

**TEENAGE  
CANCER  
TRUST**

**Equity,  
Diversity,  
Inclusion  
Strategy**

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**2022-2024**

**NO ONE**


**LEFT**

**BEHIND**



## WELCOME

Teenagers and young adults are unique – as individuals and as an age group. It was the shocking injustice of them being forgotten and overlooked by a system that either saw them as “big children” or “small adults” that was the catalyst for the creation of Teenage Cancer Trust more than three decades ago.



Before we started, young people were designed out of existence by a system that didn't include them and didn't understand – or meet – their unique needs as they face, and recover from, cancer.

Celebrating the difference in young people, individually and as a group, is essential to all we do and we are delighted to share this – our first Equity, Diversity and Inclusion Strategy.

That fact that this is our first Equity, Diversity and Inclusion Strategy tells you that although inclusion of young people is why we came into being, we have a long way to go before we are truly equitable and are able to fully support, reflect and celebrate the rich diversity amongst all young people with cancer in the UK.

That's why we are committed to acknowledging and tackling societal injustices and prioritising equity as a central part of our organisational strategy.

Equity, Diversity and Inclusion need to be at the heart of our decision making and not an after-thought or add-on. This won't be easy. We need to work collaboratively with our partners.

We need to listen and learn; have challenging conversations; take tough decisions and – no doubt – get some things wrong. But we will become comfortable with that discomfort, grounding ourselves in our values and always making sure we come back to doing what's right for young people.

Since 2020 we have taken great steps forward. Earlier in 2022, we published our Statement of our Intent. Now, this Strategy solidifies our commitment, provides a detailed roadmap for more progress and bringing about change. This is about action, not words. We all have a part to play in this and we're all committed to being held accountable for our progress – and our mistakes and our learnings.

***Together we can – and will – make sure that no young person with cancer is left behind.***



**Zainab Al-Farabi**  
Equity, Diversity  
& Inclusion Lead



**Kate Collins**  
Chief Executive

# WHY ARE WE FOCUSING ON EQUITY, DIVERSITY & INCLUSION?

**Equity, Diversity & Inclusion is central and crucial to achieving our purpose as a charity.**

What this means now is that to deliver our purpose fully we must change.

You can read our EDI statement [here](#).

# HOW DOES THIS FIT IN WITH OUR ORGANISATIONAL STRATEGY?

**Our EDI strategy is closely linked to our organisational strategic objectives:**

1. Focus on Equity
2. Provide the best care and support
3. Tackle the isolation of cancer
4. Leading the way

You can read our full organisational strategy [here](#).





## **WHAT ARE WE FOCUSSING ON FOR 2022-2024?**

### **1. Data 101 - Plug the gap**

We need to plug the diversity data gaps we have across all levels, from our colleagues including frontline colleagues, volunteers, applicants, fundraisers, supporters, donors, trustees and crucially, for the young people we serve.

As well as this, we will build trust and create safe spaces with regular feedback opportunities. It is important to us that people can share their experiences (good and bad) and thoughts on our EDI and wider work as a charity.

This quantitative and qualitative data will underpin all of our work allowing us to understand where we are and where we need to be to reduce existing inequalities and support all young people with cancer in the UK.





**“It is important for Teenage Cancer Trust to set a positive example for young people so they feel safe and secure and that we have their best interests at heart without them feeling like they are treated differently because of their background.”**  
*Youth Support Coordinator*

## **2. Our People**

We will support our EDI Working Group to work alongside the EDI Lead, senior leadership team and trustees, to facilitate and oversee the delivery of our EDI action plan. Our leadership team will develop their understanding of inclusive leadership and decision-making and feel well-informed and empowered to be visible and active in this space. We will build upon the targeted EDI leadership training that was delivered in 2021 to enable them to do this and will continue to support their training needs and development.

