

A CONTINUING FUTURE

*Strategic Plan
2010 -2013*

ACTION CANCER
Strategic Plan
2010 -2013

INTRODUCTION

Action Cancer is the leading Northern Ireland charity which, since its formation in 1973, has had the simple purpose - to take action on cancer. Our energy and resources are used to save lives by improving cancer services and to actively support people affected by cancer.

During the three-year period to April 2013 we will continue to provide services in the following areas:

- **Early detection of cancers, with special emphasis upon our Breast Screening Programme**
- **Promotion of healthy lifestyles to reduce the incidence of cancer**
- **Provision of therapeutic and counselling services for those affected by cancer**
- **Support evaluation and research into the effectiveness of cancer services**

Action Cancer will also campaign and lobby on relevant healthcare issues.

In seeking to achieve specific goals, we will work closely with our stakeholders:

- **The General Public - through the media, our volunteers and special events**
- **Our Fundraising Groups and Shops**
- **Corporate Sponsors and individual donors**
- **Charitable Trusts and Foundations**
- **Other cancer charities and relevant groupings**
- **Government agencies, especially those with responsibility for Health and Social Care**

In the organisation of our affairs, we will strive to meet the highest standards in terms of effective governance, financial efficiency and good relationships within the 'Action Cancer Family' of staff, volunteers and other stakeholders.

OUR MISSION

To save lives and support people in Northern Ireland affected by cancer

OUR VISION

A future where cancer is preventable, detectable, treatable and people with cancer and their families can be supported

OUR VALUES

To offer services which are:-

- (a) Person-centred by treating people with respect and dignity
- (b) Accessible by all who need them
- (c) Influenced by various stakeholders
- (d) Of excellent quality and standard
- (e) Delivered by staff and volunteers who are committed and valued

STRATEGIC AIMS »»

1. Early Detection of Cancer
2. Health Promotion
3. Therapeutic Support
4. Evaluation, Audit and Research

5. Service Development
6. Income Generation
7. Communication
8. Corporate Governance

1

STRATEGIC AIM 1 EARLY DETECTION OF CANCER

our aim:

To encourage people to self-refer for early detection of breast cancer

our objectives:

1. To extend the current number of corporate contracts for the provision of Breast Screening
2. To ensure that services are inclusive of gender, ethnicity, social class or disability
3. To promote Action Cancer's screening services to increase the appointments for people in our target age range

2

STRATEGIC AIM 2 HEALTH PROMOTION

our aim:

To enable and support the people of Northern Ireland to make positive lifestyle choices around the prevention and early detection of cancer

our objectives:

1. To continue the provision of Health Action into schools/youth settings
2. To continue provision of Health Promotion into community groups, workplaces, expanding provision into hard to reach groups
3. To continue provision of health clinics on Big Bus and other settings, expanding into Action Cancer shops

TESTIMONIALS

EARLY DETECTION

“Little did I know in July last year that stepping onto Action Cancer’s Big Bus would later save my life.”

One of the hardest things I have ever had to do was to tell my son Paul just before his wedding that I had breast cancer. It turned out the lump on my breast was a very aggressive form of cancer and I needed surgery immediately. Thankfully I was able to attend the wedding on the Saturday and then have my surgery on the Monday.

If I hadn’t gone for that appointment and got that slot that day I really don’t know what my outcome would have been. I will always be thankful to Action Cancer and the Big Bus.”

“I attended for breast screening on the Big Bus in Cushendall last year. I was very impressed with the manner and dignity I received from all involved. The examination was quick and painless. I waited for my results and within ten days I received them - thankfully they were clear. I’d like to offer a big thank you to all concerned. The Big Bus is a great service and I didn’t have to leave my own village.”

STRATEGIC AIM 3 THERAPEUTIC SUPPORT

our aim:

To establish Action Cancer as a centre of excellence in therapeutic support

our objectives:

1. To develop referral mechanisms and networks for all Therapeutic Services
2. To engage with Health and Social Care Trusts regarding Action Cancer using Health and Well Being Centres as a base for counselling provision
3. Develop further the children and young people's counselling service
4. To continue provision of complementary therapy into treatment centres i.e. BCH/RBHSC
5. To further develop the Listening Ear Service into a range of venues such as schools, colleges and other hospital settings

STRATEGIC AIM 4 EVALUATION, AUDIT AND RESEARCH

our aim:

To ensure that all service provision is regularly audited and evaluated

our objectives:

1. To ensure regular audit and evaluation is carried out for all services as appropriate
2. To develop close links with universities and other health related organisations in establishing effective partnerships regarding relevant research needs, analysis and audit of service provision
3. To ensure that findings, reports and publications are effectively disseminated internally and externally, to influence policy and practice

TESTIMONIALS

THERAPEUTIC SUPPORT

“You helped me so much at a time when my horizon was blurred and my vision was bleak. Through the reflexology I gained a peace and tranquility I wouldn’t have found otherwise – thank you.”

