



COMMUNICATION TOOLKIT

Help us spread the word

MBC Action Australia Metastatic Breast Cancer Information and Support Hub (MBC Hub)

This toolkit gives you everything you need to share information about the MBC Hub with your networks from **Tuesday 9 June**. There's [social media posts](#), [newsletter content](#), a [poster](#) and [support information](#) to help you spread the word.

The more people who know about the MBC Hub, the more people it can help.

The Hub is a one stop shop for trusted information, resources, and support for anyone living with MBC. No matter if you are newly diagnosed or have been living with MBC for many years, you'll find helpful information on the Hub.

Lived experience is at the heart of the Hub. It was built from the ground up with the people who need it most, through co-design with the MBC community. Information and resources are trusted, credible, and genuinely useful.

Watch our [video](#) for your first look and check out the Hub here: mbchub.au

Why the Hub matters

The Hub truly reflects what people need - whether they're living with MBC or a loved one, carer, or health professional supporting someone who is.

Ayeisha, from MBC Action Australia, shares her story, highlights exactly why we've created the Hub and details her hopes for how it will support people like her and her mum, Karen.

“

I can remember just after Mum was diagnosed, I spent hours deep into the night trawling the internet for information on anything from what this diagnosis meant, to what foods I could make for her while she underwent chemo. My own hope is that the Hub is a place where people can come and find the right information, at the right time, when they need it most.

When Mum was diagnosed, she was terrified, and yet she still showed a strength beyond what I can describe. By working on this Hub, I have witnessed once more what can be achieved through the collective strength and sheer force of those living with MBC, their families and those who have dedicated their professional lives to it - creating a place for those who may walk this path next.”



Ayeisha's mum, Karen Milligan

Shareable resources

Here you'll find resources that you can share across your channels, including social media and newsletters. These can be shared from **Tuesday 9 June**.



Social media post 1

The MBC Hub is here – a dedicated online space for anyone affected by metastatic breast cancer (MBC). ❤️

Whether you are living with MBC, caring for someone you love, or a health professional, the Hub is for you.

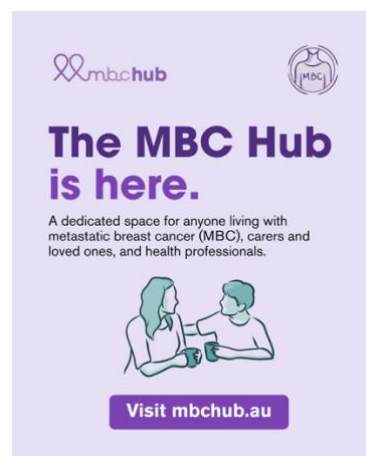
The Hub was co-designed with the MBC community, and information and resources have been thoughtfully selected to make sure they are relevant and helpful.

You'll find information on diagnosis, treatment, living well, support for loved ones, and end of life planning.

Whether you are newly diagnosed or have been living with MBC for a long time, there is something on the Hub to help you and those you love. ❤️

Visit the MBC Hub at mbchub.au

#MBCActionAustralia #MetastaticBreastCancer #MBC #MBCHub



[Download social media tile →](#)

Social media post 2

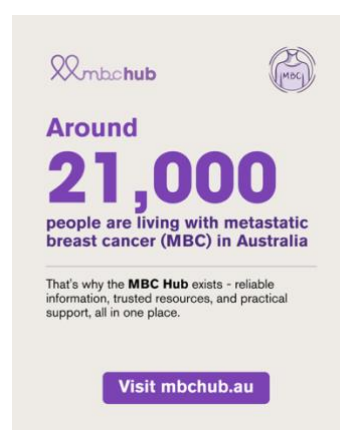
Around 21,000 people are living with metastatic breast cancer (MBC) in Australia.

That's why the MBC Hub was created. The Hub brings together reliable information, practical support, and trusted resources for anyone affected by MBC. ❤️

Whether you're living with MBC, you love someone who is, or you are treating people who do, you'll find helpful information on the Hub.