### **Education**

We know that for an internal culture shift to happen, we have to change hearts and minds. We will do this through training and educating our colleagues, including frontline colleagues and volunteers on different people’s lived experiences recognising intersectional experiences within this. We will also upskill them on EDI issues and considerations and how it applies to their day-to-day work. We will continue to facilitate EDI ‘drop in’ sessions, watch parties and build upon the EDI training sessions that were delivered to colleagues in 2021.

### **Development**

It is important to us that our colleagues feel free to be themselves and that while doing this, they feel valued and are rightly recognised for their talents and contributions. We will create clear progressions routes and development opportunities for underrepresented groups so they can not only be themselves but thrive doing so.

### **Recruitment and other people processes**

From the data we do have, we know that our colleagues demographic does not reflect all the communities we serve and aim to serve. We will collect diversity data from applicants, review our recruitment practices and provide resources and tailored training to those with recruitment responsibilities.

For this work to be sustainable, we will also review our employee lifecycle systems and practices from the point of attracting applicants through to our appraisal and exit interview processes.



### 3. Our Services for Young People

Central to our organisational strategy is our focus on Equity, reducing existing inequalities and making our services accessible to all young people with cancer, with no-one left behind. Diversity data collection, feedback from underrepresented groups will be a priority. In the interim, we will look at existing research of historically marginalised groups within the health and charity sectors and work with the necessary stakeholders to address any challenges and remove existing barriers to our services.

As well as educating frontline colleagues on EDI issues and lived experiences, we will look at how we can better support frontline colleagues who are from marginalised communities. We also want to adopt a consistent approach and provide resources to better enable frontline colleagues across our units to both support and celebrate young people from underrepresented groups who may face unique challenges during their experience with cancer.

Our longer-term goal is to carry out research into current inequalities to shape our services as an organisation and our future strategies. We will make sure our Youth Advisory Group is diverse and representative and that our events (such as Find Your Sense of Tumour) and platforms for young people (such as IAM) are safe and inclusive for all and celebrate a range of identities.

**“Every person deserves equal access to good care. Young people with cancer need clinical and psychological support to help them through a cancer diagnosis, and no young person’s identity should be used to diminish their access to good care.”**

*Young person*



## **4. Our Marketing and Communications**

We want to truly represent all the communities we aim to serve. We will focus on the inclusivity of our marketing and communication campaigns, ensuring they are accessible and share a range of young people's experiences with cancer from underrepresented groups. We appreciate the risks attached to this and will do all we can, to do this meaningfully and respectfully, avoiding a tokenistic approach.

To help us do this authentically, we will celebrate and commemorate a range of EDI dates in the calendar annually. We will create a Creative Campaigns group of young people to help shape our creative content and in line with our EDI commitment, we will make sure that this group is diverse and representative of the communities we aim to serve.

We will upskill our teams in this area through training and toolkit resources. We will embed EDI questions into project planning, team meetings and appraisals to ensure everyone actively considers EDI into their day-to-day roles and thinking.

**“Celebrating differences is the only real way for social change to happen. Only when we acknowledge and validate the whole of someone's experience and identity can we have an understanding of what needs to be made better and how.”**

***Colleague***



## 5. Our Fundraising

We will be carrying out a review of all our fundraising activity, ranging from the inclusivity of our activity and our events, who we partner with, our ethical policy, the diversity and range of our supporters and ambassadors and how we engage with different communities.

This will include data collection of our own teams but also research into understanding supporter experiences, identifying gaps and opportunities to work with underrepresented communities. In the interim we will work with existing research in the sector such as that pointing to the underrepresentation of fundraisers who are people of colour and/or who live with a disability.

We will also aim to upskill our teams through training, toolkit resources and embedding EDI questions into project planning, team meetings and appraisals.





