GREATER REACH, GREATER IMPACT:

Our ambitions for young people with cancer
Right now, for every young person with cancer we reach, there’s another we can’t. We won’t just sit back and accept that – so we’re expanding our work.

Almost half of young people with cancer are not treated in Teenage Cancer Trust units. That means they’re treated either with young children or much older adults in hospitals where there aren’t any specialists in teenage and young adult cancer care. This can be a scary and lonely experience.

So while Teenage Cancer Trust units, and the teams who work on them, will always be at the core of our work, we need to go further. We need to offer all young people with cancer the best support from diagnosis, right throughout treatment, and after treatment has ended.

To make that happen, we’re starting to build much wider links across NHS networks – so we can be there for young people in main cancer hospitals, local designated hospitals, or even in their homes.

By 2020, we’re determined to reach every young person with cancer in the UK – and to make sure they’re supported by experts in young people’s cancer from the moment cancer crashes into their lives.
OUR HISTORY

TWO DECADES OF PIONEERING SUPPORT

Since 1990 Teenage Cancer Trust has revolutionised the way that young people with cancer are cared for. Before we existed, teenage and young adult cancer care didn't exist as a separate specialism. Young people were either treated with young children or older adults. Today, the situation is completely different.

Thanks to our work, it’s now accepted that young people with cancer need specific care to deal with the challenges they face. This is reflected in healthcare policy, planning and delivery, and Teenage Cancer Trust leads the world in developing the specialism of teenage and young adult cancer care.

The 28 Teenage Cancer Trust units in NHS hospitals are run by expert staff who understand exactly what young people with cancer and their families really need. These units and the dedicated services they offer set the standard for cancer care for young people.

Teenage Cancer Trust Nurses and Youth Support Coordinators increasingly work beyond our units too, as we seek to achieve our goal of reaching every young person with cancer no matter where they receive treatment.

Our Education & Awareness programme also helps thousands of young people every year to understand more about cancer and to feel more confident talking about it.

Research has shown that, after our presentations in schools, young people know more about the signs of cancer and are more likely to discuss them with friends and family.¹

And our work with young people continues long after treatment ends. As young people and their families adjust to whatever the future holds, we’re there to offer advice and to bring young people together at events where they can talk through whatever is on their minds.

Finally, all of these services are underpinned by our influencing and engaging work, as we connect with a wide range of individuals and organisations to keep on improving cancer care for every young person diagnosed with cancer.

TARGETED SUPPORT AT EVERY STAGE

THE CHANGES WE NEED TO SEE – IN SUMMARY

As we aim to offer the best possible support to every young person with cancer and to keep raising awareness of cancer in young people, these are the changes we’re determined to bring about.

Before treatment:
• Young people need more support to understand cancer
• Diagnosis of cancer in young people should always be timely and handled sensitively
• GPs and healthcare professionals need to feel equipped to diagnose cancer in young people

During treatment:
• Every young person diagnosed with cancer needs to be offered specialist support immediately
• Every young person with cancer needs access to a familiar team and facilities designed for young people
• Every young person with cancer needs to understand which treatments are available and what those treatments mean
• Every young person with cancer needs to have ongoing, holistic support
• Every young person with cancer needs to know their family is supported
• Every young person needs access to accurate, practical and comprehensive information created for them
• Every young person needs access to safe, effective online support

Towards the end of treatment:
• Every young person with cancer needs comprehensive support to prepare for the future
• Family members and carers need support after treatment too

When treatment is unlikely to cure cancer:
• Every young person should be told sensitively and clearly if their cancer treatment will not cure them
• Every young person should be supported through their referral to an appropriate palliative care or end-of-life team
GREATER REACH, GREATER IMPACT

OUR PLANS FOR 2016-2020

Before diagnosis, during treatment and after treatment has ended, we’ll spend the next five years doing everything we can to make sure young people never face cancer alone.

HOW WE’LL STRENGTHEN OUR WORK BEFORE DIAGNOSIS

EXPANDING OUR EDUCATION & AWARENESS PROGRAMME IN SCHOOLS
Cancer education in schools has the power to transform the understanding of a whole generation. So we’ll run more presentations in more schools across the UK to help thousands of young people take control of their health – and help their friends and family do the same.

HELPING ADULTS TO UNDERSTAND HOW CANCER AFFECTS YOUNG PEOPLE
Adults who spend time with young people need to have the knowledge and skills to respond to concerns about cancer. So we’ll pilot and review new ways of supporting adults who work with and run activities for young people.

