

COMMUNITY AMBASSADOR TOOLKIT

Welcome! We're so pleased to have your support behind The Jodi Lee Foundation.

With your help we can make a difference to the lives of so many Australian families.

Events provide an enormous opportunity to raise bowel cancer awareness amongst your personal networks, on social media and through other forms of media such as print, television and radio.

Bowel screening is recommended from age 50. However, as a community ambassador we ask you to complete a test so you can spread the word about how simple it is.

The money you raise will help us continue to reach our mission ... to prevent bowel cancer in Australia by motivating people to take screening tests regularly, act quickly on symptoms and lead healthy and active lifestyles.

This toolkit contains information to help you communicate our key messages and kick-start your fundraising.

You can also download our Fundraising Guidelines from our website at www.jodileefoundation.org.au.



QUESTIONS YOU MAY BE ASKED

WHO WAS JODI LEE?

Sitting your children down to tell them you're going to die is something no parent should have to face - but it was the devastating truth for Jodi Lee.

Jodi and Nick had been happily together for 12 years in 2009 and were living in Vietnam with their two young children. They were having the time of their lives.

Nick was away working when Jodi rang complaining of constipation, abdominal pain and some bloating. The next morning, Jodi's doctor recognised an obstruction in her bowel and ordered scans. Jodi had bowel cancer and the tumour had all but blocked her bowel. She was only 39 years old.

Just before midnight she was airlifted from Ho Chi Minh City to Bangkok for emergency surgery. The operation was very successful but three days later Nick and Jodi received the worst news possible - Jodi was diagnosed with Stage IV bowel cancer and it had spread to her lymph and liver. At best, she only had two years to live.

One of the hardest things was telling their children Jack, 6, and Arabella, 4, that their mum was going to die. Jodi passed away on 16 January 2010.

Before Jodi's diagnosis she was fit and healthy. She had no family history and no symptoms whatsoever, which is typical of bowel cancer. The saddest part of all is that Jodi's story could have had a different outcome if her cancer had been detected early.

With that simple fact as the driving force The Jodi Lee Foundation was established in 2010.

WHAT DOES THE JODI LEE FOUNDATION DO?

The Jodi Lee Foundation works to prevent bowel cancer through:

- National awareness campaigns and events to educate Australian communities about bowel cancer, prevention and the importance of early detection.
- Its Workplace Prevention Program through which businesses can educate their workforce about bowel cancer and provide them with simple screening tests to be completed in the privacy of their own home.
- Tools to promote the early detection of bowel cancer:
 - Know Your Risk - a website that allows people to record their family history of bowel cancer and provides them with an assessment on their risk of developing the disease. Go to www.knowyourrisk.org.au.
 - A bowel symptoms screening tool to encourage people experiencing symptoms of bowel disease to seek medical advice (under development).



QUESTIONS YOU MAY BE ASKED

WHAT ARE THE FACTS?

- Bowel cancer is the 2nd biggest cancer killer in Australia.
- If detected early, up to 90% of cases can be successfully treated, or even prevented.
- Australia has one of the highest rates of bowel cancer in the world.
- Every two hours, bowel cancer claims a life. That's around 80 people every week or more than 4,000 people each year.
- More than 14,000 people are diagnosed with bowel cancer each year. By 2020, this number is expected to increase to 20,000 bowel cancer cases detected annually.
- Bowel cancer mainly affects people over the age of 50. However, you should never be told that you are too young to have bowel cancer. More than 1,000 people under the age of 50 are diagnosed each year.
- Many people do not experience bowel cancer symptoms until the cancer has become more advanced or spread.
- Bowel cancer can be prevented if you are proactive about your health and screen regularly.

WHAT ARE THE RISKS?

- Risk increases from the age of 40, rising sharply and progressively from age 50.
- A significant family history of bowel cancer or polyps.
- A personal history of bowel cancer, polyps or inflammatory bowel disease such as Crohn's disease or ulcerative colitis.
- A diet high in animal fats and processed meats, obesity, lack of exercise, smoking and excessive alcohol consumption.

HOW CAN BOWEL CANCER BE PREVENTED?

- Screen regularly – it is recommended you take a simple at-home screening test at least once every two years from the age of 50. To find out where to get a test visit www.jodileefoundation.org.au.
- Act quickly on symptoms - if you experience symptoms for more than a few weeks, speak to your GP.
- Live a healthy and active lifestyle – it can help reduce your bowel cancer risk.

For more bowel cancer facts visit www.jodileefoundation.org.au



HELP US RAISE AWARENESS, IT SAVES LIVES

SOCIAL MEDIA AND ONLINE

Social media plays a significant role in raising awareness and allows us to engage not only our supporters, but yours too. The Foundation has a large and engaged online community through popular social platforms like Facebook, Twitter, Instagram and LinkedIn.

The more buzz we create online, the more awareness we can generate about bowel cancer. We'd love for you to connect with us online and share our messages with your friends:

- Tag us in your Tweets (@JodiLeeFdn), Instagram photos (@JodiLeeFdn) and Facebook updates (The Jodi Lee Foundation) and we'll retweet, repost and share with our followers.
- Post about the event, your training, fundraising or thanking your supporters.
- Use our hashtags - #bowelcancer, #awareness, #screening, #saveslives, #takethetest. Our events will have one too!

We love to post about our community ambassadors and what you are up to. Send us a photo about your event and we'll try as hard as we can to share it with our followers. We like our social media posts to be timely, so photos sent by the next day is best.

We're always looking for great event photos to share online and to showcase in our Annual Review each year. We've created a dedicated Flickr account to make it easy for you to share your photos with us. Simply download the Flickr app and upload photos directly from your phone. If you can, add names and descriptions ... it helps us mention everyone.

Sign in using jlfevents@yahoo.com.au with password jodileefdn. Or you can always email or send your photos to us on a USB.

MEDIA

We also use the media to raise awareness and often share stories about our community ambassadors and their efforts in supporting The Jodi Lee Foundation.

You may hear from us if a media opportunity arises, or if you would like help engaging the media please don't hesitate to contact our Communications Team. We will be able to provide you with any advice you may need and point you in the right direction. We ask that you run any media material or press releases past us first.

If you do have success with your local newspaper or other media outlet and they would like a comment from The Jodi Lee Foundation, Nick Lee is the official spokesperson and is always available for these opportunities. Our Communications Team is here to facilitate with this.

SPONSORSHIP

We encourage you to seek sponsorship for any events you participate in or organise. However, please run any corporate sponsors past us before approaching them to ensure we are not doubling up. Sponsorship requires invoicing by the Foundation and attracts GST.

USING OUR LOGO

If you're holding an event you may want to include our logo on your invitation or flyer. Approved logos and images can be downloaded from our Flickr page at www.flickr.com/photos/jodileefdn/albums.

Please include words such as 'Proceeds donated to The Jodi Lee Foundation' or 'Proudly supporting The Jodi Lee Foundation' to make it clear that you are hosting the event on our behalf.

CONTACTS

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