The American Cancer Society

Health Equity Spokesperson

Raising Cancer Awareness in Culturally Diverse Communities

What is a Health Equity Spokesperson?

Cancer rewrites life as we know it. It marks those who survive, those left behind and those who care for people with cancer. For individuals willing and able to share their personal story, cancer experiences can serve as lessons for others.

Health Equity Spokespersons are volunteers who share their story, educate audiences on cancer risk factors and motivate people to take action on their personal health. They serve as a trusted voice from the local community with the goal of linking people to life-saving cancer information.

Spokespersons agree to speak on behalf of the American Cancer Society and receive extensive training to help share cancer prevention and early detection messages.

Spokesperson volunteers are committed to cancer prevention and comfortable with public speaking. Spokespersons are called upon for speaking engagements at a variety of events requiring flexibility in their schedule.

Why Volunteer to be a Spokesperson?

Volunteering to be a Spokesperson gives you the power to make a difference in the fight against cancer. Utilizing your personal story, you will have the opportunity to help save lives in communities where access to information and quality care is limited.

Spokespersons magnify the message of getting well, staying well, finding cures and fighting back against cancer. Spokespersons bring courage, validity and honesty to public discussions about cancer. Personal experience can often shift people's perceptions in ways that facts and figures cannot. You can help raise awareness and save lives.

How Do I Become a Spokesperson?

Contact Health Equity staff to sign up as a volunteer:

Wisconsin: 262-523-5500 Minnesota: 651-255-8100
South Dakota: 605-224-6772

What Kind of Training Do Spokespersons Receive?

- Orientation to The American Cancer Society
- Cancer Basics and Health Equity training
- Spokesperson training
- Cancer Resource Network training
- Patient Services training

What is the Commitment of a Spokesperson?

- Spokespersons agree to attend required training
- Spokespersons agree to represent the American Cancer Society in the community
- Spokespersons commit to at least three presentations per year
- Spokespersons provide factually accurate cancer information
- Spokespersons pledge to honor their speaking arrangements