FINDING NEW WAYS TO WORK WITH GPS AND HEALTHCARE PROFESSIONALS
Delayed cancer diagnosis leaves too many young people less willing to trust medical professionals and in need of more intensive treatment. So we’ll review the way we work with GPs and healthcare professionals, piloting new ways to raise awareness of cancer in young people, reduce diagnosis times and give young people a better experience.
BUILDING AND MAINTAINING UNITS AND FACILITIES FOR YOUNG PEOPLE
Our welcoming, comfortable Teenage Cancer Trust units help young people to relax, keep in touch with existing friends and meet others in similar situations. So we’ll invest year on year to maintain the quality of the 28 Teenage Cancer Trust units and fund ongoing refurbishment.

DEVELOPING FACILITIES FOR YOUNG PEOPLE IN DESIGNATED HOSPITALS
There are 80 designated hospital trusts across England and over 30 local hospitals in Scotland, Wales and Northern Ireland where young people can choose to be treated, rather than having treatment at Principal Treatment Centres (where our Teenage Cancer Trust units are based). So we’ll focus on developing areas and facilities for young people within these hospitals.

FUNDING LEAD NURSES AND CLINICAL NURSE SPECIALISTS
We’re currently the only organisation that funds NHS nurses for teenagers and young adults with cancer. We fund Teenage Cancer Trust Nurse Consultants, Lead Nurses and Clinical Nurse Specialists, and we plan to increase our investment in nurses significantly over the next five years to ensure we can offer expert support to all young people with cancer, wherever they are treated. At the start of 2016 we funded 31 nurses. By 2020, we anticipate we’ll fund at least 50.

FUNDING YOUTH SUPPORT COORDINATORS
Teenage Cancer Trust Youth Support Coordinators play a vital role working alongside NHS multidisciplinary teams to provide a friendly, sensitive and ongoing source of emotional, psychological and social support. In the coming years we’ll employ more Youth Support Coordinators and keep developing the work they do.

FUNDING MORE MULTIDISCIPLINARY TEAM COORDINATORS
Our Multidisciplinary Team Coordinators help to build relationships between staff at designated hospitals and Principal Treatment Centres. This helps to increase the number of young people who are notified to the main hospitals, and improves the data we have about cancer in young people. By 2020 we’ll fund at least 13 Multidisciplinary Team Coordinators.
PRODUCING CANCER INFORMATION SPECIFICALLY FOR YOUNG PEOPLE
One of the things young people with cancer want most is clear, concise information about cancer created specifically for them. So we’ll regularly review and refresh our existing resources, including our comprehensive ‘Young Person’s Guide to Cancer,’ and continue to scope and develop further printed and digital information resources.

TESTING NEW WAYS TO PROVIDE DIGITAL INFORMATION AND SUPPORT
Digital support services can help young people with cancer to feel less isolated and alone, and are often more cost-effective and flexible than face-to-face alternatives.
So we’re undergoing a thorough scoping project to understand what young people want from digital support and to guide our work in this area in coming years.

DEVELOPING NEW WAYS TO WORK IN SCHOOLS
Young people with cancer often tell us that their friends, classmates and teachers struggle to understand what they’re going through. So our Education & Awareness team will develop and pilot our Mates Matter programme, helping young people feel more confident talking about their experiences and making the transition back to education less stressful.

DEVELOPING TOOLS TO ASSESS THE NEEDS OF YOUNG PEOPLE WITH CANCER
Assessment tools designed for teenagers and young adults can help to ensure that young people always get personalised expert care. So we’ll pilot new tools to help guarantee young people get the right support from the right people in the right place – ultimately leading to the best outcomes.
HOW WE’LL STRENGTHEN OUR WORK AFTER TREATMENT

**FUNDING AND DELIVERING OUR WAY FORWARD PROGRAMME**
Our Way Forward events help young people to move from the safety net of NHS care to life after treatment, combining practical workshops and therapeutic sessions during a two-day residential stay. They help young people to feel more confident and provide the perfect opportunity for peer support, and we plan to deliver at least six events across the UK every year.

**FUNDING AND DELIVERING OUR FIND YOUR SENSE OF TUMOUR EVENTS**
These four-day conferences bring together up to 300 young people who have had cancer within the past five years. For many it’s a first opportunity to talk to others who know exactly what they’re going through. The Find Your Sense of Tumour events are a fundamental part of our after-treatment support, and we plan to deliver two events every year.

**DEVELOPING NEW WAYS TO SUPPORT FAMILIES AND FRIENDS**
Young people have often told us they feel more able to cope if they know their families and friends are being looked after. So we’re exploring what support is already provided to families and friends locally, regionally and nationally. This work will then form the basis for pilot initiatives in 2017/18.
INFLUENCING AND ENGAGING OTHERS

THE FOUNDATION FOR ALL OF OUR SERVICES

The support we provide before, during and after treatment wouldn’t be possible without the work we do to influence and engage others – our policy and political work, our professional development and collaboration, our work to oversee quality, governance and management, and our evaluation and research.

