



reflections on the past year

ANNUAL REVIEW
2009/10

FOREWORDS



Chairman
Professor
Ciaran O'Neill
BA; PhD

Ciaran O'Neill

It gives me great pleasure to write this foreword in my fourth year as Chairman of Action Cancer.

I am delighted to report that during the 2009 - 2010 year Action Cancer has continued to make remarkable advances as illustrated throughout this Annual Review. On behalf of the Trustees I would like to thank our management, staff, patrons and sponsors for all of their efforts as well as our volunteers who give so selflessly of their time, to support the Charity in its efforts to save lives and support people.

As we look forward to another important year, I am pleased to say that we can do so with confidence. Without you none of our achievements would be possible. I thank you for all your support over the past very successful 12 months and invite you to share our hopes and vision for the year ahead.



Chief Operating Officer
Norman D Carson

Another year has passed and I'm happy to report that it was a successful one. Much of this success is shared in detail within this document but in outline we managed to maintain service delivery in all our departments. Our ability to continue our services is due only to the continued generosity of many individuals and corporate sponsors together with the energy and enthusiasm of our fundraising groups, and for that we are indebted to you.

I have held the post of Chief Operating Officer for only three months of the 2009 - 2010 year and must pay tribute to the professionalism of staff in all departments. In this brief foreword it is not possible to mention everyone individually but it is true to say that each staff member remains wholly dedicated to the work of the Charity as together we continue to **'save lives and support people'**. I also wish to acknowledge the sterling work undertaken by Dougie King and Geraldine Kerr for steering of the Charity

over the past couple of years in addition to undertaking their primary jobs.

Our work as a Charity is sustained by donations from both the public and from corporate sponsors. Only with this generosity and commitment can we continue to provide these greatly needed, life enhancing services. This equally applies to our many volunteers (almost 400) who give their precious time to supplement services undertaken by staff. On behalf of Action Cancer I wish to record thanks and appreciation to you all and trust you will feel inspired to continue your support.

During this year we have undertaken a review of governance arrangements. A range of required policies and procedures have been put in place to guide Council and staff in the strategic and operational aspects of the business which will help us prepare for the requirements of the Charity Commission.

Finally, towards the end of this year, work was started on the production of a new slimmer and focused Strategic Plan for the next three years 2010 - 2013. This has now been published and has been widely distributed to our many stakeholders. We have entitled this 'A Continuing Future' and believe for many, this is what we offer.

CONTENTS

03 Fundraising	05 Detection	08 Support	10 Investing In Staff and Volunteers
04 Prevention	06 - 07 Raising Awareness - Changing Attitudes	09 Research	11 Company Information & Figures

FUNDRAISING



TROLAN'S GOLF CLASSIC

Patsy Trolan, Mary Trolan (right) and family present a cheque for £16,000 raised through their annual Action Cancer Golf Classic competition to Kerry McCrea. The Trolan's SuperValu store in Ballymoney has raised a total of £142,000 in five years.



BCAM 2009

Gloria Hunniford and Joanne Henderson of Gordons Chemists celebrate the success of Breast Cancer Awareness Month 2009 during which over £30,000 was raised for the Charity's breast screening service and an additional 800 women signed up for a screening through their local Gordons Chemist.



TREK COSTA RICA

Ten eager trekkers took off to explore the Costa Rican Jungle in February 2010. They trekked through cloud forests in three days of heavy rainfall, tackling a few mud slides along the way and raised an impressive £37,000 for their trouble!



MOONLIGHT WALK

1,000 women and a few brave men gathered together in the grounds of Stormont estate for this landmark event - the first of its kind in Northern Ireland. They walked ten miles into the centre of Belfast and back to Stormont raising a staggering £150,000 for their efforts.



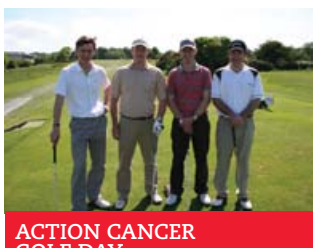
RUSSELL'S RAISE OVER £25,000

Over the two year partnership with Russell's Shop 4 You and Russell's Cellars, an incredible total of over £25,000 has been raised for Action Cancer's breast screening service.



