



# Strategic Plan



**Bowel Cancer**  
NEW ZEALAND



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## Strategic Plan 2017-2019

### Introduction

Bowel Cancer New Zealand is a nationwide, patient-led charity committed to reducing the impact of bowel cancer on our community through awareness, education, support and research.

The charity was founded in 2010 by a group of people affected by bowel cancer, with the support of clinicians committed to improving bowel cancer awareness among the general public and health professional's. Bowel Cancer New Zealand (BCNZ) aims to provide clear and up-to-date information about: the disease, symptoms, what to do if diagnosed, and treatments.

Bowel Cancer is one of New Zealand's most common cancers, each year more than 3000 people are diagnosed with bowel cancer and 1200 will lose their lives. Instead of leading the world in terms of the numbers of people affected by bowel cancer and deaths from bowel cancer, our goal is to lead the world in improving outcomes for patients.

## Vision

All New Zealanders' living free from the impact of bowel cancer

## Mission

Reducing the impact of bowel cancer on our community

## Values

Patient and whānau voices first

## Aims

- All New Zealanders will be aware of the early symptoms of bowel cancer.
- Health professional's will recognise and diagnose bowel cancer in its early stages in all age groups.
- People diagnosed with bowel cancer and their whānau will have the support and information they need to navigate their treatment.
- New Zealanders will change their lifestyles to minimise the chances of developing bowel cancer.
- BCNZ will be the leading voice for bowel cancer patients and their whānau.

## Strategic Goals

### 1. Education and awareness of bowel cancer symptoms and prevention

#### Objectives:

- To educate New Zealanders, including medical professionals to recognise the early symptoms of bowel cancer across all age groups.
- To create and provide information and resources for patients and whānau via our website and through downloadable booklets.
- To train volunteer ambassadors at a grass roots level to present and talk to community groups to create awareness and educate about bowel cancer.
- To attend and setup BCNZ stands at shows and events to educate to a wider audience.

### 2. Supporting patients and their families impacted by bowel cancer

#### Objectives:

- To connect patients to information, support and others who understand the impact of bowel cancer.
- To facilitate the development of face-to-face support groups across New Zealand.
- To maintain and moderate an effective online support group.
- To connect patients and whānau to information, services and pathways via our website and resources.

### 3. Research into the impact of bowel cancer on patients and whānau

#### Objectives:

- To capture the stories, experiences and knowledge of our patients and whānau.
- To collate effective data of our members, their stories and their experiences.
- To monitor and support research into effective treatments and causes of bowel cancer.
- To identify possible effective pathways and support for patients and their families.

### 4. Influence and ensure appropriate funding and attention is given to bowel cancer

#### Objectives:

- To use our patient and whānau voices to inform decision makers.
- To promote the benefits of screening to the general public.
- To advocate for screening for those aged 50-59.
- To promote and enable people and health professional's to achieve early diagnosis of bowel cancer.