

## **Board of Directors Meeting Highlights**

Toronto, Ontario  
December 10, 2010

### **Review of the Partnership's Discussion Paper**

Jessica Hill, CEO, introduced the Partnership's discussion paper, "The Future of Cancer Control in Canada", to the Board. Ms. Hill noted that the document is the next step in developing the Partnership's future strategic directions and subsequent five-year plan. She indicated that the paper is intended to gather feedback from health partners, cancer agencies, charitable groups, patient groups, and government. Ms. Hill concluded by indicating that the document will be included in the Partnership's January 2011 Corporate Plan submission to Health Canada.

Caroline Heck, Executive Lead, Office of Strategy and Performance, led the Board through a draft version of the discussion paper. Board members provided feedback on the draft and were also invited to continue to provide comments by email. Ms. Heck indicated that the Board's input will be incorporated into a final version of the document, which will be presented to the Board at the January 2011 meeting.

### **Consultation Plan**

Ms. Heck provided an overview of the Partnership's strategic planning process to the Board. She then shared a list of potential stakeholder consultations for late January to early March 2011. She noted that the purpose of the consultations is to further define potential priority areas for future investment and to keep the cancer control community informed of the strategic planning process and allow for an opportunity for individuals to provide input. Ms. Heck concluded by noting that the consultation work will inform priority setting activities and a discussion with the Board in April 2011.

Leanne Kitchen-Clarke, VP, Public Affairs, continued the discussion with a focus on engaging the broader public. Ms. Kitchen-Clarke noted that the recent Health Canada Evaluation identified the need for people who are not engaged in the day-to-day work of cancer control to be informed of the national strategy and the work underway. She outlined the current public and media outreach program that profiles key initiatives and then presented a public engagement approach built on the notion that everyone has a role to play in controlling cancer. She indicated that the approach would help the public understand why the cancer control strategy is important while showcasing broader contributions of all partners in advancing efforts across the country. The Board members were supportive of the approach and approved further development of the idea and exploring the balance between use of traditional and social media.