

2011 Strategic Directions Consultations

Summary Report

May 2012

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Between May 2010 and June 2011, the Canadian Partnership Against Cancer conducted consultations on the future of pan-Canadian cancer control. As the steward of the national cancer strategy, the Partnership sought input from partners and stakeholders on the course of the strategy beyond 2012. The question “What does success look like for 2017?” anchored the consultations. Below is a summary of the consultation process, themes that emerged and considerations for the Partnership’s strategic planning process.

2. Consultation process

Phase 1: May to October 2010

In May 2010, with the fifth year of its five-year mandate approaching, the Partnership initiated a dialogue with a sub-set of partners and stakeholders on cancer control priorities beyond 2012. Until August 2010, this dialogue involved a series of consultations that included an online survey, focus group discussions and meetings with advisory groups. In October, a one-day invitational meeting — Building Common Ground: Exploring Directions Together — was held in Winnipeg, Manitoba, bringing together individuals engaged in a cross-section of the Partnership’s collaborative efforts.

The aim of the 2010 consultations was to gather input on:

- The Partnership’s role
- The impact of the Partnership’s collaborative work and challenges it faced
- Pressures and challenges facing the cancer control system
- Opportunities to effect change in cancer control in Canada and where the Partnership is best positioned to add value

More than 250 individuals participated in this process. The October meeting provided insight on two particular areas: organizational refinement and future priorities. Stakeholders supported the Partnership’s unique role and reframing of the organization’s goals to reflect its niche contribution to advancing cancer control. As well, participants highlighted the need to continue focusing on the whole continuum of cancer control while harnessing opportunities for integration to yield maximum results. The Partnership produced a summary report on the 2010 consultations in November 2010. It is available on the Partnership’s website partnershipagainstcancer.ca.

Phase 2: February to June 2011

Learnings from the 2010 consultations focused the Partnership’s strategic planning lens and informed the development of *The Future of Cancer Control in Canada* discussion paper released in February 2011. The paper was issued to:

- Gather input on the Partnership’s draft 2012–17 strategic framework
- Deepen the dialogue on potential strategic directions beyond 2012

- Present the case for sustaining action to achieve the full scope of a national cancer strategy

Building on the 2010 consultations and using the discussion paper to seed conversation, the 2011 consultations were rolled out in three streams.

Targeted consultations

The targeted consultations focused on deepening the dialogue on specific topic areas and with key partners to further explore and validate priorities and opportunities that could be advanced. The following targeted consultations were undertaken:

- Information and system improvement
- Palliative and end-of-life care and survivorship
- Provincial cancer agency and program priorities (with the Canadian Association of Provincial Cancer Agencies)
- Patient perspectives and priorities (with the Canadian Cancer Society Executive Leadership Team and the Canadian Cancer Action Network)

Advisory group consultations

These consultations focused on engaging the Partnership's advisory groups to obtain content input and expertise on potential strategic directions and future initiatives.

Broad consultation

Broad consultation was conducted through an open call for written submissions in response to the discussion paper.

The 2011 consultations engaged approximately 300 partners and stakeholders and garnered 25 submissions from groups, organizations and individuals in response to the discussion paper.

3. Key themes from the 2011 consultations

Consultation participants were enthusiastic about the possibilities for the road ahead. The diversity of perspectives provided a breadth of feedback, insight and suggestions and guided efforts to define the work profile for the next five years. Key themes from the consultations included the following:

- The proposed strategic framework for 2012–17 could benefit from some refinements, such as a clearer articulation of the Partnership’s unique role, strategic priorities and objectives, but otherwise reflects the intentions of pan-Canadian cancer control enabled through the organization
- The patient voice and perspective needs to be central to the work and well integrated in the implementation of all initiatives
- The Partnership’s core functions (system performance analysis and reporting, knowledge management and public engagement and outreach) must continue to support the advancement of the strategy
- The collaborative efforts and work initiated in the first mandate should be leveraged and developed to the next level to maximize impact
- There are new high-impact opportunities suitable for the Partnership to undertake, such as enabling major actions in palliative and end-of-life care and advancing efforts to better support patients and families
- There are further opportunities for integration across the Partnership, such as integrating system reporting, quality and data development efforts
- The cancer control continuum constitutes the breadth of the Partnership’s mandate

4. Considerations and continuing engagement

The federal government's announcement, mid-way through the 2011 consultations, of the Partnership's renewal for a second mandate accelerated the organization's strategic planning efforts. In preparing for the future and developing its strategic plan for 2012–17, the Partnership has been mindful of key considerations, including:

- Enabling the federal government's expectations listed in the March 2011 renewal announcement and continuing to respect the core elements of the Canadian Strategy for Cancer Control
- Continuing to work with and engage key partners and stakeholders to shape and inform initiatives and major work areas — this includes fostering alignment with the priorities of the provincial cancer agencies and programs, as well as the broader provincial and territorial health system, federal priorities, and non-governmental organizations
- Continuing to build on the experiences and accomplishments from the first mandate
- Undertaking a more integrated and focused approach to advancing cancer control to maximize the Partnership's impact

Moving forward, the Partnership will continue to engage partners and stakeholders to ensure ongoing alignment of efforts.