the same. Choose one or two shared messages that fit your experience.* ”



Shared messages create a clear call for action.

BTAA provides the shared national priorities. You bring them to life through the parts of your story that connect most naturally.

Connect Your Story to the Ask

A clear ask helps decision-makers understand what they can do next.



1. Your story

Share the human experience.



2. The issue

Explain the challenge your story reveals.



3. The opportunity

Show how change could improve lives.



4. The ask

Make one clear request for support.

Helpful ways to bridge your story to the issue:

“What our experience showed us was...”
“Our story is personal, but this challenge affects many families.”
“What I would like decision-makers to understand is...”

Social Media Advocacy

A post, share or comment can help amplify the message.

Social media is a simple way to raise awareness, encourage others to join and keep brain tumours on the agenda. You can use your own words or share BTAA content directly.



Share BTAA posts

Repost campaign updates to your own feed.



Add your own message

Include one sentence about why the issue matters to you.



Encourage others to register

Invite friends, family and networks to join Head to the Hill.



Comment constructively

A thoughtful comment can help start a respectful conversation.



Tag respectfully

You may tag an MP where appropriate and keep the message respectful.



Protect your wellbeing

You do not have to engage in debate or respond to difficult comments.



Small actions can have a big reach.

Every share, comment and story helps build awareness and momentum.

Example Posts You Can Adapt

Use these as a starting point and make them your own.

You can share posts directly from BTAA's Facebook, Instagram or LinkedIn pages to your own accounts to help spread awareness. You can also create your own posts using key messages and information from the advocacy guides to personalise your story and highlight what matters most to you.



Joining Head to the Hill

I'm taking part in BTAA's Head to the Hill 2026 Advocacy Journey because people affected by brain tumours deserve stronger support, greater investment and a national voice.



Contacting my MP

Today I contacted my Federal MP to share why better outcomes for Australians affected by brain tumours matter to me. Every conversation helps create momentum for change.



Inviting Others

If brain tumours have touched your life, your voice matters too. Consider joining Head to the Hill or supporting BTAA's advocacy work.



Raising Awareness

I'm sharing this because brain tumour advocacy matters. Please follow BTAA and learn more about how we can create change together.



[Facebook](#)



[Instagram](#)



[LinkedIn](#)



Follow BTAA's social media accounts

BTAA has presence on Facebook, Instagram and LinkedIn.

This Guides Actions

Prepare one version of your story and share it in a way that feels right for you.

This week, take one safe step toward sharing your story. Small steps build confidence.

1**Option 1**

Practice with someone your trust

2**Option 2**

Write a short version for your MP letter or email.

3**Option 3**

Share a BTAA post with your own short message.

4**Option 4**

Draft a social media post and save it for later.

5**Option 5**

Tell BTAA if you would like help shaping your story.

Looking Ahead

Journey Guide 4: Keep the Conversation Going

Next guide, we will bring the different advocacy pathways back together. Whether you have met your MP, written a letter, shared online or are still preparing, Guide 4 will help you follow up and continue building momentum.



Follow Up

Send a thank-you email, follow up your request or continue a conversation.



Engage Online

Share campaign updates and keep brain tumours on the agenda.



Build Your Knowledge

Understand more about the landscape and how advocacy creates change.

“

*Every voice. Every story. Every conversation.
Together, we create change.*

”