Visit the MBC Hub at mbchub.au

#MBCActionAustralia #MetastaticBreastCancer #MBC #MBCHub



[Download social media tile →](#)



My best friend was diagnosed with de novo breast cancer 10 years ago and I have been one of her key supporters from initial diagnosis and throughout her journey. I was also an oncology and palliative care nurse in the past and have a bit of a unique insight. I have found the information available online to be disconnected and whilst someone like me was able to find things out, most would not know where to start.” – Suzi

Newsletter content

You can use the following text in your next newsletter or an email update from **9 June**.

A new space built by and for the metastatic breast cancer community

MBC Action Australia has launched the [MBC Hub](#) – a free, dedicated online space for anyone affected by metastatic breast cancer (MBC).

Whether you're living with MBC, caring for someone you love, or a health professional supporting people through diagnosis and treatment, the Hub is for you.

You'll find helpful information and resources on diagnosis, treatment, living well, support for loved ones, and end of life planning.

Lived experience is at the heart of the Hub. It was co-designed and tested with the MBC community, so every piece of information has been thoughtfully selected to be practical, relevant, and grounded in real life.

Visit the Hub at and share it with anyone in your community who may benefit: mbchub.au

To learn more about MBC Action Australia, visit: mbcaction.org.au



When I was diagnosed stage 4 de novo 12 years ago, I felt so alone and lost. I was originally promised the world when they thought my cancer was early stage and when I needed help the most there was none. No one should ever experience that and I believe every bit of information, links to services and sometimes just a glimmer of hope can make the early days so much easier.” – Janine

Poster

You can download and print this poster and display it in your office, workplace, or local community centre.

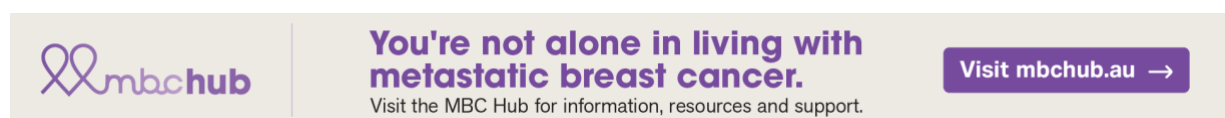
[Download the poster](#)



Desktop web banner

This desktop web banner links to the Hub and can be displayed on your website.

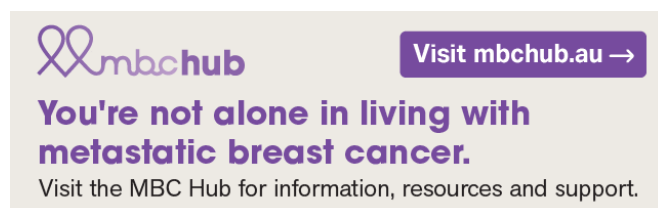
[Download the banner](#)



Mobile web banner

This mobile web banner links to the Hub and can be displayed on your website.

[Download the banner](#)



Support information

The organisations below provide support to anyone who is living with MBC, or their families and carers. Please feel free to share these numbers.

Lifeline

13 11 14 - for immediate mental health support

Cancer Council

13 11 20 - for services, information and support

Breast Cancer Network Australia

1800 500 258 - for anyone affected by breast cancer



More information

To learn more about MBC and the work MBC Action Australia is doing, visit: mbcaction.org.au

To contact MBCAA about partnerships, support, or to submit information and resources to the Hub, email: info@mbcaction.org.au

We gratefully acknowledge the Belalberi Foundation's generous support, which helps make the Hub possible. The Foundation was established by the family of the late Sally Crossing AM, whose remarkable advocacy for people affected by cancer, including founding Cancer Voices, continues to inspire consumer advocates across Australia.

“

Knowledge is power. I want to make sure that anyone else going through this in the future will be better supported than I have been to date. – Judith



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