NEW YORK MARATHON 2009

In November another great team of 10 runners headed out to the big apple to fulfil the challenge of a lifetime - the New York Marathon. Each runner had raised an amazing £3,000 making a fantastic total of over £30,000 for the Charity. A massive thanks to all those who took part in this amazing event!



ACTION CANCER GOLF DAY

Gareth Gibson's Team at the Action Cancer Golf Day held at Clondeboye Golf Club raised over £6,000.



MEETING THE MAYOR

Marlborough and East Belfast Groups met Lord Mayor Tom Hartley in May 2009 to celebrate a combined fundraising total of £309,000.



BOW STREET MALL PARTNERSHIP

Lisburn Action Cancer Fundraising Group held a balloon race in February 2009 to launch their charity partnership with Bow Street Mall Shopping Centre.



GIANT'S WALK 2009

In September Action Cancer held their 8th annual Giant's Walk with a massive 300 walkers taking part in a 10 mile jaunt along the North Coast.



CENTRA SKYDIVE

Staff from Dolan's Centra store, High Street Enniskillen, took part in a skydive to raise £3,500 for Action Cancer in September 2009. Niall Dolan, Jill McCreery, Jonathan Hunter and Titto Anthony from Dolan's Centra are pictured with Brian Cassidy, Centra Regional Manager.



TREK GRAND CANYON

27 Action Cancer supporters headed out to the U.S.A. and battled the soaring Arizona heat while they trekked through the Grand Canyon. The group explored the area's waterfalls and camped in the Canyon's back country. The grand challenge raised £86,000.

RETAIL



Action Cancer's Gift Aid scheme has raised £70,000 through its retail outlets since its inception in May 2009. The retail Gift Aid scheme in Action Cancer's retail shops has now over 3,000 gift aid donors signed up. Any UK taxpayer who makes a donation of clothing or furniture to one of our shops and signs up for Gift Aid allows Action Cancer to claim a further 28p to the pound back from the taxman. It means that a typical dining room table sold for £125 would raise an extra £35 to contribute towards a counselling or complementary session at Action Cancer House.

Action Cancer's 13 retail outlets operating throughout Northern Ireland helped raise £915,000 last year through retailing and gift aid activities.

PREVENTION



NEW WEIGHT LOSS CLINIC ON THE BIG BUS

With an estimated 60% of the population regarded as overweight and with obesity rates on the increase in Northern Ireland (Northern Ireland Executive, 2009), Action Cancer is helping to raise awareness on the importance of weight management through our new weightloss clinic available on the Big Bus mobile unit.

Action Cancer's new Why Weight programme takes the form of a one-to-one clinic and uses the latest technology to demonstrate the importance of weight management in reducing cancer incidence. Since its inception in May 2010, the programme has reached over 400 people via the Big Bus.

Being overweight or obese is regarded by the World Health Organisation as the most significant avoidable cause of cancer after tobacco.

Hi-tech clinically accurate scales are used to give a body composition analysis to clients, including their Body Mass Index, Basal Metabolic Rate, percentage body fat and fat mass. A three-month programme of support is offered as follow up and includes

a new weight loss pack developed by Jane McClenaghan of Vital Nutrition.



STRICTLY HEALTHY DANCING FOR SCHOOLS

Action Cancer's health promotion team introduced a new form of fitness training to its Health Action programme for local secondary schools aimed at getting children moving to music.

The 'Exercise to Music' routine, nicknamed 'Dancercise', was introduced to help reverse the poor exercise habits of young people and tackle obesity. The routine mainly involves modern, disco-style dance moves and proves to teenagers that being fit doesn't have to be dull. It is important to encourage new behaviours among young people in their formative years in order to increase fitness levels and reduce cancer risk in later life.

With the support of our partner Centra Action Cancer aims to make a real difference to the health and well-being of thousands of young people through the Health Action programme.



HEALTH ACTION NEW DEVELOPMENTS

Health Action, the unique health promotion programme for teenagers run by Action Cancer and supported by independent retail group Centra, will reach 30,000 more young people as the programme is extended to primary schools.

