We are committed to working more closely with people affected by cancer. In this booklet you’ll find inspiring stories that show the impact of people affected by cancer and Cancer Research UK working together. By strengthening relationships in new ways we can focus on the needs of patients and achieve the charity’s ambition to see 3 in 4 people surviving cancer for 10 years or more by 2034. We want to celebrate the mutual benefit of being involved with the charity. Each example included in the booklet has been carefully selected to show how we are prioritising areas and developing the most meaningful ways of engaging with people affected by cancer.

A huge thank you to everyone who shares their story, becomes a Cancer Campaigns Ambassador, or joins the patient network. Being actively involved in this way extends Cancer Research UK’s connection with people diagnosed, treated and living with cancer, and their families and friends. And it helps the charity to think differently, to listen, learn and improve the way it works to meet their needs. It also motivates us, as people affected by cancer, to help improve cancer research and to make positive changes in health and social care.

I know from my own involvement that it has helped me learn more about cancer. It has helped me understand the efforts made by researchers and clinicians to make our lives better. It has also helped make some meaning from my difficult experience and to know that others will learn from this.

DEREK STEWART OBE
Derek Stewart is a Member of the charity and participates in Cancer Research UK’s Involvement Network.
PUTTING PEOPLE AT THE HEART OF OUR WORK

Today 2 in 4 people will survive their cancer but we want to see 3 in 4 people surviving cancer for 10 years or more by 2034. The experience and insight of people affected by cancer are vital in helping us to achieve this. That’s why we want patients, and their carers and loved ones, to be at the heart of what we do.

In this report, you will read a selection of case studies that exemplify how patients are influencing our work. Each has been selected to showcase and highlight a particular method of involvement and the benefit that has been gained. They also show the depth and breadth of involvement across the charity to date – and our ambitious plans moving forward.

MOVING TOWARDS INVOLVING PATIENTS ACROSS THE CHARITY

Since Cancer Research UK was formed, patients have shared their stories to help us raise awareness through the media. They have made a fantastic contribution and their stories have reached millions of people in the UK. But we recognised that we needed to do more to involve patients in more areas. And over the past three years, we have worked hard to involve patients in our research, our activity to influence government and in shaping our information services. We’ve created over 220 opportunities for people to help influence what we do, so that our work is of the highest quality and focused on the needs of cancer patients and their families.

The Patient Involvement and Communications team collaborate with teams across the charity to identify areas where patient experience can add real value to their work. We want people’s experience of patient involvement to be the best possible, ensuring that we listen to and respect their views and let them know the difference their contribution has made.

We have made great progress over the past few years but we know we can do even more to ensure that people affected by cancer are at the heart of what we do. Our ambition is to ensure that we are a truly patient-centred organisation that routinely consults and partners with people affected by cancer to shape what we do. To help achieve this, we’re committed to increasing opportunities for patients to get involved in setting our priorities, and we’ll make sure that the views of people affected by cancer are heard at every level and in every corner of the organisation.

WORKING TOGETHER

Everyone’s cancer journey and circumstances are unique. So we want to make sure that people can choose to support us in a way that suits them. We offer a range of opportunities with different levels of commitment, helping people fit their support for us into their lives, especially recognising that having cancer is a life-changing experience.

People may choose to share their story on social media, take a survey, share their views at a focus group or meet with their MP to discuss our latest campaign. We’re learning from people’s experiences of cancer and applying this insight to help develop and inform our work. For example, our political campaigns are mobilised by our Cancer Campaigns Ambassadors and their drive, passion and influence have a big impact on local MPs and policies.

No matter how someone decides to support us, we’re there to support them too. We want them to feel comfortable and confident when they work with us, and we provide training to help increase their skills and knowledge.
OUR GROUPS

YOUR INVOLVEMENT NETWORK
The Network now has over 800 members across the UK. It is open to anyone who has been affected by cancer and wants to use their experience to make a difference for patients. Our members get involved in a range of opportunities across the charity, from reviewing our information to helping decide what research we fund.

CANCER CAMPAIGNS AMBASSADORS
Our 400 Cancer Campaigns Ambassadors help persuade politicians to support cancer research, prevention, early diagnosis and treatments. They have already achieved a number of campaigning successes, some of which you will read about later in this report.

MEDIA VOLUNTEERS
Media Volunteers help people understand cancer better and raise awareness about our research and campaigns. They help us connect with the public and communicate the progress that we are making with our work.

