

A photograph of the corner of a classical stone building. The facade is composed of large, rectangular stone blocks with decorative moldings. A prominent feature is a row of ornate, carved stone brackets or corbels that run horizontally across the upper part of the wall. The corner of the building is reinforced with a series of projecting stone blocks. A street sign is mounted on the wall, displaying the street name and postal code. The sign is white with blue and red text. The background shows the continuation of the building's facade with more stone blocks and decorative elements.

DOWNING  
STREET SW1  
CITY OF WESTMINSTER

# Influencing public policy

Our pre-eminence in cancer research, coupled with our huge public support, provides us with an authoritative and influential voice, which is growing in its capacity to effect change.

Through our consultations and our research we develop sound, evidence-based policy. From this we build strong and influential relationships with politicians, opinion leaders and decision makers, engaging our supporters and the general public in our campaigns for change.

Our [Policy and Public Affairs](#) team will continue to play a key role in monitoring legislative changes at national and EU level across the whole range of the Charity's activities, and in responding to critical consultations which may affect our work.

We will keep a watchful eye on developments regarding the general election and emerging party policies, but our priorities are likely to remain unchanged for the short to mid-term of this plan. Our public affairs team will work to press Government and others on the following priorities:

## Preventing more cancers

Public ignorance of how people can reduce their risk of cancer is high, but there needs to be a balance between personal freedom and state intervention.

Any Government action in this area could have a major impact on the incidence of cancer. Our work will proactively target areas of policy that have the potential for the greatest impact on cancer outcomes, particularly tobacco and excessive sun exposure. We will also support Government efforts to tackle obesity, excessive alcohol consumption and sedentary lifestyles.

## Detecting cancer earlier

Late diagnosis of cancer is a key factor in some UK cancer survival rates lagging behind those of the best performing countries in the world.

Our work will target three areas of Government policy to tackle the issue of earlier cancer detection. We will:

- Press for programmes to encourage greater awareness of the signs and symptoms of early cancer at an individual and GP level.
- Work to ensure Government provides people with rapid access to high-quality, modern diagnostic services.
- Ensure Government supports the national roll-out of new screening programmes when there is evidence to justify doing so, and promotes the uptake of cancer screening among the public.

## Providing access to world-class cancer services and treatment

We will continue to constructively challenge the Government to develop policies, legislation and action plans to:

- Bring the UK's cancer drug spend up to the average of comparable European countries.
- Ensure that new cancer therapies are appraised for use on the NHS quickly and effectively, addressing the continuing regional variations in access to new drugs in the absence of NICE decisions.
- Ensure local action plans are developed to reduce waiting times by increasing capacity in the radiotherapy workforce and equipment.
- Provide all patients with access to new surgical techniques by ensuring adequate investment in the training and accreditation of surgeons.
- Ensure full implementation of Improving Outcomes Guidance and other national treatment protocols for cancer, including for rare and less common cancers, as rapidly as possible.
- Identify those NHS Trusts failing to reach agreed cancer standards and help them to develop action plans for service improvement and development.
- Drive improvements in service quality across the country using data on service performance and outcomes from the NCIN.

## Tackling cancer inequalities

A number of different groups in society experience unacceptable inequalities in cancer. The nature of these inequalities in cancer is complex, and we have only limited evidence in some areas. But we will push Government to do more to tackle cancer inequality where it can.

## Protecting the UK's position at the forefront of international biomedical research

In order to sustain long-term cancer research, it is essential that the UK's position at the forefront of science is secured and enhanced. Researchers must be adequately funded and able to carry out their work in an environment that is supportive of research and its translation to public benefit and does not impose an unnecessary regulatory burden.

We will promote a range of measures that Government should adopt to achieve these aims, to support charity-funded research in universities and to continue developing a research-friendly NHS.