

# 2023 MIPS Seminar Program



6 Sep 2023



12:00 to 1:00 pm



LT3

## THE CONSUMER ADVANTAGE: PROGRESSING FROM AWARENESS TO ACTION

**Dr Joanne Britto** Manager, Consumer Involvement - Victorian Comprehensive Cancer Centre



Dr Joanne Britto is the Consumer Involvement Manager at the Victorian Comprehensive Cancer Centre Alliance. With a PhD in neuroscience and over 20 years in medical research, Joanne's interest in knowledge sharing and outreach was key in her research career. Whilst a Research Fellow at the Florey Institute, Joanne established community awareness of the brain programs, including a successful School Outreach Program. Shifting from a research career into health communication at the Cancer Council Victoria, Joanne's interests extended to engaging with health professionals and consumers to raise awareness of supportive care in cancer.

Currently, Joanne works together with consumers and managers at the VCCC Alliance to actively embed a consumer perspective into project design and implementation. Combining skills in medical research, education, and communication, Joanne aims to advance the value of a lived experience through effective engagement practices.