Goal # 1: PATIENT SUPPORT AND EDUCATION

A. Patient Information
In both official languages, provide credible information via printed materials, including: patient guidebooks, the BladderCancerCanada.org website, social media, electronic newsletters, the discussion forum and other venues to patients, families, doctors’ offices, hospital urology and cancer units and the public.

B. One-on-one Support
Utilizing trained volunteers, provide high-quality patient-to-patient support via telephone, e-mail, in person and the on-line discussion forum.

C. Support Groups
Assist and encourage the formation of effective local and regional patient support groups.

D. Patient Education Meetings
Organize patient education events several times each year in various locations across Canada, which will effectively inform and empower patients.

GOAL # 2: RAISE AWARENESS ABOUT BLADDER CANCER AND BLADDER CANCER CANADA

A. Educate General Public
Develop and implement a communications strategy and plan to educate the public about the early warning signs of bladder cancer.

B. Educate the Medical Community
Develop and implement a program to educate general practitioners about bladder cancer, and its early warning signs. Raise awareness with urologists about Bladder Cancer Canada and how we can help.

C. Bladder Cancer Awareness Month
Execute a nationally focussed campaign each May, which serves to increase awareness about bladder cancer and BCC.

D. Bladder Cancer Canada Awareness Walk
Develop strategies to organize new walks and grow existing walks in various locations across Canada, with a goal to raise awareness and funds in support of the mission of Bladder Cancer Canada.

E. Advocate for Access to the Best Treatments
Advocate for patient access to new and/or effective treatments for bladder cancer. Work with various relevant agencies and stakeholders to educate and improve access in all regions of Canada, especially in rural regions.
Goal # 3: FUND AND PROMOTE RESEARCH

A. Increase Funds for Research
Raise funds to support research specific to bladder cancer. Partner with like-minded organizations to increase overall funding for bladder cancer research. Advocate for increased government funding for bladder cancer - which is currently lagging behind most other cancers.

B. Medical Advisory and Research Boards
Support the work of these two boards to help facilitate research programs, improve quality of patient care and access, and reach more patients, families and volunteers.

C. Canadian Bladder Cancer Information System (CBCIS)
Ensure CBCIS remains a priority for BCC and the medical research community.

OVERARCHING GOAL: DIVERSIFY SOURCES OF FUNDING

In support of all activities above - ensure diversification of fundraising for long-term sustainability, by developing and implementing a fundraising strategy and plan.