# HOW WILL WE HOLD OURSELVES ACCOUNTABLE AND MEASURE OUR SUCCESS?

- **Clear strategic EDI objectives** through our detailed EDI plan, in line with our organisational strategy
- **Data collection, monitoring and analysis (quantitative and qualitative)** from a range of stakeholders including young people, their families, volunteers, supporters, our colleagues
- **Reporting to our EDI Working Group, Youth Advisory Group and Board of trustees bi-annually**
- **Reporting externally annually** first external report in December 2022
- **Analysing and benchmarking against sector**

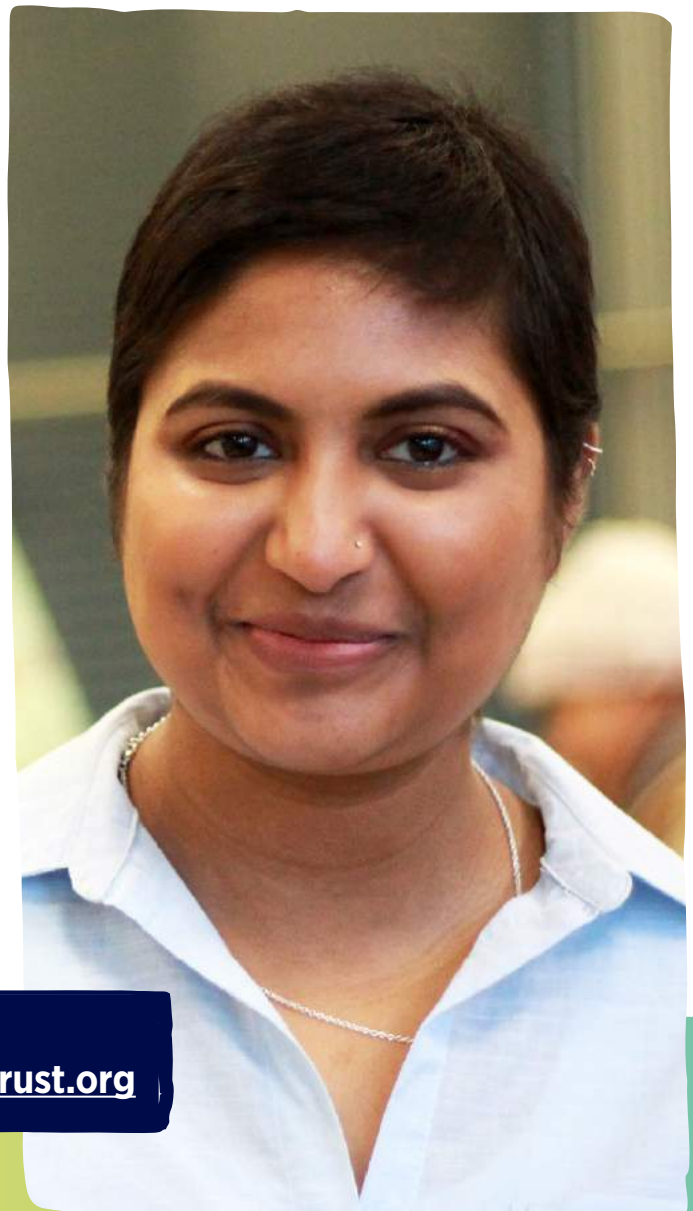
# WHO WAS INVOLVED AND CONSULTED IN THE CREATION OF THIS STRATEGY?

This strategy is the product of conversations and input over the last two years with:

- Teenage Cancer Trust's Youth Advisory Groups with lived experience of cancer and our services
- A range of colleagues at Teenage Cancer Trust including:
  - EDI Working Group made up of colleagues across Directorates
  - Equity, Diversity & Inclusion Lead and Head of Culture, Talent & Inclusion
  - Leadership Team
  - Frontline colleagues
  - Board of Trustees

Our EDI strategy supports our wider organisational strategy and its focus on equity and making sure that our services accessible to all young people with cancer, with no-one left behind.

This process is a journey, and we have a lot of learning to do. We would love to hear your thoughts on our EDI work and anything you think we should consider.



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[teenagecancertrust.org](https://teenagecancertrust.org)



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