



STAND WITH
THE BRAVE





Emily Somers is a dreamer and a traveller, a collector and a designer, she spent her days as an Art Director in a bubble of colour and happiness before her diagnosis.

Then she got sick. Real sick. She got cancer. Not once, not twice but three times. And do you know what, she beat it. Not once, not twice but three times.

Inspired by her own experience of chemo, cancer, naps, and turbans, she's on a mission to create some cool cancer headwear in the hope to give bravery to others going through something she knows only too well. Her Melbourne based business full of beautiful things is called Bravery Co.

How to have Compassionate Conversations

Hair loss can be one of the most confronting parts of a cancer diagnosis - especially because it's so visual. You can hide nausea or fatigue, but losing your hair makes it public.

Here, ACRF Brave Shave Ambassador Emily Somers shares her tips on how you can support your clients experiencing the side effects of cancer treatment.



Say Something (Even If You Don't Know What)

Cancer is a daunting conversation. You never know what the right thing to say is - because honestly, there isn't a right thing.

You can say something simple like:

- I'm thinking of you.
- We're sending all our love.
- Or (my personal favourite): "Heard you're going through a sh*t show. We f*ing love you."



Set the tone for shave day by asking what kind of vibe they want

- Quiet and calm with tea and soft music?
- Loud and proud with Beyoncé and bubbles?
- Or fast and low-key—just get it done?

Let them set the tone – and follow their lead.



If you're not in their inner circle, talking to someone about their cancer can feel awkward.

Here's the trick: Just ask.

Try: “Do you want to talk about cancer land today, or should we dive into Met Gala outfits and what weird, unidentified fruit I found rotting in my kid’s school bag last week?”

Let them choose the tone. And ask every time - because what feels okay to talk about one day might be completely off the table the next.



What Not to Do

- Don't tell them about your second cousin's boss's goldfish that also had cancer and died.
 - Don't compare their cancer to your back pain, broken toe, or dental surgery. (It happened to me – and I know they were trying to relate. It's not the same.)
 - Don't slap a silver lining on it straight away. ("Everything happens for a reason!" "Cancer only happens to the strongest people!") - No. Just sit with them in the heaviness of the situation. Acknowledge it. Say this really sucks and I'm here for you. I always feel this is a good time to swear a little bit as this makes it feel like you understand the seriousness of the whole thing.
-



Pro tip

Keep checking in well past treatment, because the part after treatment, is surprisingly exceptionally hard. All the support falls away, everyone assumes you're 'all better' and you're left to deal with the emotional mess which needs just as much love and support to get through.

General Enquiries

02 9223 7833

info@acrf.com.au

**For partnership
enquiries please email**

corporategiving@acrf.com.au

**AUSTRALIAN
CANCER
RESEARCH
FOUNDATION**

