The power of partnerships

The impact of strategic collaborations in the cancer journey

Frances Milner, Executive Director, Philanthropy & Partnerships, Cancer Research UK
Sophie Langman, Head of Corporate Partnerships, Cancer Research UK
IN 2015
1 IN 6 DEATHS WORLDWIDE WERE CAUSED BY CANCER

IN THE UK
1 IN 2 OF US WILL BE DIAGNOSED WITH CANCER IN OUR LIFETIMES

BUT MORE OF US BEAT CANCER THAN EVER BEFORE

CANCER RESEARCH UK
OUR VISION

BRING FORWARD THE DAY
WHEN ALL CANCERS ARE CURED

1 in 4
1970s survival rate

2 in 4
today’s survival rate

3 in 4
by 2034
4 in 10 cancer cases can be prevented largely through lifestyle changes.
OBESITY AND DIET ARE KEY TO PREVENTING FUTURE CANCER CASES

Obesity and diet are responsible for 14% of UK cancer cases.

Being overweight can cause 13 types of cancer.

670,000 cases of cancer will be caused by obesity by 2035.

IF TRENDS CONTINUE, HOW MANY PEOPLE COULD BE OBSESE BY 2035?

In 2015:
- Healthy Weight: 33%
- Overweight: 38%
- Obese: 29%

Almost 3 in 10 adults are obese.

In 2035:
- Healthy Weight: 28%
- Overweight: 33%
- Obese: 39%

Around 4 in 10 adults will be obese.
CORPORATE PARTNERSHIPS

Key Trends

- Strategic partnerships have grown in importance
- Companies want to have a direct and tangible impact on the cause
- Companies want to focus on fewer, longer term partnerships

OUR STRATEGY FOCUSES ON DEVELOPING LONG-TERM MUTUALLY BENEFICIAL PARTNERSHIPS THAT HELP US (DIRECTLY AND INDIRECTLY) ACHIEVE OUR VISION OF 3 IN 4 PEOPLE SURVIVING CANCER BY 2034.
HEALTH PARTNERSHIP AMBITION:

To inspire Tesco colleagues, customers and their families to make healthier lifestyle and shopping choices, and encourage positive changes in behaviours that can lower the risk of cancer, type 2 diabetes and cardiovascular disease.

Little Helps for healthier living
WHY TESCO?

Touch points to cancer:
- Alcohol
- Tobacco
- Unhealthy foods/sugary drinks
- Sun safety
CUSTOMERS, COLLEAGUES AND STAKEHOLDERS WANT TESCO TO HELP US MAKE HEALTHIER CHOICES

CUSTOMERS
“Supermarkets should do more to help people be healthy” (2013)

COLLEAGUES
“Tesco helps me lead a healthier lifestyle” (2017)

STAKEHOLDERS
“Health is an area Tesco should focus on” (2017)
TESCO CUSTOMERS THINK HEALTHY EATING IS IMPORTANT, BUT THEY FIND IT DIFFICULT

Customer barriers to eating healthily

<table>
<thead>
<tr>
<th>Barriers in priority order</th>
<th>How Tesco can help</th>
</tr>
</thead>
<tbody>
<tr>
<td>TASTE</td>
<td>Create delicious healthier choices</td>
</tr>
<tr>
<td>COST</td>
<td>Offer affordable healthier choices</td>
</tr>
<tr>
<td>CONFUSION</td>
<td>Provide simpler health navigation and labelling</td>
</tr>
<tr>
<td>TIME</td>
<td>Suggest simple healthy ideas</td>
</tr>
<tr>
<td>ACCESS AND VISIBILITY</td>
<td>Visible health in all our stores and online</td>
</tr>
</tbody>
</table>

Barriers in priority order:
- TASTE
- COST
- CONFUSION
- TIME
- ACCESS AND VISIBILITY
IMPACT

Colleagues

Customers

Pharmacies

Fundraising
68% of staff feel more positive towards their company because of this activity.

Every year, around 122,000 people of working age will be diagnosed with cancer in the UK.

COLLEAGUE ACTIVITY

- Baseline survey
- Advocacy Programme
- Trial behavioural interventions
AMBITON:
IN THE NEXT 5 YEARS...

• Comms and health messaging
• Trialling behavioural interventions
• Reformulation/labelling

...leading in empowering the public towards a healthy lifestyle
...powerful, imaginative and influential communication that improves the UK’s health
...tackling health inequalities in different communities
68% of staff feel more positive towards their company because of this activity.
PHARMACIES

Equip pharmacy staff to better encourage healthy behaviours and earlier diagnosis

Pilot online and F2F training

Deliver bespoke health information in Tesco pharmacies around:
- Smoking cessation
- Nutritional/dietary advice
- Sun safety

74% of community pharmacists say they could play a more active role encouraging people to spot/respond to potential signs and symptoms of cancer.

