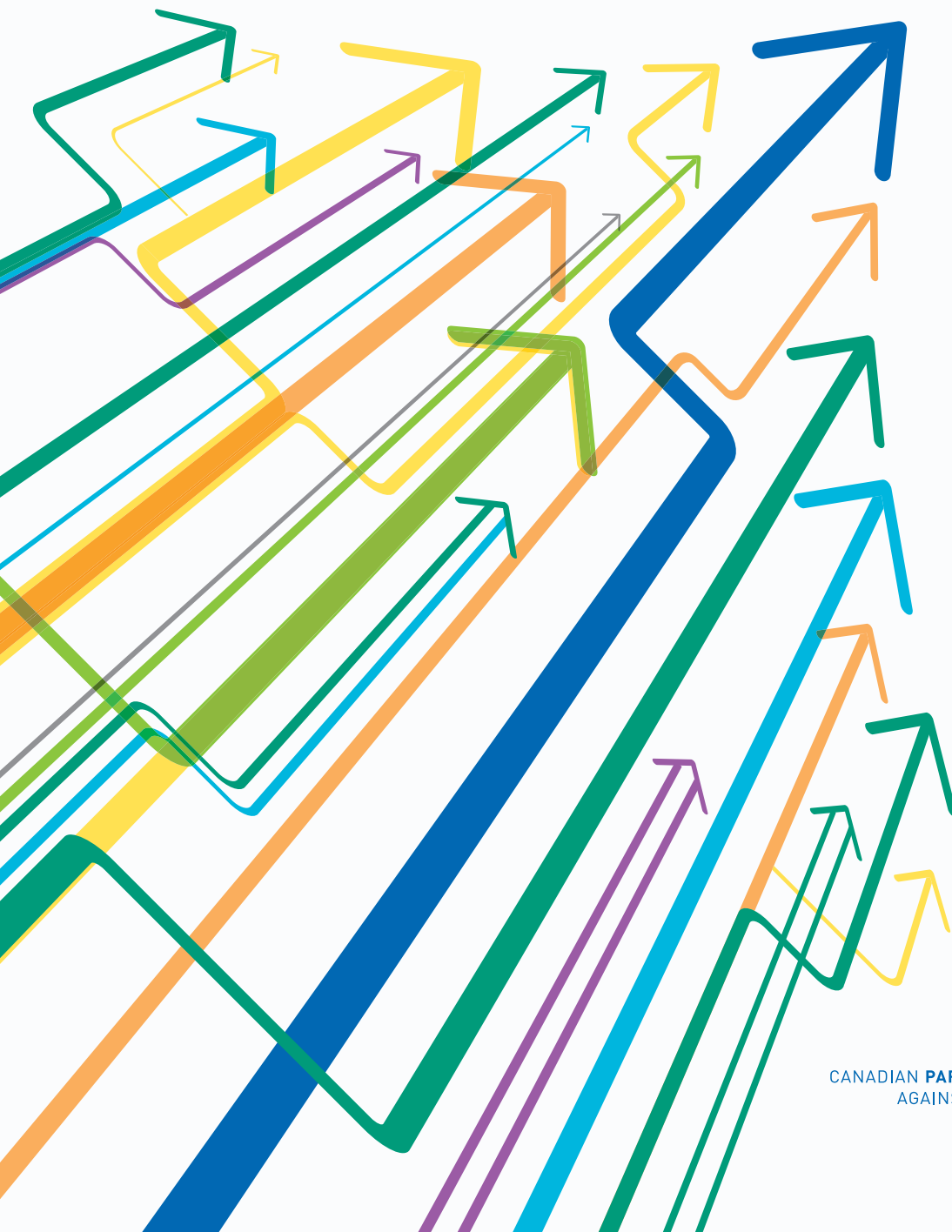


SUSTAINING ACTION TOWARD A SHARED VISION



2012–2017 | Strategic Plan
Executive Summary

CANADIAN PARTNERSHIP
AGAINST CANCER



PARTENARIAT CANADIEN
CONTRE LE CANCER

EXECUTIVE SUMMARY

Canada has a national cancer strategy, an action plan for a co-ordinated response to the challenge of cancer. The Canadian Partnership Against Cancer (the Partnership) has been privileged to implement this strategy, which was adopted by the federal government in 2006, with and through partners. While considerable progress has been made during the Partnership's first mandate, from 2007 to 2012, and through the efforts of the cancer control community, reducing the burden of cancer on the Canadian population requires sustained effort, intensified action and ongoing active commitment. Unprecedented collaboration must be at the forefront of this endeavour to achieve large-scale, sustainable and measurable outcomes.