The move, which marks the programme's seventh anniversary, is being made to ensure primary aged children receive more in-depth information in order to have a full understanding of how lifestyle choices can affect their health in later life.

A new workbook developed by Action Cancer for key stage 2 children at primary schools highlights the importance of not smoking, the dangers of alcohol and sun damage, getting regular exercise and healthy eating. The programme now also includes a session on social skills which aims to increase children's self esteem and confidence and to help them make better lifestyle choices.

Health Action, which is fully supported by the Council for the Curriculum Examinations and Assessment (CCEA), has delivered healthy lifestyle messages to 300,000 young people in Northern Ireland since it was launched in 2003.



BEST PARTNERSHIP AWARD

Action Cancer and The NHSCT Health Development department won the Best Partnership Award in the NHSCT sharing excellence and leading quality awards.

The award was for Action Cancer and the NHSCT partnership in the delivery of healthy lifestyle programmes and stop smoking support. The project consisted of Action Cancer delivering three different programmes to vulnerable children and young people in care across the NHSCT, including Health Action, Motivational Change & Individual Child-Led Smoking Cessation Programme.

Pictured from Left to Right:

SuperValu Marketing Manager Briege McGinty, Jane McClenaghan from Vital Nutrition, with Norman Carson and Emily Magrath, Action Cancer.

Owen O'Neill from St Patrick's College, Belfast and Molly Gilmartin from Victoria College, Belfast help Action Cancer call on local schools to get involved in a unique health scheme that will see students dance their way to a healthy lifestyle.

Emma Lennon and Odhran Hegarty from Cranmore Integrated Primary School, Belfast help Centra Brand Manager Nicky Kelly and Action Cancer's Emily Magrath celebrate the seventh anniversary of the Charity's Health Action programme.

Emily Magrath (far left) received the award for Action Cancer and the NHSCT partnership for the delivery of healthy lifestyle programmes and stop smoking support.

DETECTION



CHANGE IN AGE ELIGIBILITY

In April 2009 the NHS Breast Screening programme extended their age eligibility of 50-65 to 50-70. To complement this change and to concur with our aim not to duplicate any existing services, Action Cancer also altered its service eligibility to focus on women aged 40-49 and on those over 70.

Breast cancer risk increases with age and although cancers in the over 70s tend to be less aggressive we still strongly encourage and welcome these women to avail of Action Cancer's breast screening service. In 2009 - 2010 47% of cancers detected by Action Cancer were in women aged 70+.



EQUALITY OF ACCESS

At Action Cancer we believe that all women over 40 regardless of postcode, ethnic background or disability deserve equal access to life saving screening services.

Our research has shown that services are better accessed when taken to the heart of local communities and through the Big Bus mobile unit we actively target rural and socio-economic deprived areas. As the Big Bus has the unique ability of being generator powered it can be stationed outside community centres and local shops taking services where they are needed most.

The Big Bus was launched in 2006 and now is responsible for 40% of Action Cancer's breast screening services. To date 10,056 women have received a mammogram onboard with 66 diagnosed with breast cancer. From our evaluation forms, 54% of these women screened indicated that they would not have gone to other premises for their mammogram. This clearly demonstrates not only the great need for accessible services but the impact the Big Bus has already had in the early detection of breast cancer throughout Northern Ireland.

Action Cancer also actively works to encourage women with special needs to come forward for breast screening.

Clinics at Action Cancer House in partnership with the Women's Resource and Development Agency are available for women who require special assistance during their screening, such as those with learning disabilities, physical disabilities or women for whom English is not their first language. In conjunction with our Health Promotion team we spend time with these groups to explain clearly the procedure and the benefits of screening.



REAL IMPACT OF CAMPAIGNS AND PARTNERSHIPS

For the second consecutive year Gordons Chemist has partnered Action Cancer in our Breast Cancer Awareness Month (BCAM) campaign. Through this partnership information leaflets and expression of interest in mammography forms were placed in all Gordons' stores across Northern Ireland.

