

## Our core strategies

Our programme for the next five years is ambitious but is in line with the challenge we have set through our goals. We have reviewed the whole spectrum of our work, the impact we have had on cancer and other partner organisations' roles in beating cancer. Going forward, our strategy is to focus our work on the areas which will have the greatest impact on reducing cancer mortality.

We have broken down our core work into three broad areas – research, information and influencing public policy. Research remains our primary focus, complemented with public-facing information and influencing public policy. Within each of these areas a portfolio of work will be targeted at the basic understanding of cancer; primary prevention, risk stratification, symptom awareness, diagnosis and screening, treatment strategies and treatment management. All of these are aimed at reducing cancer incidence and increasing cancer survival.

Our strategy to reduce cancer mortality means there are other very important areas of cancer in which we will not be able to operate. We will not be involved in the later stages of the cancer journey of survivorship and end of life care. Nor will we change our approach to offer routine service delivery or patient support, critical areas which other organisations are better placed to deliver.

We believe that we can have the greatest impact in the fight against cancer by working with a wide range of partners, including the [NHS](#), [Departments of Health](#), the [National Cancer Research Institute](#) (NCRI), universities, academia, industry, other charities and the international research community. Articulating our strategy through this document will help us to build stronger partnerships, as others are clearer about our role and our approach.

### Where we will operate

	Basic understanding of cancer	Primary prevention	Risk stratification	Symptom awareness diagnosis/ screening	Treatment strategies and treatment management	Living with and beyond cancer		Survival
						Palliative care	End of life care	Death
Research to understand and design/test interventions	Core focus	Core focus	Core focus	Core focus	Core focus			
Information for public and patients	Core focus	Core focus	Core focus	Core focus	Core focus			
Influencing public policy	Core focus	Core focus	Core focus	Core focus	Core focus			
Service delivery								
Patient support								

■ Cancer Research UK's core areas of focus