Sustaining Action Toward a Shared Vision outlines the Partnership's strategic plan for 2012 to 2017. It articulates the high-level road map that will guide the Partnership's next phase of work to advance Canada's cancer strategy and corresponding desired outcomes. It also shares the organization's business plan to support strategy execution at the initiative level. The business plan outlines the work profile for each initiative based on what has been scoped and defined to date. The business plan will be reviewed regularly to reflect the Partnership's progress against desired outcomes and the evolution of initiatives. The Partnership will present refinements to the business plan in its annual corporate plan.

Together, the strategic and business plans describe the Partnership's approach to further accelerate pan-Canadian cancer control over the next five years and to drive further progress in advancing the shared goals of reducing the risk of cancer, lessening the likelihood of Canadians dying from cancer and enhancing the quality of life of those affected by cancer.

Desired outcomes by 2017

By building on what has been achieved during the first mandate, the second phase of Canada's national cancer strategy (from 2012 to 2017) should benefit all Canadians through:

- Improved access to evidence-based prevention strategies
- Improved quality of, and participation in, screening
- More consistent actions to enhance quality in early detection and clinical care
- Improved capacity to respond to patient needs
- Enhanced co-ordination of cancer research and improved population research capacity
- Improved First Nations, Inuit and Métis cancer control in collaboration with First Nations, Inuit and Métis communities
- Improved analysis and reporting on cancer system performance
- Enhanced access to high-quality information, knowledge, tools and resources
- Enhanced public and patient awareness and engagement



Areas of focus

Through 2012–17, the Partnership will focus on five strategic priorities and three core enabling functions, which are discussed in Section 1. This focused approach will mean that years from now we can measure how the pan-Canadian cancer control strategy has tangibly reduced the burden of cancer on Canadians.

Strategic priorities are the key areas for investment to advance shared cancer control goals:

- i. Develop high-impact, population-based prevention and cancer screening approaches
- ii. Advance high-quality early detection and clinical care
- iii. Embed a person-centred perspective throughout the cancer journey
- iv. Enable targeted research to augment our knowledge and understanding of cancer and related chronic diseases
- v. Advance cancer control with and for First Nations, Inuit and Métis communities

Core enabling functions are the capacities vital to supporting the co-ordinated implementation of initiatives across the strategic priorities for the next five years:

- i. System performance analysis and reporting
- ii. Knowledge management through tools, technology, connections and resources
- iii. Public engagement and outreach

In advancing these areas of focus, the program of work planned for the next five years continues to reflect the national cancer strategy and support the cancer control continuum. This means expanding and deepening some of the initiatives started in the first mandate, evolving and further developing other initiatives, and exploring new opportunities to respond to the changing needs and knowledge of the cancer control community.

The Partnership will develop and implement initiatives in a manner that aligns with an enhanced performance measurement strategy to ensure disciplined strategy execution and achievement of the short-term outcomes listed above, as well as medium- and longer-term outcomes. Section 2 provides details on the suite of initiatives slated for the next five years.

United by common goals, the cancer control community will continue to work together to accelerate cancer control efforts for the benefit of all Canadians.

Ninety-three per cent of Canadians feel there should be a national cancer strategy to reduce the risk of cancer, lessen the likelihood of people dying from cancer and enhance the quality of life of those affected by cancer.²

² In 2011 Harris/Decima conducted qualitative and quantitative research for the Partnership on Canadians' awareness of and attitudes toward a national cancer strategy. The qualitative research was done in March and involved a series of 10 focus groups in Halifax, Montreal (in French), Toronto, Calgary and Vancouver. The latter was done in May and involved a national telephone survey of 3,000 Canadian adults; the margin of error for a sample of this size is +/- 1.79% at a 95% confidence level. Survey data was weighted according to variables such as gender, age and region.

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The views expressed herein represent the views of the Canadian Partnership Against Cancer.

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