Over 2,000 forms have been returned to date with 1,600 women going on to receive mammograms and others receiving important education and advice. With seven

cancer detections made in every 1,000 women screened, this partnership has made a very real difference to saving the lives of women in Northern Ireland.

Joanne Henderson, Professional Services Manager from Gordons Chemists said: "As Northern Ireland's largest independently owned pharmacy chain, our position at the heart of the community is ideal to help spread the vital health screening message further than ever before.

Our partnership with Action Cancer offers a potentially life-saving service to customers and motivates our staff. Last year we raised £30,000 towards this vital service and we look forward to making a real difference again in 2010."

Pictured from Left to Right:

Geraldine Kerr, Head of Services and Joanna Currie, Consultant Radiographer, Action Cancer are pictured with Joanne Henderson, Gordons Chemist launching the change in Action Cancer's breast screening age eligibility.

Dougie King, Head of Communications and Fundraising and Joanne Currie, Consultant Radiographer Action Cancer are pictured with MP Mark Durkan outside the Big Bus in Derry.

Geraldine Kerr, Head of Professional Services and Joanne Currie, Consultant Radiographer Action Cancer are pictured with Joanne Henderson, Gordons Chemist at the launch of BCAM 2009.

"I went for screening as I had an uncomfortable feeling in one of my breasts... I'll admit to being slightly worried but the staff were very pleasant and the process was very quick and very easy.... The experience was definitely a positive one and to my immense relief I received a letter from Action Cancer two weeks later saying everything was normal."

RAISING AWARENESS...



**PLAYING IT SAFE
OVER SUMMER**

Action Cancer, in association with Gordons Chemists provided a series of 'Safe Sun' Roadshows at events across Northern Ireland in summer 2009 to educate people on how to practice safe sun and how to detect skin cancer - the most common cancer diagnosed in Northern Ireland.

The campaign focused on reminding people that it's not just abroad where sun cream needs to be applied, but here at home during summer. Research has shown that most people apply only enough sunscreen to achieve up to 50% of the sun protection factor expected from the product label, so the message was to apply it thickly and re-apply often to ensure adequate protection.

Gordons Chemists provided sun cream for each Roadshow and the Action Cancer Health Promotion Team handed the sachets out demonstrating how to apply the sun cream properly to get the protection they need.

Mini UV Monitors supplied by Gordons Chemists were also distributed which gives parents an audible alarm to let them know

when their child's sun cream protection is running out and reminds them to top up.

The Action Cancer Skin Scanner was also available at most locations to show people any skin damage which has already occurred and act as a warning to practice safe sun in the years ahead.



SHARING YOUR STORY

Every day in the month of October the Belfast Telegraph featured one of Action Cancer's ambassador stories. Each lady recounted her own screening experience and advocated the importance of being breast aware to women across Northern Ireland.

During the 2009 BCAM campaign more than 2,000 women made an appointment for a mammogram. On average Action Cancer detects seven breast cancers for every 1,000 asymptomatic women screened. This means our screening service detected approximately 16 breast cancers among these 2,000 women.

By sharing their personal journey, not only with the readers of the Belfast Telegraph, but also with friends and family, these

ladies communicated the vital message of 'Screening Saves Lives'. Importantly, this message is promoted not only during the month of October, but throughout the year by our ambassadors.



BCAM AT STORMONT

Action Cancer brought its Big Bus to the 'big house on the hill' to mark the beginning of Breast Cancer Awareness Month in 2009.

MLAs from across all the political parties turned out to support the beginning of the campaign, including Health Committee Vice Chair, Michelle O'Neill. The charity was delighted at the support shown by MLAs from all parties, and believes that through their constituency offices, MLAs can promote this local resource to drive home the important message that early detection and being breast aware saves lives.

Politicians and staff working in Parliament Buildings were also given the opportunity to tour the breast screening and public health services on board, or take part in a confidential screening.



**AWARENESS IS THE BEST
FORM OF DEFENCE**

Local celebrity DJ Pete Snodden highlighted that awareness is the best form of defence by donning the football shirt of his favourite team, Liverpool Football Club, to launch the Action Man Campaign 2010.