But only 54% feel they have the skills or knowledge to do so.¹

¹. Cancer Research UK Health Professionals Annual Survey 2016
AN INTEGRATED PARTNERSHIP APPROACH
BUILDING ON OUR FUNDRAISING SUCCESS

- Race for Life
- Match funding/Till top-up
- CRM initiatives
- Stock donation campaigns
- Employee fundraising
- Store collections
THANK YOU

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Practical experience on the delivery of Public Private Partnerships in Cancer Care

Mark Middleton
CEO – Icon Group
PARTIAL PPPS
MAROOCHYDORE
PHARMACY
COLLABORATION

NOT DESIGNATED AS FORMAL PPPS BUT ACTUALLY ARE IN THE FORM OF PARTNERSHIP
WHY ARE PPPS EFFECTIVE?
INCREASE ACCESS TO CANCER CARE
REGIONAL OR REMOTE ACCESS
DELIVER VALUE FOR MONEY SOLUTIONS
GOLD COAST UNIVERSITY HOSPITAL
INCREASE ACCESS TO CUTTING-EDGE TECHNOLOGY AND TECHNIQUES
PROVIDE EQUALITY OF SERVICE TO ALL PATIENTS REGARDLESS OF SOCIOECONOMIC CIRCUMSTANCE
COLLABORATE ON A SHARED GOAL BETWEEN PUBLIC AND PRIVATE – EXCEPTIONAL PATIENT CARE
KPI’s that enhance patient care and ensure accountability
NO WAIT TIMES
UPTAKE OF NEW TECHNOLOGY
CLINICAL TRIAL PARTICIPATION
NO OUT-OF-POCKET COSTS FOR PATIENT
REDUCE WAIT TIMES FOR INITIAL APPOINTMENT AND TREATMENT SUMMARY PREPARATION
GREAT SERVICE
Between 2008 and 2030, the number of new cancer cases is expected to increase more than 80% in low-income countries.

It is projected that by 2030 between 10 and 11 million cancers will be diagnosed each year in low- and middle-income countries.

Cancer kills an estimated 1.1 million people in the WHO South-East Asia Region each year.

who.int/cancer/resources
ACCOUNTABILITY
PPP’s Delivering Great Care

- Strong Presence in Region
- Trusted Provider
- Required Depth of Cancer Capability

- Technical Expert in Cancer
- Efficient Provision of Service
- Access to World-Class Capability

- Increase Access to Care
- Better Patient Outcomes
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How Macmillan has worked with the banking sector to improve support for people living with cancer

Lynda Thomas, Chief Executive
Macmillan Cancer Support
The changing story of cancer

1970
Cancer is mostly about dying from cancer

1990
Average survival 1 year

2010 onwards
Average survival 2 year
Cancer is increasingly about living with cancer

2015
Average survival 10+ year

2040
Average survival 10 year

- 1.2m Living with cancer
  - 59% aged 65+
- 2.5m Living with cancer
  - 66% aged 65+
- 5.3m Living with cancer
  - 78% aged 65+
Making money one less worry:
Why we’re working with banks

83%

Amount of people in the UK with cancer who are on average $740 a month worse off
Making money one less worry:
Why we’re working with banks

Amount of people who ask their bank for help
even though nearly half (43%) are aware that their bank
can provide relevant financial information.
‘I was overdrawn and on the verge of being made homeless.

‘I started to have suicidal thoughts as I could not battle cancer treatment and the financial pressures at the same time.

‘Calling the bank was a last resort. They were very sympathetic and froze all my charges and overdraft fees.

‘The weight off my shoulders was massive!’

PATRICK, London, multiple cancers 2000-2013
We’ll help banks to:

- give people the support they need
- provide tailored training to their staff
- set up specialist teams to help vulnerable people
- keep informed about cancer and people’s needs.
‘I feel really proud and privileged to be a part of this team. I love what the team stands for, love that we can push the boundaries a little bit.’
Laura Marsden, member of Nationwide’s Specialist Support Service
in it
together

When you or someone you care about is affected by cancer, we can help with specialist financial guidance, in association with Macmillan Cancer Support.

Our cancer support team

Support when you need it
We are here to help.
What we’re doing now:

- helping people financially which also helps emotionally
- helping people manage their money
- increasing staff confidence so they can provide more support
- providing a blueprint to help other vulnerable groups.
Making money one less worry: Why we’re working with banks

Amount of people who ask their bank for help even though nearly half (43%) are aware that their bank can provide relevant financial information.
Of the 11% people living with cancer who disclosed their diagnosis to their bank...

Over 1 in 2 were happy with how it was handled

Nearly 1 in 4 were dissatisfied with the way they were treated by the bank
ANY QUESTIONS?
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- **1970**: Cancer is mostly about dying from cancer
- **1990**: Average survival 1 year
  - 1.2m Living with cancer (59% aged 65+)
- **2015**: Average survival 2 year
  - 2.5m Living with cancer (66% aged 65+)
- **2040**: Average survival 10+ year
  - 5.3m Living with cancer (78% aged 65+)

Cancer is increasingly about living with cancer.
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MACMILLAN & LLOYDS BANK
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**Australia/New Zealand Sites**
- Adelaide
- Cairns
- Chermside
- East Melbourne
- Geelong
- Gold Coast x 2
- Gosford
- Greenslopes
- Hobart
- Mackay
- Maroochydore
- Midland
- Mt Kuring-gai
- Mt Waverley
- Mulgrave
- North Lakes
- Redland
- Revesby
- Richmond
- Rockingham
- South Brisbane
- Southport
- Springfield
- Toowoomba
- Townsville
- Wahroonga
- Warnambool
- Wellington
- Wesley

**Singaporean Sites**
- Farrer Park
- Gleaneagles
- Mt Alvernia
- Mt Elizabeth
- Novena
- Orchard

**SOC Clinic locations**
- Mandalay, Myanmar
- Yangon, Myanmar
- Hanoi, Vietnam
- Ho Chi Minh, Vietnam

**Under construction or announced**
- Canberra, ACT
- Chengde, China
- Geelong, VIC
- John Fawkner, VIC
- Windsor Gardens, SA
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- Trusted provider
- Required depth of cancer capability

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- Access to world-class capability

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