

## **The Way Ahead 2017-2020**

Over 50,000 men are diagnosed in the UK with a male specific cancer – prostate, testicular and penile – every year. Sadly, these figures are on the increase. Orchid is the UK’s leading charity dedicated to improving the lives of those affected by these three cancers. We are working hard to understand the causes of these cancers and identify new treatments, to promote better awareness and encourage an early diagnosis, and to ensure that men and their families receive the care and support they need.

Building on our current success and achievements, informed by the knowledge and expertise of a range of stakeholders and taking into consideration opportunities and the external environment, The Way Ahead 2017-2020 sets out our priorities for the next three years. It is a bold and ambitious vision encompassing men, their partners, family members, friends, health and social care professionals, researchers, service providers, educators, policy makers, other cancer charities, our staff, Trustees, volunteers and donors. Working together we will achieve so much, making real progress towards achieving our seven priorities and improving the outlook for current and future generations of men.

**Priority 1: We will be the UK’s leading provider of specialist support, information and inspiration for people affected by, at risk of or interested, in male specific cancers. We will achieve this by the following means:**

1. We will work with health and social care professionals, service providers, the Department of Health and NHS (England, Scotland, Wales and Northern Ireland), educators, other cancer charities and community groups to ensure that everyone affected by male cancer is offered the opportunity to “learn” about the charity, our services and contribute to improving the outlook for men affected by or at risk of male specific cancers.
2. We will offer a range of services and engage the latest technologies to ensure we meet the needs of a wide community including men, their partners, family members, friends, young people at risk of male specific cancers and the general public.
3. We will target “hard to reach” communities, high risk groups and those with specific needs to inform them about male specific cancers, our services and contribute to improving the outlook for men affected by or at risk of male specific cancers. We will work with health and social care professionals, service providers, the Department of Health and NHS (England, Scotland, Wales and Northern Ireland), educators, other cancer charities and community groups to help us achieve this.
4. We will identify opportunities and develop collaborations amongst those who want to see improved awareness, survival rates and better patient experience including men, their partners, family members, friends, health and social care professionals, service providers, the Department of Health and NHS (England, Scotland, Wales and Northern Ireland), educators, policy makers, other cancer charities and community groups.
5. We will deliver health campaigns and health awareness messages ensuring everyone is offered the opportunity to “learn” about male specific cancers, is encouraged to “take action” and is best equipped to cope with it. We will work with health and social care professionals, service providers, the Department of Health and NHS (England, Scotland, Wales and Northern Ireland), educators, other cancer charities and community groups to help us achieve this.
6. We will ensure that anyone affected by or interested in male specific cancers will know where to find the help they need and are motivated to take action. We will work with health and social care professionals, service providers, the Department of Health and NHS (England, Scotland, Wales and Northern Ireland), educators, other cancer charities and community groups to help us achieve this.

**Priority 2: We will ensure a better quality of life for people affected by male specific cancers by helping them to make informed choices and decisions about treatment, care and support. We will empower people affected by male specific cancers by providing accurate, high quality, comprehensive information delivered in the way they want. We will achieve this by the following means:**

1. People affected by male specific cancers will be at the heart of what we do and the decisions we make. We will consult with them to offer information and support on a range of issues and services including treatment and management options, palliative and end of life care, clinical trials, health and well-being, emotional and practical support and the latest research developments.
2. We will target “hard to reach” communities, high risk groups and those with specific needs to ensure they have the opportunity to “learn” about male specific cancers, our services and contribute to improving the outlook for men affected by or at risk of male specific cancers. We will work with health and social care professionals, service providers, the Department of Health and NHS (England, Scotland, Wales and Northern Ireland), educators, other cancer charities and community groups to help us achieve this.
3. We will have the capacity and competencies to provide expert advice, information and support for people affected by or interested in male specific cancers and to deliver information in a variety of formats utilising the latest technologies. This will include developing our portfolio of publications and offering interactive healthcare programmes.
4. We will develop Centres of Excellence in Testicular Cancer ensuring men and their families receive the support and information they require from the point of diagnosis and throughout their cancer journey.
5. We will appoint a further eight Orchid Male Cancer Information Nurse Specialists across the four nations to support and develop our services and strengthen our presence in the local community and to ensure representation in each of the four nations.
6. We are committed to ensuring high quality information is available to all. We will work with specialist services to provide information in a variety of formats including large print and audio and in a range of languages.
7. We will provide expert advice, information and support on issues affecting men at each stage of their cancer from diagnosis, to treatment, to after care and beyond.
8. We value high quality, impartial information and will ensure quality signposting for men and their families.
9. We will develop peer support programmes to enable men and their families to share experiences, skills and offer practical advice in a safe and supportive environment.
10. We will develop our Editorial Board to ensure the information needs of a wide audience are met and they are able to make informed choices and decisions about treatment, care and support. Information will be up to date, patient friendly, evidence based, user focussed and accessible.