There are a number of ways to volunteer in this area, from public speaking and health promotion to taking part in TV, radio and newspaper interviews.

PATIENT SOUNDING BOARDS
We have two patient sounding boards which have had a big impact in driving patient involvement at Cancer Research UK. Through their regular meetings they give our staff easy, immediate access to the insight of cancer patients and carers. They also advise on ways to involve wider groups of people affected by cancer on many different projects (see page 15 in this booklet for an example).

AMBASSADOR ADVISORY GROUP
Our Ambassador Advisory Group provides feedback and ideas on how to develop the Cancer Campaigns Ambassador Programme and our campaigns.

TO FIND OUT MORE, PLEASE VISIT CRUK.ORG/PATIENT-INvolvEMENT

BECOMING MORE EFFECTIVE

Really effective collaboration means the best experience possible for those getting involved, the best outcomes for our work, and ultimately for patients and their families. We want our staff to feel confident they have the right skills to help them get the most out of working with people affected by cancer.

We’re really proud of the variety of training and support we offer our staff to help them gain these skills. This ranges from bespoke group training to opportunities to have conversations with people affected by cancer. Many of our staff training courses have been developed in partnership with patients and carers. These workshops are often co-delivered by a staff member and patients. This can be hugely beneficial to staff in meeting their training needs and, importantly, give staff direct contact with someone who has gone through a cancer experience to help understand the impact of this on their lives.

We also have an extensive set of online resources which are available to all our staff. Packed with templates, examples of involvement and answers to frequently asked questions provided by people affected by cancer, it’s a one stop shop for anyone thinking of involving people in their work.

WORKING WITH RESEARCHERS

Many cancer researchers recognise the benefits of involving people affected by cancer in the design and delivery of their research. We also know that patient involvement often has a motivating effect on researchers, demonstrating that research isn’t just a rewarding career but can help save lives.

Researchers need access to practical support and tools to enable them to involve patients in their work. That’s why we’ve created an online toolkit of resources to guide researchers through setting up, delivering and evaluating patient involvement activities. Working with members of our Involvement Network, we also co-deliver training to researchers across the UK to up-skill them to deliver patient involvement in the future.

And we help researchers find people to get involved in these activities, promoting their opportunities through our Involvement Network.
Since 2014, we’ve seen a significant increase in the amount of activity to involve people affected by cancer in our work.

800 people on our Your Involvement Network (May 2017)

700 people have shared their story to be a Media Volunteer to help raise awareness in the past year

400 Ambassadors have taken actions to help us highlight our campaigns, including Plain Packaging and Junk Free TV

60% of our staff said that working with people affected by cancer changed the outcome of their project significantly.

86 people attended 8 workshops

614 people took part in 7 surveys

54 people took part in 6 focus groups

34 people joined 8 patient panels

10 people took part in 6 interview panels

9 people became patient reps

Adyan’s film was viewed over 1 million times on YouTube

39 involvement activities took place across the charity

105 involvement activities took place across the charity

98 Ambassadors attended Parliament Day in July 2016

Ambassadors gathered 3,547 signatures for the ‘Test Cancer Sooner’ campaign

88 involvement activities took place across the charity
We reach out to the public to raise awareness of cancer, and raise funds for our work, by sharing personal cancer stories. These stories communicate the devastating impact of cancer and the urgent need for more and better treatments. They show the connection between our work and the reality of cancer faced by people every day, which helps people understand cancer better and motivates them to donate towards our life-saving research.

It can take a lot of courage to face cancer and to share this experience with others, but fortunately many patients and their families have supported us in this way. The rawness of their stories and the moments captured illustrate a departure from the often very upbeat face of fundraising normally presented. They generate engaging and powerful content for many channels like the local and national press, social media, local events and our health marketing campaigns. They help us raise a huge amount of money through fundraising campaigns like Stand Up To Cancer, World Cancer Day and Race for Life.

“How Media Volunteers Help Us

Featuring real patients helps bring an immediacy and an authenticity to the campaign. They engage the public with our key message that cancer is happening right now, and that we need to do something right now too. This would not have been possible had we not filmed with real people in real situations.”

CLAIRE ATKINSON
COMMUNICATIONS MANAGER
MEDIA VOLUNTEER LIAISON
“The response to the adverts has been really great for us. I think people have seen that the campaign is full of real moments they can recognise and connect with.”

