



Bowel Cancer
NEW ZEALAND

Strategic Plan

2020 to 2023



ABOUT BOWEL CANCER NZ

We are New Zealand's leading bowel cancer charity. Founded in 2010 by a group of New Zealanders affected by bowel cancer, we continue to be a patient-focussed organisation that aims to reduce the impact of bowel cancer on our community.

Bowel cancer is one of New Zealand's most common cancers and the second highest cause of cancer death in New Zealand. It is also one of the most treatable if diagnosed early enough. We work closely with a dedicated group of medical advisors and health professionals who share our commitment to change the future of bowel cancer in New Zealand.

What we do

- Support people and their families affected by bowel cancer
- Educate the public and health professionals on the signs and symptoms and bowel cancer prevention
- Make communities aware of the high incidence of bowel cancer in New Zealand
- Support researchers in their work to reduce bowel cancer

Who we're for

Bowel cancer affects New Zealanders of all ages:

- Young people, families and older people



Our Vision

No New Zealander will die of bowel cancer.



Our Mission

Bowel Cancer NZ is a nationwide, patient focussed charity dedicated to reducing the impact of bowel cancer in our communities through awareness, education, advocacy, research and support.

Our Strategic Goals

GOAL 1

To provide nationwide, accessible patient support from diagnosis through to survivorship.

We will:

- Enhance our existing on-line, information and group services to support patients and their whānau.
- Pilot a nurse support service and implement nationwide.
- Campaign to remove inequality of access to cancer diagnosis and treatment in New Zealand.



Support

GOAL 2

To improve outcomes for Māori and Pasifika communities.

We will:

- Partner with existing health organisations that are well connected to Māori and Pasifika communities.
- Enlist the support of Māori and Pasifika ambassadors to raise awareness and provide education within their communities.
- Implement resources and services to engage effectively with Māori and Pasifika.



Connect

GOAL 3

To increase awareness of bowel cancer.

We will:

- Educate health professionals and the general public on signs and symptoms to reduce the impact of bowel cancer.
- Grow our patient ambassador base to enable greater reach into community groups.
- Ensure our patient voice is heard in the media.
- Accelerate the use of data and technology to reach more people.



Educate

GOAL 4

To improve early detection of bowel cancer.

We will:

- Encourage more eligible people to participate in the National Bowel Cancer Screening Programme (NBSP).
- Advocate for the urgent nationwide rollout of the NBSP and to lower the screening age.
- Engage with GPs to improve early detection and timely access to bowel cancer diagnostic procedures.



GOAL 5

To partner with others to support and disseminate bowel cancer research.

We will:

- Establish and build relationships with researchers who are committed to reducing the impact of bowel cancer and explore how to grow financial and other support.
- Act as a conduit for their research to make it accessible to audiences with an interest in bowel cancer.



Research

GOAL 6

To be an organisation that is accountable, sustainable and impactful.

We will:

- Implement a more robust evaluation framework to measure outcomes.
- Ensure best practice in governance and management policies and procedures.
- Grow financial sustainability through a diverse mix of revenue streams that deliver social outcomes.



Thrive

Contact us

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Bowel Cancer NZ (CC44166) is a registered charitable entity with the Charities Commission



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