



THE SPOKESPERSON NETWORK

Heard's Children's Palliative Care Programme

The stories we tell about children's palliative care (CPC) shape how the public understands it and how families experience it. Too often, media narratives are based on misconceptions that can be harmful. Heard's CPC programme works to change this by empowering people with lived and professional experience to share their stories, and by supporting media professionals to tell them well.



The **Spokesperson Network** is a community for people interested in reframing how CPC is presented in the media. Members take part in regular training and mentorship, are supported to share their stories with media professionals, and connect with others passionate about making change.



"I am grateful to have the opportunity to meet other parents and receive the support and insight Heard's team is sharing. It's incredible to be part of a network of parents who want to drive change. Heard has a way of making me feel as if I am part of a team. It's a supportive and collegiate environment." — **Parent spokesperson**

What members do

- **Training** - Annual two-part programme for new members, covering story-framing, self-care and interview skills, with input from lived-experience speakers and media professionals.
- **Workshops** - Regular lunchtime sessions led by industry guests, from podcast producers to TV casting directors, designed to build skills and confidence.
- **Media collaboration & public engagement** – From shaping media projects to contributing to articles, interviews, films and conferences, spokespeople share their perspectives on CPC with full pastoral support.
- **Mentorship** - Ongoing advice for spokespeople and media professionals to help challenge misconceptions and tell stories that inspire and inform.
- **Community & peer support** - Connect with others who share your passion, exchange experiences, and build solidarity and purpose together.



All activities are **free** to join, with **compensation** provided for your contributions depending on time commitment and role.



"The Heard team put an extraordinary briefing together for us, providing a wealth of information about children's palliative care and its spiritual dimension. Most importantly, it gave us the opportunity to meet 'real people' who knew this field first-hand. The session inspired me to develop a documentary idea for BBC Radio 4 and possibly other outlets." — **Kristine Pommert, Head of Radio, CTVC**



Who's involved

Our members represent a wide range of voices from across the UK, including:

- Parents and families (bereaved and caring);
- Young adults with lived experience;
- Healthcare professionals (consultants, nurses, psychologists);
- Charity leaders and practitioners;
- Chaplains, bereavement leads and play specialists.



Would you like to help change the story of CPC?

Join the Spokesperson Network and use your voice to shift perceptions, challenge misconceptions, and inspire change. Get in touch with our programme manager Aimee at aimee@heard.org.uk for more information.