



Children's  
Cancer and  
Leukaemia  
Group

the EXPERTS  
in CHILDHOOD  
CANCER

# STRATEGIC PLAN 2018-2025

# We are the childhood cancer **experts**.

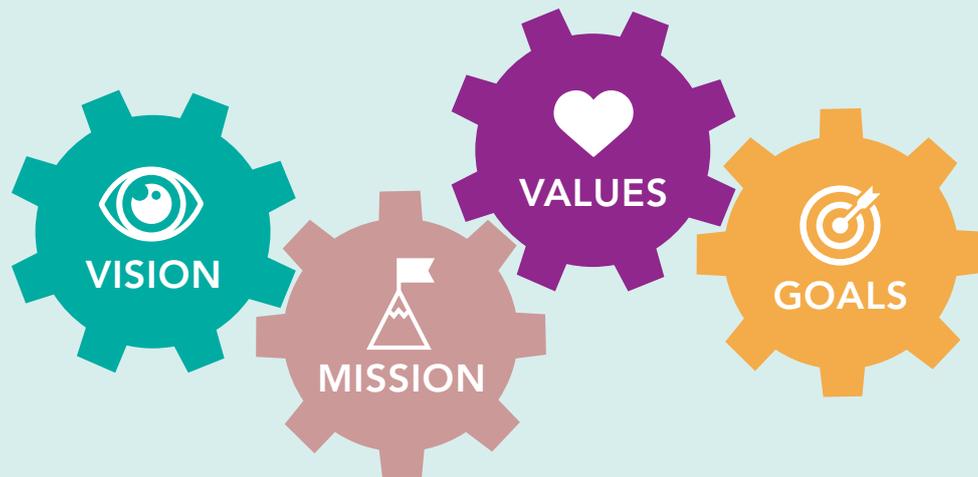
We are proud to have helped nearly **40,000** children and young people survive their cancer over **the last 40 years**.

We know how far we have come but there is still **more** to be done:

- ◆ Over 250 children still die from cancer each year in the UK – it is the **biggest** cause of death by disease in children
- ◆ Of those who survive, many will have **lifelong** health conditions as a result of their treatment and cancer

With our long-standing history and experience in childhood cancer, we have an established and growing network of professionals who can respond to these challenges and influence positive change. Our seven-year strategic plan sets out how we aim to do this.

We believe that we must all work together to help shape a future where **all children** with cancer will survive.



## OUR VISION

A world where all children diagnosed with cancer survive and live happy, healthy and independent lives.

## OUR MISSION

To be the leading national charity and expert voice for all childhood cancers; to save more lives through better knowledge, treatment and care; fund and collaborate on innovative world-class research; and support families to cope with everyday life through expert information resources.

## OUR VALUES

### ◆ PROFESSIONAL

We are open, reliable, accountable and ethical, always adhering to best practice in all areas of our work.

### ◆ AUTHORITATIVE

Our knowledge and expertise makes us quick to respond in a way that is grounded in the real world. We can identify challenges quickly and promote understanding and best practice.

### ◆ COMMITTED

We are dedicated and committed to work above and beyond expectations to make life better for all children and young people diagnosed with cancer.

### ◆ COMPASSIONATE

Our energy, enthusiasm and belief in making a positive difference to the treatment and care of patients means we are always giving our best at all times.

### ◆ COLLABORATIVE

We seek all opportunities to share knowledge, experience and skills and to co-operate and partner with others for the benefit of patients and their families.

### ◆ DYNAMIC AND FORWARD-LOOKING

Our long-standing belief is that we can all strive to save more lives by challenging the status quo and creating hope for all patients and their families.

# OUR GOALS

## 1. Provide **leadership** and **expertise** for the treatment and care of children and young people with cancer

We want to make sure that all children with cancer receive the best possible treatment and care, no matter where they live or what stage of their cancer journey they are at. This excellence of care should continue throughout each patient's life.

### WE WILL:

- ◆ Develop, coordinate and promote a **childhood cancer hub** for all professionals working in paediatric oncology in the UK and Ireland **to share best practice and knowledge**, making an immediate impact on all children and young people diagnosed with cancer
- ◆ Build **productive and effective partnerships** with all those who work in or are affected by childhood cancer to strengthen and enhance our expert voice
- ◆ Stimulate a **community culture** that embraces open communication, innovation and discovery, and energises, recruits and retains members to work in childhood cancer
- ◆ Organise cutting-edge **scientific** and **educational meetings** to share the most up-to-date news, research and information in all areas of treatment and care
- ◆ Strengthen the work of **our professional networks** to advance, promote and share knowledge for all cancer types through our Special Interest Groups, National Advisory Panels and treatment guidelines and recommendations so that treatment and care is constantly improving and evolving to meet the needs of patients and their families
- ◆ Continue to be the **professional, expert voice** for paediatric oncology and haematology in liaising with government departments, the NHS, other professionals, patients and their families, and the general public to influence policy and action for childhood cancer
- ◆ Initiate **new projects** such as data collection for all young patients diagnosed with cancer to better understand treatment effectiveness and long-term effects to help future treatment decisions for patients
- ◆ Expand and develop our **education and learning programmes** for all members working within childhood cancer, including the next generation of doctors and researchers through our trainees group
- ◆ Continue to encourage and develop assisting partnerships with our **global colleagues in low to middle income countries** through our specialist network (PODC) so that all children across the world can benefit from clinical advances in treatment and care
- ◆ Support our members' **professional** development by offering a full CPD programme recognised by the RCPCH and other colleges, and providing an **active forum for discussion and support**

## 2. **Improve** diagnosis times by increasing awareness

We want to help save more lives through early diagnosis of children and young people when treatment can be more successful.