In Northern Ireland there is a one in three chance of developing cancer. Men have a 16% higher chance of developing it than women yet recent research has indicated that men will sometimes wait up to four years before consulting a doctor and are less likely to do so than women.

The latest figures from the Northern Ireland Cancer Registry show that in the last decade incidence rates of testicular cancer have increased by 57.5%.

Action Cancer called on all men and influential female family members to realise that late detection costs lives. Action Cancer currently offers an MOT service for men onboard its Big Bus, which includes checks for Body Mass Index, lung capacity, skin analysis for damage from the sun and advice on diet, exercise and related lifestyle choices.

Pictured from Left to Right:

Action Cancer Health Promotion Officer explains to Esther, Joshua and Ben Marsden the importance of being safe in the sun

Action Cancer ambassadors at the launch of BCAM 2009.

Joanna Currie, Consultant Radiographer Action Cancer, SuperValu Marketing Manager Briege McGinty, Health Committee Vice Chair, Michelle O'Neill MLA, Connor McCann, SuperValu Northern Ireland Customer Manager and Joanne Henderson from Gordons Chemist.

Cool FM DJ Pete Snodden highlights that awareness is the best form of defence for the Action Man campaign in March 2010.

CHANGING ATTITUDES



YOUNG PEOPLE GET THE MESSAGE ABOUT DANGERS OF SMOKING

New results revealed from a Health Action evaluation clearly demonstrate its success in educating young people about the dangers of smoking. After partaking in the schools education programme, which is supported by independent retail group Centra, it was found that young people were much better informed about the dangerous effects of smoking.

Young people's actual knowledge of the short and long-term effects of smoking, including reduced fitness, increased by almost 20% overall.

The group of young people who took part in the survey and who admitted smoking showed a significant change in their knowledge and attitudes, indicating that the programme may help teenagers quit. Their overall knowledge of the damaging effects of smoking increased considerably from 60% to 79%. The percentage who agreed people should be able to smoke when and where they like decreased from 54% to 41% after participating in Health Action.

When quizzed about whether the Health Action session would help them quit smoking the majority of the smoking group (81%) said yes. After the session 72% of smokers said they'd like to quit compared to 63% beforehand.

The results of the latest Health Action evaluation study confirms that the work Action Cancer is doing in schools and colleges is having a measurable impact and that young people are beginning to understand that smoking causes not only lung cancer, but also a host of other problems and potentially increases the risk of many other cancers.

Through Health Action we aim to improve the knowledge young people have of the dangers of smoking, but also to help change attitudes so that more healthy behaviours follow. Helping young people make the right choice to not start smoking or to quit is crucial as smoking is the single most preventable cause of cancer.



DENNIS TAYLOR ENCOURAGES MEN TO TAKE ACTION

To highlight Prostate Cancer Awareness Month and as part of the Action Man

Campaign, Action Cancer's Patron Dennis Taylor encouraged men to educate themselves about issues around prostate health. Gordons Chemists in support of the campaign provided information leaflets to raise awareness of the condition.

Action Cancer research indicated that 30% of men did not know the location of their prostate. On behalf of the Charity Dennis Taylor encouraged men to 'Get A Grip' and take their health seriously: to look out for any changes, go to the GP when necessary and to try and access a general MOT Health Check through Action Cancer.

Action Cancer is the only charity that provides a comprehensive MOT check for men. It offers a range of checks and advice including Body Mass Index, cholesterol levels, lung capacity, blood pressure and skin analysis. It also offers an invaluable opportunity to provide guidance on lifestyle changes that, if implemented, could reduce the risk of cancer.



HARD-HITTING POSTER TO SHOCK SMOKERS INTO QUITTING

Action Cancer and Gordons Chemists launched a hard-hitting poster campaign in March to target the estimated 350,000 smokers in Northern Ireland. The poster

appeared across Northern Ireland in the lead up to No Smoking Day on 10 March and states 'Smoking helps you lose weight - organ by organ, limb by limb'.

Smoking related illness costs the NHS in Northern Ireland £22 million per year and a smoking-related cancer diagnosis affects not only the individuals but close friends and family.