PARVEEN, ADYAN’S MUM

The role of patients and their families in our ‘Right Now’ advertising campaign was essential in helping us connect our research with people’s experiences of cancer treatment.

‘Right Now’ is our groundbreaking advertising campaign which aims to bring the real life experience of cancer patients in hospital to the fore, to help us raise awareness and funds for our work. To capture the stories of patients and their families, a TV production company filmed in a hospital as real life scenarios unfolded. By generously allowing us to film these incredibly personal and often vulnerable moments, the people we featured in the adverts enable the public to connect with the reality of a cancer diagnosis and treatment. This compelling approach to conveying our aims has resulted in one of our most successful campaigns to date.

One of the younger patients featured in the campaign was Adyan.

“The response to the adverts has been really great for us. I think people have seen that the campaign is full of real moments they can recognise and connect with.”

PARVEEN, ADYAN’S MUM

One of the younger patients featured in the campaign was Adyan.

“We need donations of clothes and home ware. RIGHT NOW. Your donations will help fund life-saving research.”

RIGHT NOW
OUR NATIONAL ADVERTISING CAMPAIGN

WE NEED DONATIONS OF CLOTHES AND HOMEWARE RIGHT NOW
OUR CHARITY IS CHASING WHOLESALERS FOR DONATIONS

One of the younger patients featured in the campaign was Adyan.

“The response to the adverts has been really great for us. I think people have seen that the campaign is full of real moments they can recognise and connect with. Adyan’s singing and his relationship with his teacher Jamie are so special and people have responded so well to this. The films are not long but they capture something really powerful and the amount of support has immensely touched our hearts. I read some of the social media comments to Adyan – he loved seeing all the hearts people had included and he was very intrigued how people have commented without meeting him personally!”

PARVEEN, ADYAN’S MUM
“When we’re looking for new ways to support patients, we really need to understand what patients want and what they would respond to. The solutions we create are definitely more effective for patients, because we work with people affected by cancer to develop them.”

DULCIE IRELAND
SENIOR INFORMATION INNOVATION MANAGER

HOW THE PATIENT SOUNDING BOARDS HELP US

People affected by cancer use their experience to help us spot gaps and develop solutions in the form of information and resources that will meet the needs of future patients and their families.

We can use evidence to assess the impact of changes in both policy and practice on, for instance, diagnosis and treatment of cancer. To really understand the needs of patients, their carers and loved ones, however, we must draw on the experience of people who have first-hand knowledge of cancer. By taking this into account we can ensure people are better informed and supported. We can draw out this information through surveys, informal discussions, and asking for their input on materials as they are being developed. They can then help us shape our information and resources to ensure we’re answering the questions which they know future patients would have.
The aim of our new ‘Your Urgent Referral Explained’ leaflet is to explain what an urgent referral is and give some practical information to support patients and those close to them. Involving people with first-hand experience to develop the leaflet right from the start gave us confidence that it meets people’s needs.

An urgent referral is when a GP has arranged for a person to see a hospital doctor (specialist) urgently. This is to investigate symptoms further and carry out tests to establish the cause of any symptoms.

Over the phone, people told us about their experience of this time and talked about how their referral journey could have been improved. We heard that there was a real need for more information and started to understand what information would be useful for people. To explore this information gap further, we worked with members of our patient sounding board. They helped us develop and test ideas for a new resource that would provide the information needed.

In particular, they helped us remove medical jargon, understand the amount of detail that we should include in the leaflet and what questions to address. They drew directly on their experience, suggesting ideas for questions they wished they had the answers to at the time.

Now, over 50,000 leaflets have been distributed for healthcare professionals to give to their patients. Cancer patients and health professionals felt it was important for the information to be brief and accessible so additional information was developed, again by working with people affected by cancer.

“"I am sure that our experience has helped provide a leaflet which will help those facing a hospital visit due to an urgent referral. This is potentially a scary experience for anyone, regardless of background. Those of us on the sounding board have been there, we’ve been through the sometimes mysterious and daunting tests, we’ve had those scary consultations, and thankfully we’ve come through it.”