The key audiences we need to connect with in 2016-20 are:

- Strategic national and local commissioners
- Frontline service providers
- Voluntary sector and charities
- Young people and families
POLICY AND POLITICAL WORK
We do a wide range of work to help shape the policy debate on teenage and young adult cancer care in the UK. Our approach over the next five years will include:

• Sharing the experiences of young people with cancer, their families and cancer experts
• Building relationships with national and regional NHS decision makers, UK governments and other charities
• Developing and sharing evidence to help shape policy decisions
• Responding to political and policy developments
• Working in coalition with charities and partners
• Increasing access to national data about young people with cancer

PROFESSIONAL DEVELOPMENT, LEADERSHIP AND COLLABORATION
To ensure that the quality of support given to young people continues to improve, we’ll keep investing in specialist nursing, clinical leadership, education, professional development and research. This includes continuing to develop our undergraduate and postgraduate programme in teenage and young adult care – the only course of its kind in the country.

QUALITY, GOVERNANCE AND MANAGEMENT
To make sure our services for young people achieve the best results and are safe, cohesive, innovative and of the highest possible quality, we’ll base our work on best practice and quality standards – and audit what we do to measure compliance.

Our organisational structure, recruitment policies, staff training, complaints processes and support framework for safeguarding all help to ensure that we deliver a supportive, safe and professional service for young people. But there is currently no compulsory safeguarding audit for charities. So we’re developing a formal independent audit of compliance, and we’ll use this to ensure we demonstrate best practice in this area.

EVALUATION AND RESEARCH
Through our services and projects, we currently engage with young people on many issues – but we want to standardise our approach. So we’ll develop a strategy to formalise how we work and to ensure young people can influence and help to design our services in the most effective way.

Through an ongoing process of measurement, analysis, reporting and improvement, we’ll also ensure that Teenage Cancer Trust delivers the best possible services for young people – now and in the future.

And we’ll develop a strategy and process to ensure research continues to play a valuable part in scoping future work, validating new services and evaluating the existing support we offer.
ACHIEVING OUR AMBITIONS:
GROWING OUR INCOME TO EXPAND OUR WORK

To reach more young people with cancer we have to grow and expand our work. This means we need to engage and inspire even more people to support Teenage Cancer Trust financially.

Expanding the number of hospitals we work in and increasing our team of Teenage Cancer Trust Nurses means we need to increase our fundraised income. We predict that we will need to raise £20m every year, from a current position of being able to raise about £14m a year. That’s an ambitious increase, especially at a time when charities are facing lots of fundraising challenges. It’s also an increase we need to sustain as – unlike growing income in big bursts to develop physical spaces in hospitals – funding more Teenage Cancer Trust Nurses is a commitment we need to meet every month. With a building project it’s possible to delay the work until the funds are raised, but we can’t delay paying for nurses while we wait for fundraised income to arrive.

The sooner we can achieve this, the more young people with cancer we will be able to help. Our supporters make every element of our work possible and we know that they share our ambition for every young person to receive the best care, treatment and support, wherever they live.

£20M
We predict that we will need to raise £20m every year
IN CONCLUSION: OUR STRATEGIC PRIORITIES FOR 2016-20

• Identify every young person diagnosed with cancer
• Offer support to every young person diagnosed with cancer
• Champion the needs of young people with cancer
• Work with others to protect and develop cancer care for young people
• Strengthen our model of care so we can support every young person with cancer
• Provide tangible evidence of the difference we make
• Develop ways to identify the critical needs of young people with cancer and push for lasting change
• Ensure we can meet the staff resourcing needs of our services
THE FUTURE WE’RE DETERMINED TO CREATE

As an organisation, we know what we want to achieve – and this strategy explains how we intend to achieve it. Together, we can create a future in which:

• Every young person is educated about cancer
• Every young person with cancer is fully supported from diagnosis, throughout treatment and after treatment
• All families of young people with cancer have access to support programmes
• Every young person with cancer has access to end-of-treatment support programmes
• All families who lose a young person to cancer have access to specialist bereavement support

We can only achieve these vital goals in partnership with organisations and individuals who share our certainty that young people should never face cancer alone. So get in touch to work with us or support our work as we turn our strategy for 2016-20 into reality.
Teenage Cancer Trust relies on the generosity of the public.

Follow us online:
teenagecancertrust.org
facebook.com/teenagecancertrust
twitter.com/teenagecancer

Teenage Cancer Trust is a registered charity: 1062559 (England & Wales); SC039757 (Scotland)