

VCCC Alliance Consumer Engagement Forum 2021

Consumer Advocacy: An Untapped Resource

Unlock research funding and maximise professional education potential

Friday 3 December 2021, 10 am - to 12 pm

Program

10:00	Acknowledgement of Country Welcome and housekeeping	Ms Sophy Athan
10:10	Executive message	Prof Grant McArthur
10:15	Keynote address: Consumer Advocacy – are we progressing the national framework?	Prof Sanchia Aranda
10:30	Funding Agencies Victorian Cancer Agency: Embedding consumer evaluation into grant assessment at the Victorian Cancer Agency – a 5 year journey Cancer Australia: Fostering patient engagement in the grant review process	Dr Dayna Swiatek Dr Ameera Yousiph
10:55	Break	
11:00	MRFF and Major Initiatives, The University of Melbourne Consumer involvement in the Medical Research Future Fund (MRFF)	Dr Bow Tauro
11:10	Introduction to breakout room activity	
11:15	Breakout room activity 1. What activities do you associate with consumer advocacy? 2. What can you do to support/facilitate consumer advocacy?	
11:35	Consumer Engagement in Professional Education Sharing Lived Experience with Students Consumer Engagement in early Research Training	Ms Michelle O'Sullivan Ms Natalie Diepenhorst and Prof Fred Hollande
11:55	Concluding remarks	Dr Joanne Britto

About our speakers

Ms Sophy Athan - Chair, VCCC Alliance Cancer Consumer Advisory Committee (CCAC)

The CCAC provides advice to the Board and Executive Director on the development of consumer engagement capability, and supports implementation of best practice across VCCC Alliance strategic programs. Committee Chair, Sophy Athan has a strong interest and varied experience in advocating in the health sector. She is passionate about improving the patient experience and patient health outcomes.



Professor Grant McArthur - Executive Director, VCCC Alliance, Head Molecular Oncology Laboratory; Consultant Medical Oncologist, Senior Principal Research Fellow (NHMRC), Peter MacCallum Cancer Centre

Professor Grant McArthur is a Fellow of the Royal Australasian College of Physicians and holds a PhD in Medical Biology. He is the Executive Director of the VCCC Alliance; inaugural Lorenzo Galli Chair of Melanoma and Skin Cancers at the University of Melbourne and is a Senior Principal Research Fellow (NHMRC). He is also Head of the Molecular Oncology Laboratory and a Senior Consultant Medical Oncologist at the Peter MacCallum Cancer Centre.



Professor Sanchia Aranda AM - Professor of Health Services Research, Peter MacCallum Cancer Centre, Deputy Chair, VCCC Alliance Board of Directors

Professor Sanchia Aranda has worked in cancer control for more than 40 years, most recently as CEO of Cancer Council Australia (2015-2020). She has held senior roles in healthcare, government, and tertiary education and across the spectrum from prevention, through treatment and palliative care. She is the inaugural Board Chair for the City Cancer Challenge Foundation. Her contributions to cancer control have been recognised nationally and internationally, most recently through the Clinical Oncology Society of Australia Tom Reeve Award for Outstanding Contribution to Cancer Care in 2020. Sanchia holds a part-time appointment as a Professor of Health Services Research at The University of Melbourne and Peter MacCallum Cancer Centre.



Dr Dayna Swiatek - Manager, Victorian Cancer Agency, Department of Health

Dr Swiatek is the Manager of the Victorian Cancer Agency, responsible for the cancer research program at the Victorian Department of Health. She has been in the role since February 2017, following various health policy and project roles at state and national level including the National Health and Medical Research Council. Dr Swiatek holds a PhD from the University of Melbourne gained through the study of rotavirus. She was previously the National President and Chair of the Board for Canteen Australia. As someone with a lived experience of cancer as a sibling, daughter and carer, she is passionate about consumer engagement in all aspects of cancer research.