The campaign aimed to drive home the serious consequences that can result from smoking and offer an alternative route and support for those who decide to quit. Action Cancer developed a 'Cut the Habit' section on its website with a calendar to help individuals to select a 'quit date' and posted a number of testimonials from those who have already quit.

Gordons Chemists used No Smoking Day to once again highlight its successful smoking cessation clinics in 48 stores located across Northern Ireland. The clinics are ongoing in stores throughout 2010.

Pictured from Left to Right:

Belfast High School Head Boy Michael Adair and Head Girl Laura Stewart join Action Cancer's Emily Magrath and Centra Brand Manager Nicky Kelly to celebrate the success of the Charity's Health Action programme.

Snooker player Dennis Taylor encourages the men of Northern Ireland to 'Get a Grip'.

SUPPORT



LES INFORMATION & CANCER CENTRE UPDATE

Action Cancer's Listening Ear Service is now available within the Information & Support Centre at Belfast City Hospital (BCH) and benefits a number of clients on a daily basis.

Visitors to the Information Centre may be a patient or a partner/friend/relative accompanying the patient. Our volunteers have been trained to gently approach such clients and engage in general conversation, allowing the person to talk if they need to. The volunteers will also signpost clients to other relevant services/agencies that may assist them such as counselling, complementary therapy, citizens advice bureau, and in particular available to them locally.

We have now also worked with the Belfast Trust to train their volunteers so the service is now available in the Cancer Centre, various oncology wards in BCH and within the Information Centre at the Royal Hospital.

The Big Lottery Fund awarded Action Cancer £10,000 at the beginning of the year which has allowed us to train four more groups within schools and hospital settings. We currently have 13 volunteers within Shimna

Integrated College, Newcastle and are now working with the following schools to offer this service: Cross & Passion College Ballycastle, St Mary's CBGS, Belfast, Wallace High, Lisburn and Bangor Grammar.

The Listening Ear volunteers provide emotional and social support when patients and their relatives need and want it. The value to patients and their family having someone there to listen to their concerns and acknowledge their distress is priceless."

Centre Manager, Macmillan Support and Information Centre, Belfast Health and Social Care Trust.

A HOLISTIC APPROACH

Action Cancer has a holistic approach to cancer and understands that cancer can have an emotional impact as well as a physical one. That is why Action Cancer strives to offer a range of excellent quality support services for anyone affected by cancer, at any stage of their experience. The team of Complementary Therapists offer aromatherapy, massage, reflexology and touch therapy both within Action Cancer House, and in partnership with other organisations.

Over the last year Action Cancer has further developed its relationship with

Belfast Health and Social Care Trust with the introduction of the Action Cancer's complementary therapy services to the Haematology ward in the Royal Belfast Hospital for Sick Children. Action Cancer embarked on the provision of these services early 2010, and after a six month pilot and a careful evaluation process, it was decided the provision should be offered on a permanent basis. Action Cancer is proud to offer much needed support to the parents of the children, helping them to cope with the trauma of having a child in hospital. Action Cancer looks forward to building upon this relationship in the future.



COMPLEMENTING EXISTING SERVICES

The Macmillan Centre, Belfast City Hospital and Action Cancer share a strong working partnership, with Action Cancer providing complementary therapy for patients who are undergoing treatment at the centre. Complementary therapy supports these patients through a frightening and bewildering time in their life, and also signposts patients to further support services available from Action Cancer for later stages of their recovery.

Last year Action Cancer recognised the need for counselling support for children and young people: as cancer affects the entire family, not just the sufferer. Action Cancer consequently introduced this provision and is pleased to report the service has been of great value to all who have availed of it.

A parent of a nine year old girl who was counselled at Action Cancer House comments on the effect the illness and the therapy had: "My daughter's world came tumbling down... she started to take panic attacks, nightmares and didn't want to be apart from her dad or I... she was afraid of something happening to someone she loved... she ran screaming out of school after me.

"During counselling she went from strength to strength... her anxieties gradually eased, her nightmares stopped, she gradually returned to be the happy contented child we remembered... the child counselling service is brilliant and I just don't know what children would do without it."