DIANE, PATIENT SOUNDING BOARD MEMBER WHO HELPED DEVELOP THE LEAFLET

By sharing their experience with us, people affected by cancer helped us to develop a new resource which gives patients and their families the information they need after being urgently referred by their GP for diagnostic tests.
By sharing their views, people affected by cancer can help us understand the realities of prevention, diagnosis, treatment and care. This insight, combined with our policy research, and cancer intelligence and statistics, informs our thinking in these areas. It also increases the credibility of our recommendations when we want to influence important healthcare policies and initiatives.

People have shared their views through focus groups, surveys, phone interviews and at workshops to help us develop our responses to issues such as how cancer patients’ medical records are used to improve NHS services and the development of our position on the Cancer Drugs Fund. This allows us to gather and understand a wide range of opinions and to identify themes.

“How PATIENT INVOLVEMENT HELPED US

“Hearing about people’s experiences of cancer first-hand reminds policy makers how important cancer policy is to patients and their loved ones. Thousands of people are affected by cancer every year, and each of them has their own experience.”

SARA BAINBRIDGE
POLICY MANAGER
In 2015, our Chief Executive, Sir Harpal Kumar, was asked to set up and chair the Independent Cancer Taskforce. The Taskforce included a patient representative, cancer clinicians, members of the Royal Colleges and charity leaders, as well as those involved in delivering services, such as Public Health England and the NHS.


To ensure the recommendations reflected the needs and views of people affected by cancer, we ran a series of workshops. This gave the Taskforce the opportunity to hear about the experiences of over 100 people across England. The people that attended shared poignant examples of their experience and highlighted the importance of early diagnosis. The Taskforce also sent out a written call for evidence, asking people for input via email. They received feedback from over 200 organisations and people who had been affected by cancer to support their work.

This initiative set the bar high for future involvement in national level strategies. Cancer Alliances are being set up across England, which will result in patients being able to co-design services as these alliances are required to include patients and carers. If the Government maintains their commitment to the cancer strategy, and makes sure the NHS can deliver it – then fewer people should get cancer in the future (due to prevention efforts), people should be diagnosed at an earlier stage, and people should have access to the best treatments.

People’s views and experience of cancer directly informed recommendations for the NHS in England to help radically improve people’s outcomes and experience of diagnosis, treatment and care, and help thousands more people survive their cancer.


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“The biggest advantage of having the patient reps is that you get instant feedback to suggestions, and a much greater ability to see your research from a patient’s perspective. I have changed how I view all my research proposals since I attended the event. I try to incorporate some element of patient involvement in every project I work on now.”

PHILIP BERRY
SENIOR SCIENTIFIC OFFICER
NEWCASTLE UNIVERSITY

HOW PATIENT REPRESENTATIVES HELP US

We believe that working with people affected by cancer increases our understanding of cancer and helps to ensure that the work we fund meets the needs of our patients. We support researchers to consult, collaborate and partner with people from the early stages of their work, to help them gain the insight they need.

Involving people affected by cancer when developing new research ideas focuses attention on what’s really important for patients. It results in better research proposals that go further in meeting patients’ needs and saving lives. We’ve seen some brilliant examples of this in areas like cancer prevention for harder to reach groups and their perception of the risk of getting cancer. People affected by cancer have also helped us generate some fantastic innovative research ideas through projects like the Grand Challenge Big Think workshops. You can read more about this in the ‘Tackling Big Challenges’ section of this report. We’ve also worked in partnership with other organisations, like the National Cancer Research Institute’s Consumer Liaison Group, to help researchers develop their ideas through Dragons’ Den-style events.
At workshops, research ideas for tackling cancer prevention challenges are born. And patient representatives are right at the heart of the process.

Each year, we run a three-day workshop in partnership with the Bupa UK Foundation, focusing on an area of cancer prevention. These workshops bring together a diverse range of expertise to facilitate new thinking to address problems in cancer prevention and generate innovative, even radical ideas for research.

Patient representatives attend these workshops alongside experts from many fields. They’re involved from the start. They help to define the scope of the challenge, take part in creative thinking sessions to generate ideas for addressing the challenge and give constructive feedback to the researchers as they build and deliver their pitches for funding. They also sit on the funding panel, helping to make decisions on the proposals. Their views stimulate researchers and help them to ensure that as research ideas are developed, focus is maintained on what really matters: preventing cancer and better outcomes for people in the future.

“Researchers who involve patients early in their work can be assured that the work has genuine potential for positive impact on people’s lives. I think the cancer prevention events are an amazingly creative and inclusive way of bringing researchers and the public together for maximum mutual benefit.”