**Priority 3: Increase investment in research. Orchid will make a significant investment in research to improve our understanding of male specific cancers and to identify new ways to treat and manage these diseases. We will achieve this by the following means:**

1. We will make a significant investment in research to improve our understanding of male specific cancers, identifying new ways to treat and manage these disease and support cancer prevention programmes.
2. We will facilitate collaborations between researchers and research institutes that lead to improved patient care, increased survival and move closer to a cure. This will include support for international meetings and events.
3. We will recruit leading researchers and clinicians to join the Scientific Advisory Board (SAB), providing the expertise required to review and promote Orchid’s world class research programme. We will ensure the SAB includes expertise from across various disciplines.
4. We will invite grant applications from across the UK.

5. We will encourage future generations of researchers into the area of male cancer through the provision of travel and study grants.
6. We will ensure communication of findings to stakeholders, including funders and supporters, healthcare professionals, the wider research community and people affected by or interested in male specific cancers.
7. We will develop an e-bulletin for Orchid funded researchers, the SAB, healthcare professionals and other interested parties to highlight and promote Orchid's achievements and news, maintain goodwill and improve communications.
8. We will use a range of technologies to engage visitors with the researchers such as podcasts, videos, chat forums etc.
9. We will reinforce Orchid's position as a leading "research charity", announce new research grants and research developments to lay media, appropriate professional titles and Orchid's stakeholders.
10. We will develop a communications programme providing regular updates, statements and news stories about Orchid's work and any new developments in the research arena, treatments, management techniques, lifestyle factors and clinical trials.
11. We will identify partnership opportunities and use these as a platform to promote Orchid's work eg NHS Choices and specialist nursing / oncology journals.
12. We will identify and secure speaking opportunities or exhibition space at events, conferences, trade shows and seminars including BAUN.

**Priority 4: Early diagnosis can improve survival. We will raise awareness of male specific cancers, the signs and symptoms, promote self-checks and encourage an early diagnosis. We will achieve this by the following means:**

1. We will develop awareness campaigns to highlight male specific cancers, the warning signs and symptoms, encourage self-checks and promote early diagnosis particularly amongst at risk groups and hard to reach communities.
2. We will develop awareness campaigns to highlight the impact and challenges of living with a male specific cancer.
3. We will deliver the annual Orchid Male Cancer Awareness Week. The Week provides a platform to highlight specific disease areas, signs and symptoms and encourage an early diagnosis.
4. We will deliver a targeted awareness and educational programme for schools, colleges, universities, community centre, prisons and other outlets.
5. We will appoint a School Nurse Co-ordinator to develop and deliver a programme of education and awareness activities for young people.
6. We will appoint a further eight Orchid Male Cancer Information Nurse Specialists across the four nations to support and develop our services and strengthen our presence in the local community and to ensure representation in each of the four nations.
7. We will deliver our popular Male Cancer Awareness Roadshows and health information sessions in local communities targeting at risk groups and hard to reach communities. We will identify and develop partnerships with local organisations to deliver these.
8. We will champion "self-checks" to promote an early diagnosis.
9. We will commit to developing and delivering communications materials to a diverse range of audiences using the latest digital technologies.
10. We will promote awareness of male specific cancers at primary care level through the development of information and educational resources for GPs and practice nurses
11. We will develop partnerships with health and social care professionals to meet their needs for information, education and support so that we can enhance their commitment to the work and strategy of Orchid.