RESEARCH AND EVALUATION

The underlying principle for the delivery of all Action Cancer services combines initiative, forward thinking and evidence-based practice. As a result, Action Cancer carries out research and evaluation of services to ensure they are not only needed and utilised, but that they are effective.



EVIDENCE-BASED PRACTICE

All services available at Action Cancer are measured for effectiveness and our best-practice evaluation model is becoming widely acknowledged.

Dr Caroline Hughes, Action Cancer's Research and Evaluation Officer, was invited to facilitate a concurrent session at the All Ireland International Conference, 'Pushing the Boundaries in Palliative and End of Life Care' in October 2009, to discuss the Action Cancer evaluation of counselling and complementary therapy. Delivering

the presentation 'The Effects of Therapeutic Services on Quality of Life', Dr Hughes was not only able to highlight our best practice model to a wide range of professionals, but also show the effectiveness of services through the significant improvements in quality of life (measured through the SF12), reported by those who access either counselling or complementary therapy.



ACTION CANCER FUNDED EXTERNAL RESEARCH

Funded by Action Cancer, Amod Ravindranath completed his PhD researching the role of T cells in breast cancer development.

In addition, Professor Jim Johnston completed a three year research project examining how a specific protein (USP17) is involved in cancer tumour growth for the purpose of developing new cancer treatments.

During this work the researchers have shown that USP17 plays an important role in controlling tumour growth by coordinating key stages of tumour cell division. Cell division is the process where new cells are produced within the body,

and under normal circumstances only the right numbers of cells are produced at the right time. One of the fundamental changes leading to cancer occurs when cells lose the ability to control cell division. As USP17 controls cell division, their findings suggest that tumour growth could be prevented by targeting this specific protein.

Ongoing studies have provided a greater insight into the effect of USP17 on tumour cell function. Specifically they have established how tumour cells utilise USP17 to divide in an uncontrolled manner and have gone much of the way to proving that the protein will make an excellent therapeutic target for the treatment of cancer.



RESEARCH COLLABORATIONS

Action Cancer has always worked closely with universities to support the development and completion of important research and this ethos continues with great success.

In 2009/2010, Action Cancer developed a working collaboration between the Environmental Economics department of Queen's University, Belfast to support the collection of data for research into

environmental, economic and personality factors that may be linked with Body Mass Index (BMI).

This research involves, among other things, the collection of information from consenting clients who access Action Cancer's Health Checks. Once completed, this research will help to inform environmental strategy, policy development and implementation and even 'on-the-ground' service provision.

"I attended for breast screening in my hometown on the Big Bus last year and was very impressed with the manner and dignity I received from all involved. I got my results within ten days - thankfully they were clear. A big thank you to all concerned. A great service right on my doorstep."

INVESTING IN STAFF & VOLUNTEERS



QUALIFICATIONS AND INVESTING IN STAFF

In 2003, Action Cancer was recognised as an Investor in People. In 2010 we were successfully reassessed and have achieved recognition again, however this time at Silver level. This achievement is on the basis of our organisation's commitment to the development of staff and volunteers and our goal for continuous improvement in all that we do.

As an approved centre for Open College Network (OCN) Action Cancer is able to offer a range of accredited programmes that will assist staff and volunteers to perform their roles confidently and competently. Awards presented within this category of qualifications include:

- **Cancer Awareness**
- **Foundation Skills in Listening Ear**
- **Management Development Programme**
- **Personal Development Programme**

Cancer Awareness (OCN level 2)

Five more staff members received this certificate to now total 50 Action Cancer staff with this qualification. This programme is part of our Foundation Skills in Listening Ear and is a useful way for staff to understand the reasons why people access our services and agree to fundraise for the Charity.



Foundation Skills in Listening Ear (OCN level 2)

23 new volunteers were awarded this certificate. This included our first 'school group' that consisted of senior pupils, teaching and admin staff, and are now providing this much needed service to pupils and staff within the school. Our other volunteers were from Macmillan Information Centre.

