

# All Queenslanders, all cancers

## Strategic Priorities 2016 – 2020



We are committed to empowering and supporting our staff, our volunteers, and all Queenslanders affected by all cancers.

**OUR VISION** is for a cancer free future.

### Our mission

Medical research has successfully beaten most disease – it will beat cancer. Cancer Council Queensland (CCQ) raises funds that are dedicated to eliminating cancer and diminishing suffering from cancer through research, treatment, patient care, prevention and early detection.

### Our commitment

CCQ is Queensland's leading independent, non-government organisation in cancer control. We work in federation with state and territory Cancer Councils as a member organisation of Cancer Council Australia.

These priorities provide us with a blueprint to help beat cancer, empowering our people and engaging the community. Our work in cancer control includes all actions to prevent cancer, improve early detection and treatment, and increase survival and quality of life for those affected. Imperatives of good governance such as accountability and transparency help to underpin our impact.

Our work is made possible by the tens of thousands of supporters and volunteers who donate time and money to help us improve cancer control. We work in close collaboration with clinicians, health professionals, public service workers, researchers, and community partners to build capacity and raise standards of care. CCQ's connection to the community is vital to the realisation of our mission.



### Context

Cancer is the leading cause of total disease burden and premature death in Queensland, with significant impacts on individuals, families, the community, and health services.

While cancer death rates have declined significantly over recent decades, the number of cases diagnosed each year continues to rise due to our ageing and increasing population. By 2021, nearly 40,000 new cases of cancer will be diagnosed each year statewide.

It is a fact that about one in two Queenslanders will develop cancer by the age of 85, with more than 200,000 Queenslanders alive in 2015 after a diagnosis of cancer in the past 30 years.

Many cancer patients will experience psychological distress as a result of their diagnosis and treatment. Their families, friends, and communities will also be affected. Cancer service systems must be responsive to both the physical and mental health needs of all those impacted by cancer.



**All Queenslanders, all cancers.**

Our strategy aligns with state, national and global strategies for cancer control, including Queensland Health's *Cancer care services statewide health service strategy 2014* and the Union for International Cancer Control's *World Cancer Declaration*.



# All Queenslanders, all cancers

## Strategic Priorities 2016 – 2020



### 1. Serve and empower the community

1. Improve access to cancer-related services and programs for all Queenslanders.
2. Mobilise resources to build community capacity and strengthen cancer care systems.
3. Lead local, national, and global dialogue to make cancer a priority in health and development planning.



### 2. Prevent cancer and encourage healthy lifestyles

1. Reduce cancer risks by advocating for evidence-based population-wide programs and interventions that promote healthy lifestyles and uptake of screening.
2. Encourage healthy communities through engagement across regions, sectors, and industries, targeting at-risk groups.
3. Deter high-risk behaviours by informing public health policy and program development.



### 3. Support all people affected by all cancers

1. Advocate to ensure the assessment and care of all people affected by cancer is timely, safe, comprehensive, and of consistently high quality.
2. Deliver innovative outreach and supportive care programs with a focus on patient-centred care and optimum quality of life.
3. Disseminate the latest news, information, and evidence on cancer, dispelling stigma and misconceptions.



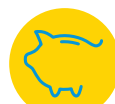
### 4. Improve survival outcomes and address inequities

1. Invest in studies and programs to overcome the barriers to equity in cancer survival, enabling the rapid translation of research into practice.
2. Promote integrated and multi-disciplinary service approaches, centred on patient and community need.
3. Monitor and report on trends and emerging developments in cancer incidence, mortality, survival, and prevalence.



### 5. Drive and fund world-class research

1. Conduct collaborative multi-centre investigations into cancer control, with a focus on reducing the burden of cancer in Queensland.
2. Invest in Queensland-led cancer research, with demonstrable potential to improve the survival and wellbeing of Queensland patients.
3. Inform worldwide understanding of cancer control, through the publication and presentation of new evidence.



### 6. Fundraise and foster effective partnerships to progress our vision

1. Inspire community involvement in fundraising for cancer control, engaging volunteers, staff, and the community.
2. Innovate to create cutting-edge approaches for connecting with Queenslanders online and in person.
3. Engage networks of influence in cancer control by collaborating with businesses, governments, health agencies, educational institutions, community organisations, and other public benefit associations.



**These strategic  
priorities represent  
our commitment to  
the community**