“You brought me to a place called CALM and then showed me how to get there by myself. This may mean that I don’t need you now but I will miss you. You’ve changed my life and I’m much more at ease with myself.

Thank you.”

STRATEGIC AIM 5 SERVICE DEVELOPMENT

our aim:

To develop Services in line with Health and Social Care strategies

our objectives:

1. To engage with HSC commissioners to increase attendances in low uptake areas
2. To engage with HSC Commission regarding the potential change in screening age dropping from 49 to 47 years
3. To secure Action Cancer as a participant in addressing the issues arising in The Northern Ireland Obesity Agenda
4. To roll out Action Cancer's Adult Weight Management programme on the Big Bus and throughout workplaces and communities
5. To develop accredited Health Promotion programmes
6. To develop a needs analysis for Complementary Therapy provision for children with cancer
7. To roll out the use of volunteer counsellors at other venues
8. To upgrade and replace digital mammography equipment in Action Cancer House and on the Big Bus
9. To derive further income from HSC Trusts through more Service Level Agreements
10. To establish life coaching as a new therapeutic intervention
11. To work in partnership with Education Boards to utilise video conferencing for access into schools

STRATEGIC AIM 6 INCOME GENERATION

our aim:

To generate sufficient income and deploy resources to achieve strategic aims

our objectives:

1. To maintain the loyalty of existing donors through excellence in customer care
2. Generate additional income from existing donor-base through initiatives such as Gift Aid and "Member get Member" schemes
3. To maintain and increase income from shops
4. To maintain a balanced portfolio of income streams

TESTIMONIALS

SERVICE DEVELOPMENT

A mother of a child who lost her grandmother and aunt to cancer reports:

'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.'

INCOME GENERATION

"Musgrave Retail Partners NI will soon mark its tenth year of partnership with Action Cancer, along with our independent SuperValu and Centra retailers. In that time thousands of people have received support, advice and peace of mind from the charity, many lives have been saved through early detection and indeed lives in the future will be saved by cancer prevention work being carried out now.

SuperValu and Centra stores, in conjunction with Musgrave central office, have raised £1.5million for Action Cancer's Big Bus and the Health Action schools programme - we are very proud to support these unique projects."

Christine Grant, Marketing Director, Musgrave Retail Partners NI

7 STRATEGIC AIM 7 COMMUNICATION

our aim:

To manage a planned and sustained range of communications with a variety of stakeholders

our objectives:

1. To promote vital health messages to the Northern Ireland public through a range of cancer specific campaigns
2. To secure in-kind support from the media by use of Billboard, Adshel advertising, PR and radio schedules
3. To enhance the Action Cancer brand so it is seen as the first point of contact by the media for cancer related news and views
4. To strengthen links with individual MLAs, MPs and other government agencies
5. To continue to respond as appropriate to external consultations related to carer provision and cancer prevention and detection

8 STRATEGIC AIM 8 CORPORATE GOVERNANCE

our aim:

To ensure that Action Cancer has sound business systems and procedures in place to comply with good practice

our objectives:

1. To ensure that robust financial systems are in place to support business decision making, sound financial control and value for money
2. To ensure Action Cancer is compliant with Charity Commission requirements
3. To maintain sound employment policies and procedures to comply with current good practice, legislation and health and safety requirements
4. To demonstrate public confidence through open reporting and accountability
5. To include all aspects of the business for examination by either Professional Services or Audit Committee both under the control of a competent Board of Management

TESTIMONIALS

COMMUNICATION

“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 significant funds towards this vital service and we look forward to making a real difference again this year.”

Joanne Henderson, Pharmacy Practice Co-ordinator with Gordons Chemists

“Clear Channel NI Ltd has provided in-kind contribution of outdoor advertising media - Billboards and Adshels - to Action Cancer.

As a result Action Cancer’s profile and public awareness of its important health messages has reached a significant percentage of the Northern Ireland population.

The outcome has been more people attending for screening and a greater understanding of important life style choices that reduce cancer risk.”

Keri Martin, Account Manager, Clear Channel NI Ltd

WHAT CANCER CANNOT DO

CANCER IS SO LIMITED THAT:

*It cannot cripple love
It cannot shatter hope
It cannot corrode faith
It cannot destroy peace
It cannot kill friendship
It cannot suppress memories
It cannot silence courage
It cannot invade the soul
It cannot steal eternal life
It cannot conquer the spirit*

Anon