Management Development Programme (OCN level 3)

Five of our first line managers were awarded this qualification which covers the

following: Leadership Skills, Communication, Understanding Your Team, Performance Management, Change Management and Assertiveness, Decision Making and Problem Solving. This is a very interactive six week course that is designed to help those new to the role understand the skills needed and then work on skill development.

Personal Development Programme (OCN level 3)

Six of our staff completed this programme which allowed them to observe themselves from both a personal and career point of view and to identify personal development plans for their future. Issues covered included self esteem, assertiveness, setting goals, communication skills, understanding own motivations and managing stress.

In addition to these courses, we were also very pleased to issue the following awards funded by the charity:

- Boxercise Instructor Award
- Post Graduate Certificate, Imaging Interpretation & Reporting in Mammography
- Advanced Diploma in Management Practice

The skills and knowledge gained by the three staff completing the above qualifications can be directly transferred to their roles within the organisation and in doing so will mean that our clients and the services provided will also benefit.



STAFF DEVELOPMENT

In early 2010 our advanced practitioner Radiographer Sharon McCollum completed her Diploma in Image Interpretation & Reporting in Mammography. In line with international guidelines around breast screening reporting, Action Cancer has two independent specialists report on each mammogram, so it has been a great benefit to have Sharon join our experienced team of Consultant Radiologists & Consultant Radiographer.

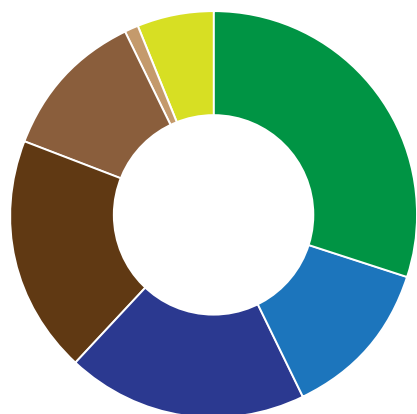
This development not only keeps Action Cancer at the forefront of advanced practice developments in radiography but significantly reduces reporting costs within the x-ray department and offers results more quickly to clients thereby reducing anxiety.

Pictured from Left to Right:

All staff and volunteers at the third annual Awards Ceremony at Malone House Belfast to celebrate their training achievements.

Staff and volunteers from Macmillan Information & Support centre who completed the Listening Ear training.

Our advanced practitioner Radiographer, Sharon McCollum.



ANALYSIS OF INCOMING RESOURCES

%

Shops
Community Fundraising
Special Events
Individual donations & legacies
Corporate fundraising
Trusts and foundations
Investments, marketing and other income



TOTAL RESOURCES INCOMING

3,094,065



ANALYSIS OF EXPENDITURE RESOURCES

%

Health promotion and prevention
Breast screening service
Regional, development and Big Bus
Cancer support and information
Campaigns and fundraising
Trading costs
Cancer research
Governance



TOTAL RESOURCES EXPENDED

3,068,739

COMPANY INFORMATION 09/10

CHAIRMAN

Ciaran O'Neill

JOINT CHIEF EXECUTIVE

(ACTING UNTIL 31 DEC 2009)

Geraldine Kerr and Douglas King

CHIEF OPERATING OFFICER

(FROM 1 JAN 2010)

Norman Carson

COUNCIL OF MANAGEMENT

Professor Ciaran O'Neill (Chairman), Norma Bell (retired Nov 09), Irene Hewitt (retired Nov 09), Dr Dermot Hughes, Florence Davidson (retired Nov 09), Norman Carson (retired Dec 09), Quentin Coey, Rosemarie McGirr, Christine McCafferty, Brian Barry, Robert Kennedy (appointed Nov 09), Marion Fisher (appointed Nov 09), Nick Hanna, Siobhan Barronwell (co-opted Jan 10)

CORPORATE TEAM

Finance & Administration:

Arlene McGeown

Fundraising & Communications:

Douglas King

Professional Services:

Geraldine Kerr

MANAGEMENT TEAM

Health Promotion:

Emily Magrath

Consultant Radiographer:

Joanna Currie

Retail Operations:

Peter Lynch

PATRONS

Dr Lindy Burton-Edelstyn, Nuala McKeever, James Nesbitt, Zöe Salmon, Dennis Taylor

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