DAVE, INVOLVEMENT NETWORK MEMBER, ATTENDED CANCER PREVENTION WORKSHOPS

18 UK Cancer Prevention projects have been activated through the workshops
“In our meetings Sue comes with clearly stated objectives, is aware of what the local situation is, and presents her case articulately and objectively, in the context of both the constituency and the national situation. She has significant background knowledge on the topics she discusses and is able to effectively answer queries.”

ED VAIZY MP
DESCRIBING CANCER CAMPAIGNS AMBASSADOR
SUE DUNCOMBE

HOW CANCER CAMPAIGNS AMBASSADORS HELP US

Key decisions on prevention, early diagnosis and treatment lie in the hands of Government. Our volunteer Cancer Campaigns Ambassadors persuade politicians to make the political decisions that help beat cancer sooner.

By lobbing their politicians, our Ambassadors can make a real and specific difference. A key part of a politician’s role is to listen to their constituents and understand the issues that matter to them. The conversations our Ambassadors have with politicians in their home communities can affect national legislation; not just in Westminster, but in the Welsh and Northern Ireland Assemblies, and the Scottish Parliament.

Over the years, Ambassadors have won us campaigns on sunbed restrictions (to help beat skin cancer), and tobacco control, and have secured extra investment in early diagnosis.
“When I first contacted my MP, Gavin Williamson, at the start of the campaign, he was not in favour of the proposal at all. He was concerned about the effect on all the businesses involved in the marketing of tobacco, such as shops and packaging manufacturers. He was also sceptical about it having any effect upon dissuading young people from taking up the habit.

Gradually, by meeting regularly with Gavin and giving him facts to counter all the misinformation being put out by the tobacco industry, his opinion changed. When it came to the vote in Parliament he admitted that if it had not been for my lobbying him, his vote would have been different. One voice, armed with facts and believing in them, can make a difference.”

ALAN, CANCER CAMPAIGN AMBASSADOR
SOUTH STAFFORDSHIRE

Plain packs won’t make addicted smokers quit; but research strongly suggests that it will stop many teenagers taking up the deadly habit and developing cancer later in life.

Over a three-year campaign, 240 Cancer Campaigns Ambassadors took action to influence their MPs. This ranged from attending party conferences to phoning in to local radio shows. At key political points, Ambassadors raised the issue, refusing to let it be forgotten, and constantly rebutting tobacco company myths with evidence. They demonstrated to MPs the wider support for plain packaging – collecting petition signatures and sharing the statistics on public support.

In March 2015, MPs voted in favour of standardised cigarette packs. This was a huge victory for public health – and a big step towards our goal of a tobacco-free generation.

Without our Ambassadors, fewer MPs would have known about the evidence base behind standard packs or the public support there actually was for the measure. Fewer MPs would have thought it was an issue for their constituents and fewer would have voted in favour of the new standardised packaging.

By May 2017, all brightly branded packs had been removed from the shelves. Our children will no longer be exposed to seductive advertising, and those children will be less likely to take up smoking.
“Meeting with patients, their carers and relatives helps us understand what their day-to-day experience is like so that we can tailor our information to address their needs. We can also produce new information to fill any gaps.”

DEBBIE COATS
CLINICAL INFORMATION MANAGER
HEALTH AND PATIENT INFORMATION

HOW PATIENTS HELP US

We produce and share reliable, easy-to-understand information for patients and their families about a range of issues relating to cancer. These include information on screening and testing for cancer, specific cancer types, their symptoms, treatment and care, clinical trials, causes of cancer and ways of coping with cancer. Our aim is to answer any questions they have about their particular cancer, what treatments may be available and where to go for additional help and information.

To make sure that this information meets the needs of those accessing it, we meet and work with people affected by cancer. They help us to review our printed leaflets, videos and information on our webpages by sharing their views on how clear, relevant and accessible it is. They also give feedback on new ideas and test our updated information. Their insight is helping people access and understand important information about cancer in a way that suits them.
I felt the meeting was great with plenty of input and views from everyone. To roll this out across all types of cancer in the future would be fantastic and very helpful to cancer patients.”

LES, AN OESOPHAGEAL CANCER PATIENT WHO ATTENDED THE GROUP

People affected by cancer helped us to make our patient information webpages ‘About Cancer’ clearer, more accessible and ultimately, more useful for people who need them.

