

Our vision, purpose and goals

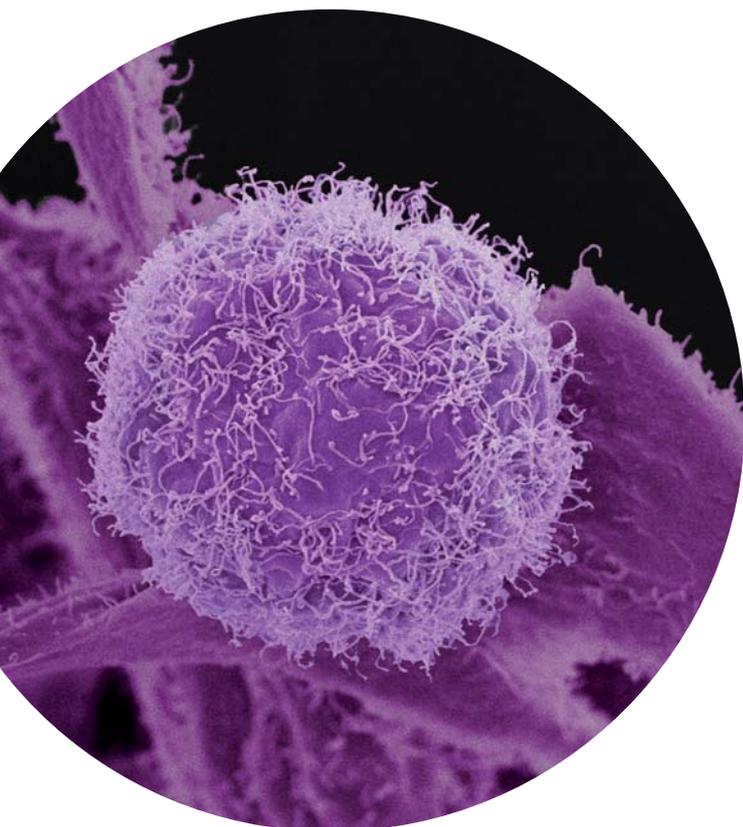
Our vision is to beat cancer. Our purpose outlines what we will do to fulfil that ambition. Our goals specify how much we want to achieve by 2020. Together, they frame our five year strategy.

Our vision

Together we will beat cancer

Our purpose

- We carry out world-class research to improve our understanding of cancer and find out how to prevent, diagnose and treat different kinds of cancer
- We ensure that our findings are used to improve the lives of all cancer patients
- We help people to understand cancer, the progress we are making and the choices each person can make
- We work in partnership with others to achieve the greatest impact in the global fight against cancer





Our goals

In early 2007 Cancer Research UK created ten goals that, together with our partners, we aim to accomplish by the year 2020:

- **People will know how to reduce their risk of cancer**
Three-quarters of the UK public will be aware of the main lifestyle choices they can make to reduce their risk of getting cancer
- **The number of smokers will fall dramatically**
Four million fewer adults will be smokers, preventing thousands of new cases of cancer every year
- **People under 75 will be less likely to get cancer**
The chances of a person developing cancer up to the age of 75 will fall from more than one in four to one in five
- **Cancer will be diagnosed earlier**
Two-thirds of all cancer cases will be diagnosed at a stage when the cancer can be successfully treated
- **We will understand how cancer starts and develops**
We will have a detailed understanding of the causes and changes in the body in two-thirds of all cases of cancer
- **There will be better treatments with fewer side effects**
Treatments that accurately target the cancer and have few serious side effects will be available for at least half of all patients
- **More people will survive cancer**
Survival rates for all common cancers will increase, with more than two-thirds of newly diagnosed patients living for at least five years
- **We will especially tackle cancer in low income communities**
The differences in the risk of dying from cancer between the most affluent and the least affluent will be reduced by half
- **People with cancer will get the information they need**
At least nine out of ten patients will be able to access the information they need at the time of diagnosis and during treatment
- **We will continue to fight cancer beyond 2020**
Sufficient scientists, doctors, nurses and infrastructure will be in place to ensure continued rapid progress in the fight against cancer beyond 2020