

Bladder Cancer Canada Strategic Plan 2024 – 2027

Vision: A world in which bladder cancer is just a memory.

Mission: Support bladder cancer patients and the broader bladder cancer community, increase awareness & education, and fund & promote research.

Core Values:

- Act with respect, compassion, and integrity in everything we do.
- Focus on people first and make a meaningful difference in the lives of others.
- Create connections and build relationships.
- Value and develop our employees and volunteers.
- Be proactive with a bias for action.
- Champion diversity and inclusion.
- Challenge ourselves and embrace failure and new ideas.

GOAL # 1: PATIENT SUPPORT & EDUCATION

A. Patient Information

In both official languages, provide credible information in multiple formats, including: patient guidebooks, the BladderCancerCanada.org website, social media, electronic newsletters, on-line discussion forum and others to patients, families, doctors' offices, hospitals, urology & cancer centres and the public.

B. One-on-one Support

Utilizing trained volunteers, provide high-quality patient-to-patient support in both official languages via telephone, e-mail, in person and the on-line discussion forum.

C. Support Groups

Support and encourage the formation of effective local and regional peer-lead patient support groups, offered in both official languages.

D. Patient Education

Organize patient education sessions (virtual and in-person) several times each year from various locations across Canada, to 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 & plan to educate the public about the early warning signs of bladder cancer.

B. Educate and Engage the Medical Community at Large

Develop and implement a program to educate the healthcare community about bladder cancer, and its early warning signs; Raise awareness and engagement with various urology, oncology and general practitioners about Bladder Cancer Canada, how we can help and how they can help BCC and their patients.

C. Bladder Cancer Awareness Month

Execute a nationally focussed campaign each May, to increase awareness about bladder cancer and BCC, and create lead-in awareness for the walk and other events.

D. Bladder Cancer Canada Awareness Walk

Develop strategies to organize new walks and grow existing walks (virtual and in person) across Canada, with a goal to raise awareness, create community and raise funds to support the mission of Bladder Cancer Canada.

E. Advocate for Access to the Best Treatments and Care

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.

F. Engage Our Patient Community through Active Outreach

Broaden our subscribers by undertaking and managing an outreach program that will engage newly diagnosed, existing bladder cancer patients and their family and support teams to expand our community and active participation with BCC.

GOAL # 3: FUND AND PROMOTE RESEARCH

A. Provide 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 Board

Engage and support the work of this board 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 this national database remains a priority for BCC and the medical research community to support and develop clinical and basic research and centres of excellence in bladder cancer care across Canada.

D. Canadian Bladder Cancer Research Network (CBCRN) Program

Encourage, facilitate, and support multi-site clinical and translational bladder cancer research in Canada.

Sustaining Goal: Diversify Sources of Revenue

In support of all activities above - ensure diversification of revenue through responsible, accountable, and ethical fund development for long-term sustainability.