



## **Representative one page profile – Sophie Lonsdale**

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### **My strengths:**

I'm a creative and emotive person, who loves to communicate with people. I am an honest person and I have a good sense of humour which I use in both my day to day and working life. I also promote all the cancer alliances communications on our website and social media channels.

### **What working style works for me:**

I have an expressive working style. This means I like involvement and recognition for my contribution. I am passionate and get excited about my work, and this is displayed either when I'm working on my own or as part of a team. I like to generate new and innovative ideas and I'm not limited by traditional methods to get a task done.

### **This is why I'm interested in cancer:**

I've lost friends to cancer and I like to think if awareness is raised about the early signs of cancer to all people, others won't have to lose loved ones. I like to translate messages into an understandable format so that everyone can comprehend the message.

I know there is a high deprivation level across our region and a very high level of late stage diagnosis, if I can do anything to help people get an earlier diagnosis – that's a level of job satisfaction that is unmatched.

### **These are the groups and networks I am involved in:**

I'm part of the communications and engagement team so I work across all of the Cancer Alliance workstreams and assist where possible.

I'm also part of the LGBT+ community, so I can look at things from a health inequality perspective and have the ability to relate to others in this community – especially when it comes to engaging.

### **This is what is important to me:**

Educating people about the early signs and symptoms of cancer is something I'm very passionate about. I'm also a big supporter of innovation and I'm fascinated by the research that is being undertaken to help make improvements to cancer services.



## **Humber and North Yorkshire Cancer Alliance**

### **What I am like when I am not at work:**

I'm a funny and social outgoing person. I regularly go to the Ice Arena in hull to support the Hull Seahawks ice hockey team. I also have recently learned to box, so a few times a week you will find me in the MMA gym with my newfound martial arts family.

On-top of all of that, family time is super important to me – so I spend as much time as possible with them and make lots of happy memories!

### **Any other information you should know about me:**