

Our organisational objectives

VOICE

THAT harnesses the power of lived experience and experts.

CONNECTION

THAT creates belonging.

INFORMATION AND SERVICES

THAT makes a positive difference to the experience and outcome of consumers.

Demonstrable influence

Harness voice

Connected network

Purposeful collaboration

Trusted, timely and accessible

Responsive and high value

Our purpose as a team

To improve the **lives and outcomes** of all Australians affected by breast cancer. We strive to be the **sought after voice** on topics relating to breast cancer policy, research and service/ program development for government, health service providers, researchers and broader community to build greater connection between decision making and **lived experience**.

Our approach

We demonstrate leadership in consumer driven advocacy within the broader health sector.

We help drive and design how policy can be informed to reflect the issues that matter the most for those affected by breast cancer.

We represent the voices of 150,000+ people from diverse communities and give them a voice across forums, committees and discussions with stakeholders.

We **engage and foster relationships**, we **bring people together**, we **work as a collective** for positive change.

We advocate for system change - in policy, practice and treatment - to improve experiences and outcomes for people affected by breast cancer.

Despite progress in breast cancer care over the past decades, gaps and inconsistencies in treatment and care remain. Through our policy and advocacy work, we have prioritised our key focus areas for the next three years.

Our key focus areas

YEAR 1: FY 22

Reduce the cost of breast cancer for those diagnosed

- ▶ **Highlight and reduce** the significant financial impact of early and metastatic breast cancer.
- ▶ **Advocate and inform policy** to improve financial costs of treatment and faster listing of new and innovative drugs on PBS, and devices and tests on MBS.
- ▶ **Support action that increases access** to high-quality, timely information that can inform decision-making.
- ▶ **Raise awareness** and **encourage improvement** of financial transparency.

YEAR 2: FY 23

Improve equity of access to optimal breast cancer care

- ▶ **Increase awareness** of the Optimal Care Pathway (OCP) to improve consistency and quality of practice, and **advocate for the health sector to implement and monitor** its adoption.
- ▶ **Identify pathways for consumer participation and drive their involvement** in breast cancer policies e.g the National Cancer Plan.
- ▶ **Explore and help address unmet treatment and supportive care needs** of people affected by breast cancer.
- ▶ **Establish strong partnerships** at a State/Territory level with consumers, health care providers and government to provide context and address local inconsistencies.

YEAR 3: FY 24

Improve the experiences of living well with and beyond breast cancer

- ▶ **Increase community awareness** of metastatic breast cancer to reduce stigma and discrimination associated with the disease.
- ▶ **Increase awareness** of the fear of cancer recurrence in early breast cancer and disease progression in metastatic breast cancer.
- ▶ **Advocate for increased investment** into and **improved access** to evidence-based supportive care programs, services and interventions for early and metastatic breast cancer.
- ▶ **Encourage** the routine collection of metastatic breast cancer data e.g. recurrence.

ACROSS THE 3 YEARS: FY22-24

Improve outcomes in tackling breast cancer through increased prevention and **early detection** activity

- ▶ **Monitor** rates of screening and diagnosis including the ongoing impact of COVID-19, and **advocate** for key stakeholders to take action in response to issues identified.
- ▶ **Raise awareness** around early detection of breast cancer including recurrence.
- ▶ **Support** stakeholder activity that empowers people to take early action through screening and prevention activities.

Our key topics

YEAR 1: FY 22

Reduce the cost of breast cancer for those diagnosed

- ▶ Direct and indirect out of pocket costs
- ▶ Impact on income and work practices
- ▶ Financial transparency
- ▶ Longer term financial ramifications
- ▶ Medicare review
- ▶ Submissions PBS and MBS (costs)
- ▶ Quality information to support informed decision making
- ▶ Standard for Informed Financial Consent
- ▶ Health system options (public and private)

YEAR 2: FY 23

Improve equity of access to optimal breast cancer care

- ▶ Optimal Care Pathway
- ▶ Unmet treatment and care needs including COVID-19 impacts and local inconsistencies
- ▶ Consumer participation pathways
- ▶ Supportive care services
- ▶ Service / workforce challenges
- ▶ Telehealth
- ▶ National Cancer Plan, policies and guidelines
- ▶ State/Territory cancer plans, policies and guidelines

YEAR 3: FY 24

Improve the experiences of living well with and beyond breast cancer

- ▶ Issues related to metastatic breast cancer
- ▶ Survivorship and follow up care (including shared follow up care)
- ▶ Fear of recurrence and disease progression
- ▶ Palliative care
- ▶ Data collection
- ▶ Mental health and wellbeing
- ▶ New and emerging supportive care programs and interventions

ACROSS THE 3 YEARS: FY 22-24

Improve outcomes in tackling breast cancer through increased prevention and **early detection** activity

- ▶ Screening - population and diagnostic
- ▶ Barriers to an early diagnosis
- ▶ Breast density
- ▶ Genetic risk
- ▶ Risk stratification - ROSA project
- ▶ Stakeholder prevention and early detection programs/projects
- ▶ Pathways to access to BCNA's information and support at point of diagnosis

Our commitment

To ask what people need and really listen to how they feel – no assumptions about what information and what decisions they will make.

To feel comfortable talking about what is uncomfortable, such as the challenges faced by minority groups - not jumping to finding a solution.

To ensure research is being driven by the issues that matter to people with breast cancer – and for research to be inclusive of people with metastatic disease.

To address the gaps in data collection and analysis to drive evidenced based policy and service delivery, especially for metastatic disease.

To have open and honest conversations with consumers and health providers about the current challenges to accessing supportive care services.

To ensure the voices of our consumer representatives and the broader network are offered genuine seats at the table in recognition of the value of lived experience.

Our contact details

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Support for people affected by breast cancer
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