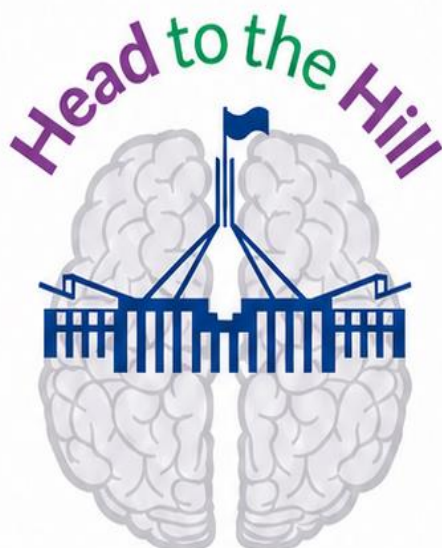




HEAD TO THE HILL 2026

Advocacy Guide

Guide 4 - Keep the Conversation Going



**Brain Tumour
Alliance Australia**

STRONGER TOGETHER



Welcome to Guide 4

One action creates the next

By now, many of you will have contacted your MP, requested a meeting, sent a letter or started sharing your story. Thank you for taking those steps.

This guide is about what happens next: following up respectfully, continuing to share BTAA’s message and staying connected to the movement you are helping build.

“ *Advocacy is not one moment. It is MOMENTUM!* ”



After a meeting or letter

Thank your MP, confirm any next steps and keep BTAA informed.



Online and community action

Share updates, invite others and keep the conversation visible.



Look after yourself

Advocacy can be emotional. Pause, debrief and seek support when needed.



Stay connected

Together, we build the sustained pressure that leads to change.



Your advocacy continues

A follow-up email, a shared post or a local conversation can help keep brain tumours on the agenda.



The Guides Focus

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

Guide 4 helps you build on your initial action by following up with MPs, continuing to share your story, and using social media and community conversations to keep advocacy momentum going.



Follow Up

Send a thank-you, check in with your MP’s office or provide requested information.



Understand

See how sustained advocacy helps change happen over time.



Share Online

Use social media to amplify BTAA messages and support others.



Engage Your Community

Start conversations with family, friends, workplaces or support groups.



Look After Yourself

Plan time to pause, debrief and protect your wellbeing.



Take Action

Complete one follow-up action and update BTAA on your progress.

“ *Small steps repeated over time, help create lasting change* ”



Every action builds the movement

This week, choose one follow-up action that keeps your advocacy moving forward.

Why Follow-Up Matters

A conversation is the beginning, not the end

Follow-up helps MPs and their staff remember your story, understand the issue and know what action you are asking them to take.

- 1



Connect

Acknowledge the conversation or letter and thank them for their time.
- 2



Confirm

Restate the key issue and any commitments or next steps discussed.
- 3



Provide

Share any BTAA briefing material or information requested.
- 4



Invite

Encourage ongoing contact or participation in Head to the Hill.
- 5



Update BTAA

Let the team know what happened so we can support the next step.

“ You are helping keep brain tumours visible, understood and on the agenda. ”



Follow-up creates momentum

When you follow up, you help turn a conversation, letter or post into a stronger relationship for change.

After a Meeting

A thoughtful thank-you helps keep the door open.

Send a follow-up message within a few days of your meeting. Keep it warm, respectful and clear.

Thank the MP or staff member for meeting with you.

☐

Briefly remind them of your connection to brain tumours.

☐

Restate the key issue or ask discussed.

☐

Attach or link to BTAA briefing material if helpful.

☐

Confirm any next steps or request a response.

☐

Tell BTAA how the meeting went.

☐

“
A thank you email or letter shows respect and helps create a pathway for future conversations.
”



Thank them and confirm next step

Even a short follow-up email can strengthen the relationship and make it easier to engage again later.



Sample Follow Up Letter or Email

Use this structure and make it your own.

You can copy this structure into an email or letter. Keep it respectful, personal and clear.

Subject: Thank you for meeting with me

Dear [MP’s name],

Thank you for taking the time to meet with me on [date] to discuss the experiences of people affected by brain tumours and BTAA’s Head to the Hill 2026 advocacy priorities.

I appreciated the opportunity to share my personal experience and to speak with you about [briefly name the issue discussed, such as access to care, support services or research funding].

Thank you also for your interest in [mention any question, commitment or action discussed]. As agreed, [I have attached / BTAA will provide] further information about [topic].

I hope you will continue to support better outcomes for people affected by brain tumours and raise these issues with [the relevant minister, party room or parliamentary colleagues, if discussed].

Thank you again for listening and for representing our community. I would be pleased to stay in contact and provide further information through Brain Tumour Alliance Australia.

I also hope you will be able to join us at Head to the Hill at Parliament House on 14 October 2026. Please refer to the invitation attached for further details.

Warm regards,

[Your name]
[Your suburb or electorate]
[Your email address]
[Your phone number, optional]



Attach invite

Head to the Hill invitation flyer



Keep it concise

One to two pages is enough

After Sending a Letter or Email

Your letter can keep working after it is sent.

If you sent a letter or email, follow up politely if you do not receive a response. Your message deserves to be acknowledged.



Wait one to two weeks

Give the office time to process correspondence before following up.



Send a short follow-up

Ask whether your letter was received and whether a response is possible.



Call the office

A polite phone call can confirm your message reached the right person.



Share any response

Forward replies to BTAA so we can track common questions and commitments.



Continue the message

A post, conversation or second email can keep the issue visible.



