

# cancer voices sa

RAISING A VOICE FOR THOSE AFFECTED BY CANCER

## STRATEGIC PLAN

2010 - 2012



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## mission

raising a voice for those affected by cancer, through

- advocacy
- involvement
- awareness
- information

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# objectives

- *Improve representation of the views and interests of cancer patients, their carers, and supporters;*
- *Promote the perspectives and interests of cancer patients, their carers and supporters to health professionals, government and the public and create a balanced public awareness of cancer;*
- *Encourage and support recognition of the experiences of cancer patients, their carers and supporters as a key aspect of the information, screening, diagnostic, treatment and post-treatment process, and promote their participation in all aspects of that process;*
- *Work to increase funding and help provide effective management of funds for cancer prevention, detection, research and improved treatment of cancer patients and their carers or supporters;*
- *Influence the direction of research into causes, prevention, optimal treatments and support;*
- *Work to reduce the impact of cancer on the community in terms of lives affected and lives lost;*
- *Work towards ensuring cancer patients and their carers or supporters are receiving the best possible information, access to the highest quality/world's best practice treatment and support services for people with cancer, regardless of their geographical location, social or economic status, age, ethnicity, sexuality, gender, stage or type of cancer;*
- *Encourage and provide a facility for those with experience of cancer to contribute to all levels of decision-making about the disease;*
- *Provide a forum for people affected by cancer to share experiences and information;*

# strategies

## advocacy

1. increase representation involvement and strategic engagement of cancer consumers in cancer control, health promotion and research
2. partner with government and health providers to collaborate in shaping health policy and protocols along the continuum of cancer control
3. enhance the capability and capacity of consumers to promote their views and perspectives by providing access to training and networking with others locally, in other states and internationally
4. conduct **cancer conversations\*** with groups in the community to gain insights into the real needs and concerns of people affected by cancer
5. represent and respond to issues and concerns from the broad community of cancer experiences – continue to promote and seek best practice holistic, integrated, multidisciplinary treatment and care
6. in collaboration with cancer voices australia develop and promote an **australian cancer patients charter\***

# strategies

## Involvement

7. utilise health promotion strategies to increase consumer representation, involvement and engagement in decision-making at all levels associated with their own and general cancer treatment and care
8. develop and apply a diversity of approaches, innovative strategies and novel ideas for health promotion and cancer control including community **cancer conversations\*** and the **cycling for cancer\*** program
9. develop and introduce a marketing and promotion strategy to build membership and encourage greater cancer consumer involvement in health promotion, awareness, advocacy and cancer control activities
10. build partnerships and collaborate with other organisations to increase their involvement and that of consumers in cancer control and research
11. introduce an **on-line two-way communication tool\*** that links a social media presence through twitter and facebook and encourages user engagement and feedback on cancer matters

**\*LIVESTRONG Global Cancer Initiative Commitment**

# strategies

## awareness

12. promote health, raise cancer awareness and introduce cancer voices sa matters to the wider community via an **on-line two-way communication tool\*** that will combine:
  - newsletters, policies and position statements
  - website, email and on-line noticeboard
  - social media including twitter, facebook and blogs
13. hold health promotion forums, seminars and events to inform consumers, network and share information on cancer control and research while building membership and networks
14. introduce awareness and health promotion messages into cancer voices sa initiatives including community cancer conversations, consumer training programs and at events
15. Introduce and promote widely the **australian cancer patients charter\***

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# strategies

## information

16. collaborate with health providers to develop and introduce information and education services that provide the cancer treatment and care information that patients and carers want
17. develop social media protocols including facebook and twitter as a mechanism to receive and distribute information on cancer control, research and health promotion activities
18. enhance website capacity by the introduction of an **on-line communication tool\*** to ensure timely and accurate flow of information to and from members and the broader community
19. expand intelligence gathering and actively monitor to gain contemporary and relevant cancer information for action or distribution
20. exec team to evaluate outcomes of activities and review performance against this plan at regular meetings – report to the wider membership at the AGM, training, events and via regular newsletter/bulletins

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for more information on cancer voices sa  
and progress against this plan please visit:

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