Dr Ameera Yousiph - Project Manager, PdCCRS, Cancer Australia

Dr Yousiph has been the project manager in the Priority-driven Collaborative Cancer Research Scheme since 2013. She has assisted in the review of grant applications in nine grant rounds and has organised and delivered consumer (patient) training. Dr Yousiph has a keen interest in supporting cancer researchers to improve cancer outcomes and empowering cancer patients and their carers in making their voices heard.

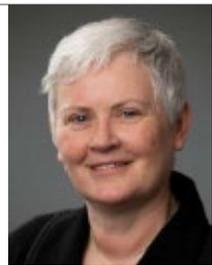
**Dr Bow Tauro – Medical Research Future Fund (MRFF) Senior Project Officer**

Dr Tauro works within the MRFF Initiatives Team at the University of Melbourne. With a PhD in Biochemistry and Molecular Biology, he brings both research experience and a strong project management and stakeholder engagement background to this role which is important in communicating and coordinating MRFF opportunities. Dr Tauro has worked in research, health-tech, start-up, sales and corporate advisory roles. He has experience in company research and analysis, commercialisation, capital raising, business development and strategic sales.

**Ms Michelle O’Sullivan - VCCC Alliance Consumer Representative**

With a lived experience of breast cancer, Michelle was invited by one of the treating team to speak with a lecturer at RMIT about her experience. This is described to students as follows: “Our guest speaker will tell students of her story, and how she felt in different situations while experiencing all three Medical Radiation Professionals. It is very raw and honest and an experience students may get like no other. The feedback of this from previous students is quite powerful. You will hear of positive and not so positive experiences and how many of these came down to elements of communication and bedside manner.”

Michelle is the Peter MacCallum Cancer Centre Representative Member on the VCCC Alliance Cancer Consumer Advisory Committee.

**Dr Natalie Diepenhorst – VCCC Alliance Consumer Representative**

Natalie has had a lifelong passion for health and medical research. She has a PhD in Biochemistry from the University of Melbourne and has worked as a medical research fellow for 9 years at the Monash Institute of Pharmaceutical Sciences as part of a drug discovery program in collaboration with an international pharmaceutical company. Natalie is a colorectal cancer (CRC) survivor and she volunteers as a consumer advocate with Daniel Buchannan’s Oncogenomics of CRC Laboratory at the University of Melbourne where she is involved study design and contributes to grant proposals. She represents the University of Melbourne Centre for Cancer Research on the VCCC Alliance Cancer Consumer Advisory Committee for the last 18 months. Natalie is uniquely placed as a consumer given her understanding of the research process in addition to her personal experience with cancer.



**Professor Frederic Hollande - Deputy Head, Dept of Clinical Pathology,
the University of Melbourne**

Fred completed his PhD at the University of Montpellier, France. Following a postdoc at the Ludwig Institute for Cancer Research and the University of Melbourne he worked for several years at the Institute of Functional Genomics of Montpellier and co-founded a biotech company developing therapeutic monoclonal antibodies for cancer diagnosis and therapy. In 2012 he joined the University of Melbourne, where he leads a research group focused on the discovery of biomarkers and new treatments for metastatic bowel and pancreatic cancer. Fred is the Academic Lead for an international exchange program between the University of Melbourne and the Centre National de la Recherche Scientifique.



Fred has spearheaded consumer engagement initiatives, including through his role in the Australian/NZ Metastasis Research Society and by developing consumer engagement workshops in the Honours program he coordinates.

Dr Joanne Britto – Manager, Consumer Involvement, VCCC Alliance

Dr Joanne Britto is the Manager of Consumer Involvement at the VCCC Alliance. With 25 years' experience in medical research and PhD in neuroscience, Joanne's interest in public outreach aimed at enhancing community awareness of science. In her current role, Joanne actively embeds the consumer perspective into program design and implementation through initiatives that formalise the role of consumers and establish quality partnerships. Joanne combines skills in medical research, education and communication to cultivate knowledge sharing and advance effective practice through collaborative opportunities.