Be patient

Advocacy often takes time. Your action still matters.

“ Written advocacy is not a backup plan. It is a powerful way to place your experience directly in front of decision-makers. ”



A letter is meaningful advocacy

A personal letter creates a record of your experience and gives your MP’s office something they can consider, share and respond to.

If a Meeting Hasn't Happened

There is still a clear path forward.



Ask for a staff meeting

Meeting with an adviser or electorate staff member is still valuable advocacy.



Request an online meeting

A short video or phone meeting may be easier to schedule.



Send your letter

If the calendar is full, put your story and ask in writing.



Follow up respectfully

Check whether your request was received and ask about other options.



Stay engaged

Continue sharing BTAA messages and participating in the advocacy journey.

“

You do not need a meeting to be an effective advocate. Your voice still matters.

”



You have options

If a meeting is not possible, a letter, email, staff meeting or online conversation can still create meaningful impact.

Understanding the Bigger Picture

Your experience is part of a national story.

Brain tumour experiences are diverse, complex and deeply personal. Together, they show why stronger investment, better access and sustained support are needed.



Diagnosis can be difficult

Symptoms may be subtle, delayed or misunderstood.



Support needs continue

People often need practical, emotional and peer support beyond treatment.



Access is not equal

Location, cost and availability can affect care and support.



Impact is wide-reaching

Brain tumours can affect work, study, family life and identity.



Uncertainty is real

Many people live with ongoing scans, fear of recurrence and change.



Evidence matters

BTAA’s advocacy combines lived experience with trusted information.

“

The facts provide context. Your lived experience gives them meaning.

”



Knowledge strengthens advocacy.

You do not need to know every statistic. Understanding the themes helps you speak with confidence.

How Change Happens

Repeated messages create pressure for action.



“ *One person’s story can open a door. Many voices can move a system.* ”



Change is a collective effort.

When many advocates raise the same issues in different ways, those issues become harder for decision-makers to ignore.

Continue Online

Social media helps amplify the message.



Share BTAA posts

Help trusted information reach your family, friends and networks.



Add your own words

A sentence about why this matters makes the post more personal.



Comment constructively

A supportive comment can help boost visibility and encourage others.



Promote Head to the Hill

Invite others to learn more or register if they are interested.



Protect your wellbeing

You do not need to debate or respond to difficult comments.



Encourage followers

Ask friends to follow BTAA and support the campaign.

Example post starter



I'm supporting BTAA's Head to the Hill because people affected by brain tumours deserve stronger support and better outcomes.



Small online actions can have big reach

Each share, comment and story helps more people understand why brain tumour advocacy matters.

Engage Your Community

Local conversations can create national impact.



Talk to someone you trust

Share why Head to the Hill matters to you.



Invite others to participate

Encourage friends, family or colleagues to learn more and register for the event.



Share resources

Send BTAA information to support groups, clinics or community networks.



Promote awareness events

Help others know when campaigns, webinars or events are happening.



Support another advocate

Offer encouragement to someone who is nervous about taking part.



Keep the issue visible

Small conversations help build a stronger community voice.

“ Every new person who understands the issue helps strengthen the movement for change. ”



You do not need a platform to make a difference.

A conversation at work, in your community or with someone you trust can help raise awareness and grow support.

Look After Yourself

Advocacy can be powerful and emotional.

Sharing personal experiences, following up and engaging online can bring up emotions. You are allowed to pause, change your approach or ask for support.



Notice your limits

Choose what you share and what you keep private.



Plan your support

Know who you can talk to before or after advocacy actions.



Debrief after meetings

It can help to talk through what happened and how you feel.



Take breaks online

Step away from social media if it becomes difficult.



Contact BTAA

We can help with questions, follow-up and next steps.



Celebrate progress

Acknowledge every action you have taken so far.

“

You cannot pour from an empty cup. Your wellbeing is part of the work.

”



Your wellbeing matters

Looking after yourself helps you continue advocating in a way that feels safe, sustainable and meaningful.



Follow Up Tracker

Use this page to record your next steps.

MP or office contacted	
Meeting held / letter sent	
Thank-you sent	
Information requested	
Response received	
Next step	



Need help?

If you are unsure what to do next, send BTAA your update and we can help you decide the next step.



Progress is made one step at a time

Use this tracker to note what you have done, what you are waiting on and where BTAA can help.



This Guide’s Action

Complete one follow-up action.

This week, take one step to keep your advocacy moving forward.

- 1

After a meeting

Send a thank-you email and update BTAA.
- 2

After a letter

Follow up if you have not received a response.
- 3

If you are waiting

Call the office or request an alternative meeting option.
- 4

Online

Share a BTAA post or your own advocacy message.
- 5

In your community

Start one conversation or invite someone else to get involved.



For everyone

Tell BTAA what action you have taken so we can support the next step.



You are keeping the conversation going.

Every follow-up action helps build momentum for better outcomes.

Looking Ahead

Journey Guide 5: Ready for Canberra — and Beyond

Next guide, we will bring everything together. You will receive practical information for the event, final prompts for your advocacy action and guidance on staying connected after 14 October.



Getting ready for Canberra

Event information, travel reminders, what to bring and where to go.



Final confidence prompts

A simple checklist to help you feel prepared and supported.



Staying connected after the event

How the group can continue receiving advocacy support and updates.

“

Every action you take is part of something bigger. Together, we create change.

”



Next guide: final preparation.

We will prepare for the event, cover logistics and support you to stay connected after Head to the Hill.