**McGrath Foundation and the Ottawa Charter**

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| **Strategy** | **Action Area** | **Reasons for effectiveness of strategy** |
| Availability on website of a breast awareness card | Develop personal skills | Women are provided with knowledge and skills on how to be breast aware, such as how to check for changes and lumps in the breast. This will hopefully enable any health concerns to be detected at an earlier stage. |
| Social Media - Facebook, Twitter, YouTube, Instagram, Foursquare, the McGrath Foundation website and their monthly newsletter | Creating Supportive Environments | Social media has played an increasingly important role - provides an avenue to interact with supporters in real time to inform them of new information or to answer questions quickly.  Allowing the ability to share stories and information with their own networks. |
| Community Friends, Corporate Friends, Volunteers, Foundation Friends, McGrath Foundation Events | Strengthening Community Action | Community Friends - sport, high teas, sausage sizzles, gala dinners, head shaving as well as donations in lieu of presents for birthdays, anniversaries and weddings  Corporate Friends - donations from products or services, pro bono support, in-kind goods and services, financial support and information services.  Volunteers - ‘tin rattling’ at major events, assisting in merchandise sales or helping with office duties at their head office in Sydney.  Foundation Friends – Celebrities - draw on the unique talents of each Friend, their community and supporters whilst also providing them with the ability to make a difference to the community in which they live.  McGrath Foundation Events - Summer of Cricket activations, Pink Stumps Day, Pull on your Socks and the Signature High Tea series. |
| Curve Lurve | Re-orienting Health Services | On the website - Curve Lurve is packed with breast and body awareness content including a teaching and learning resource for high school teachers to use in the classroom setting and a facilitator’s guide for anybody interested in breast health to run their own session in their workplace or community setting |
| Breast Care Nurses | Building Health Public Policy | Specially trained nurses who act as patient advocates, coordinating care for women with breast cancer and their families and carers. They work to ensure physical, psychological and basic support needs are met and play a vital role in the multi-disciplinary team. |