**Priority 5: To be the voice for people affected by male specific cancers and to reduce gender and race inequalities associated with rare cancers. We will achieve this by the following means:**

1. We will develop opportunities, facilitate and support collaborations which enable men and their families to share their experiences of male specific cancers and campaign for better patient care and increased survival.
2. We will develop our campaigning and lobbying programme with the aim of building Orchid's profile as a thought-leader in government affairs activities, campaigning across all male specific cancers, including testicular, penile and prostate cancer and making a significant and positive impact in the area of penile cancer.
3. We will influence opinion and public policy and raise awareness of male cancers ensuring these cancers matter to more people.
4. We will influence opinion and public policy and raise awareness of rare cancers ensuring those affected receive the same level of care and support as those affected by more common cancers.
5. We will develop peer support programmes to enable men and their families to come together, share mutual support, bring a collective voice, influence change and improve the lives of those affected by male specific cancers.
6. We will develop our panel of Expert Patients and Ambassadors. We will recruit and train 25 volunteers annually to provide support and share experiences with others.
7. We are committed to supporting men affected by penile cancer and will work with patients and carers, supra-networks and Penile Cancer Teams to develop networking opportunities.
8. We will host a bi-annual National Conference for patients, their families, health professionals, community groups, voluntary organisations and other interested parties with the aim of providing the latest news and information and offering the opportunity to meet experts in the field.

**Priority 6: Improving care and outcomes. We will work in partnership with cancer charities, health and social care professionals, educators, policy makers and the Department of Health and NHS (England, Scotland, Wales and Northern Ireland) to improve care and deliver the best possible, integrated service for men and their families. We will achieve this by the following means:**

1. We will develop strategic alliances and work with representative groups to bring about positive change for men and their families. This will include the Cancer Campaigning Group, Cancer 52, the Department of Health and charities such as Cancer Research UK, Macmillan Cancer Support and Prostate Cancer UK to achieve this aim.
2. We are committed to supporting men affected by penile cancer. We will work with supra-networks and Penile Cancer Teams to help improve services for people affected by the disease.
3. We will appoint a further eight Orchid Male Cancer Information Nurse Specialists across the four nations to support and develop our services and strengthen our presence in the local community and to ensure representation in each of the four nations.
4. We will develop our Healthcare Professionals Resource Programme to include training, e-bulletins, a healthcare professional pack, dedicated section of the website, online toolkits, downloadable leaflets and factsheets, podcasts or videos and chat forums
5. We will promote the Employee Benefit Programme to promote awareness of male specific cancers in the workplace and offer appropriate support for those directly affected.
6. We will develop contacts within the healthcare media, identify and develop opportunities to work with and feature in key journals such as the British Journal of Cancer, Oncology Nursing, European Journal of Oncology, Lancet Oncology, BMJ, <http://www.urotoday.com>
7. We will identify partnership opportunities and use these as a platform to promote Orchid's work.
8. We will identify and secure speaking opportunities and exhibition space at events, conferences, trade shows and seminars including the British Association of Urological Nurses (BAUN).
9. We will host a bi-annual National Conference for patients, their families, health professionals, community groups, voluntary organisations and other interested parties with the aim of providing the latest news and information and offering the opportunity to meet experts in the field.

**Priority 7: Transforming Orchid. We will have the internal structure, capabilities and resources to enable us to meet our objectives. We will achieve this by the following means:**

1. We will develop our senior management team to ensure the on-going development of our research programme, support services, awareness and campaigning activities and fundraising.
2. We will continue to invest in the professional development of all staff, with a continued focus on leadership and management skills.
3. We will achieve sustainable growth thereby ensuring greater impact for our beneficiaries and stakeholders.
4. We will maximise income from across a range of sources: individuals, events, the business community, trusts, foundations, statutory sources and commercial opportunities.
5. We will identify partnership opportunities to make us more effective, improve our services and provide the best possible outcome for our beneficiaries and stakeholders.