### WE WILL:

- ◆ Develop innovative tools to **help primary care providers** such as GPs make referrals of children and young people with symptoms of cancer more quickly and efficiently
- ◆ Raise **awareness of the symptoms** of childhood cancers through our information resources and social media channels, and also our work amongst the general public, medical and healthcare communities

## 3. **Strengthen** our expert information portfolio to support more families of a child with cancer

Looking after a child with cancer can be a scary and lonely experience for families. Our goal is to deliver the right information at the right time and make a positive difference to their daily lives.

### WE WILL:

- ◆ Continue to be the **leading provider of expert-written, award-winning and quality-assured information** about all aspects of childhood cancer, from diagnosis to life when treatment has finished
- ◆ Explore the **needs of our audiences** and look at new formats to deliver information such as booklets, online and social media platforms to make sure our information is accessible to everyone
- ◆ Develop an **information hub to signpost** families to high-quality, relevant information outside of our remit so that we are the first stop for all parents looking for information



We are the proud publisher of the **only UK magazine** dedicated to families of a child with cancer featuring patient experiences and information written by experts.

## 4. **Support and fund world-class research**, deepen understanding and foster collaborations across the childhood cancer community

One of our most important areas of work is to offer opportunities for our members to develop scientific networks and belong to a wider research community dedicated to childhood cancer.

Our Research Strategy outlines our exciting plans to fund and support innovative world-class research into childhood cancer and recognises the importance of collaboration, both nationally and internationally, to achieve improvements.

### WE WILL:

- ◆ Continue to develop and grow our **research portfolio** to broaden and deepen knowledge of childhood cancer and the patient journey
- ◆ Offer opportunities for professionals to **develop scientific networks** and belong to a wider research community dedicated to childhood cancer
- ◆ Seek new ways of **transferring promising early results** from the laboratory to clinical practice as quickly as possible
- ◆ **Investigate the long-term effects of treatment** on childhood survivors so that they can be supported better later in life
- ◆ Identify and fund **research 'gaps'** to make sure no cancer type is left out and launch dedicated funds to encourage research in these areas
- ◆ **Promote and develop the CCLG Tissue Bank** to encourage more patients to donate tissue and more researchers to use this important resource. This particularly applies to tissue samples from teenage and young adult patients, who are currently under-represented within the Tissue Bank.
- ◆ Strengthen collaborations and partnerships with researchers across the world to drive **global improvements beyond national boundaries**
- ◆ **Our unique position** as both a research funder and the professional body for childhood cancers puts us in an ideal position to **translate advances into clinical practice** and share information among the relevant clinical and scientific communities for the benefit of patients
- ◆ Develop **closer collaboration with patients and families** so that researchers are aware of the challenges that impact them every day through our popular 'Childhood Cancer Conference' series. This puts patient experience at the heart of future research.

Our exclusive **Special Named Funds** scheme helps families raise funds for new research

We want to make sure that our innovative scheme is accessible to all families who wish to set up a fund in the name of their child and who also want to choose where the funds should be targeted, for example, for research into a specific type of cancer.

- ◆ Continue to coordinate and enhance our **personalised support service** to all families with Special Named Funds through help with events, promotion, in-house design support and printed merchandise
- ◆ Promote our **fast access to research teams** through our expert professional membership to make sure that any funds raised are channelled into the most effective research as quickly as possible

We **work hard** to make sure we can **deliver** on our long-term plans and promises.

We have a dedicated and active team of staff, members, supporters and volunteers who help raise funds for us so that we can really **make a difference** for patients and their families.

INFORMATION PROGRESS  
COMMUNICATION  
PROFESSIONAL SUPPORT  
PARTNERSHIP RESEARCH  
COMMUNITY EXPERTS



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**Children's Cancer and Leukaemia Group (CCLG) is a leading national charity and expert voice for all childhood cancers.**

Each week in the UK and Ireland, more than 30 children are diagnosed with cancer. Our network of dedicated professional members work together in treatment, care and research to help shape a future where all children with cancer survive and live happy, healthy and independent lives.

We fund and support innovative world-class research and collaborate, both nationally and internationally, to drive forward improvements in childhood cancer. Our award-winning information resources help lessen the anxiety, stress and loneliness commonly felt by families, giving support throughout the cancer journey.

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