The About Cancer section of our website provides information to thousands of people every year. We’re constantly refreshing the information available on these pages to make sure they are up-to-date, but we also want to ensure they are user-friendly.

As part of the review of the About Cancer webpages, we invited people affected by oesophageal cancer to scrutinise our current approach at a focus group. They shared their views on the information we currently have online and then compared these to new information and advice on oesophageal cancer. Their invaluable insight gave our patient information and digital teams a steer in the direction the rest of their changes should take. This helped us to change some of the ways we present and organise our information to enable us to respond better to people’s needs.

“I felt the meeting was great with plenty of input and views from everyone. To roll this out across all types of cancer in the future would be fantastic and very helpful to cancer patients.”

LES, AN OESOPHAGEAL CANCER PATIENT WHO ATTENDED THE GROUP
“Having people affected by cancer involved has reinforced to the international research community just how important we see patient involvement being in achieving significant progress in cancer research. We have set high standards for researchers across the research spectrum to think seriously about how patient involvement can benefit their everyday work.”

FREYA PARRY
SENIOR DELIVERY MANAGER
FUNDING INNOVATION

THE GRAND CHALLENGE

The Grand Challenge programme is an innovative funding scheme, initially established by Cancer Research UK in 2014. Its aim is to identify the biggest questions in cancer research through consultation with the research community, patients and the public, before inviting multinational, multidisciplinary consortia to submit proposals to tackle these challenges. The winning teams receive an award of up to £20 million over 5 years. The first awards were made in February 2017.

We knew that by involving people affected by cancer throughout the programme, the challenges we funded would be truly pioneering and strongly focused towards patient benefit.
TERRY WAS INVOLVED IN THE GRAND CHALLENGE AS A PATIENT PANEL MEMBER

“I know, through being involved in this work, my views will have a profound impact on other patients as involvement will have a far-reaching impact on the future research projects.”

HOW PEOPLE MADE A BIG DIFFERENCE

From the moment Grand Challenge began, we worked alongside people affected by cancer.

Our ‘Big Think’ workshops brought people from all walks of life into one room, unified by their own personal connection to cancer. From doctors and engineers to cancer patients, all were there to discuss one thing: the biggest challenges we face in beating cancer.

The Grand Challenge is proof that collaboration between those affected by cancer and those trying to tackle it through research benefits everyone, no matter their relationship with the disease.

We then appointed a smaller group of patient representatives – a Patient Panel – who we could meet with regularly. The Panel would help set the application templates, co-write the funding guidelines, and create a system that would fairly judge how each research team planned to involve people affected by cancer in their research if they were funded.

In total the seven Grand Challenges received 57 bids for funding, and each of these was reviewed by two Patient Panel members. The applications had to state how their research would involve and engage people affected by cancer as we strongly felt that patient involvement could strengthen the research, particularly as the challenges all had a focus on patient benefit.

The Patient Panel offered guidance to the research teams to ensure that people affected by cancer were at the heart of their research on each application. This was also shared with the shortlisting panel and all the applicants, regardless of the outcome.

With the patient voice in mind, the panel of expert scientists shortlisted nine international teams with ideas ranging from virtual reality tumour tours to molecular checklists to spot potentially lethal cancers.

The chair of the Patient Panel, Peter Rainey, attended the final decision panel where he got the chance to ask direct questions to the nine shortlisted teams, testing out their plans for patient involvement. This made sure that we showed teams that we are serious about patients and carers being at the heart of the funded projects, and that we expected to see a clear involvement plan from the teams.
WHAT NEXT?

This report shows the impact that the experiences of people affected by cancer have on our work. Their insight helps us make better informed decisions, and we want to ensure people affected by cancer are at the centre of everything we do.

We have ambitious plans to increase patient involvement in our work. We will continue to consult people affected by cancer when we set our priorities and will work to embed patient involvement in all areas of our work where it can make a difference. We will look for new opportunities for people affected by cancer to share their views, for example in our recruitment processes and fundraising activities, as well as in our research, influencing and patient information programmes.

We also need to ensure that we are hearing from a wide range of patients, survivors and carers, to ensure that our work is informed by a diverse range of experiences. So we will make our patient involvement activity more visible and accessible to encourage more people to get involved.

All this will help us achieve our ambition of seeing 3 in 4 people surviving their cancer for 10 years or more by 2034.

SIR HARPAL KUMAR

Chief Executive, Cancer Research UK