



Strategy

Cancer Society of Finland Strategy 2021–2025

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Introduction

The Cancer Society of Finland (CSF) works in tandem with the Cancer Foundation Finland. The CSF comprises 12 regional cancer societies and six national patient organisations. The CSF is Finland's largest and also its most influential patient and public health organisation. The Cancer Foundation is the most prominent private funder of cancer research in Finland. In this strategy the abbreviation CSF refers to both the Cancer Society of Finland and the Cancer Foundation Finland. The CSF maintains the Finnish Cancer Registry, a cancer epidemiology and statistical research institute.

The CSF is a civil society organisation, the work of which is of an expert nature and is societally influential. The society's key resource is its volunteers, who contribute their

skills to the CSF's collective work. The goal is to prevent cancer and to ensure a good quality of life despite cancer.

The CSF's strategy orients and guides the society's activities for the period 2021–2025.

Vision and values of the Cancer Society of Finland

VISION

A good life without cancer and despite cancer

Everyone has either firsthand experience of cancer or involving those around us, as at least one in three people develop cancer during their lifetime. But due to improved cancer treatment outcomes, cancer diagnosis is, despite its severity, less daunting now than it was in the past, with two out of three cancer patients recovering. Our vision is that, with prevention and early detection, fewer people will get cancer in the future, more people will be fully cured by treatments, and those with incurable cancer will, with care and support, be able to live as full lives as possible. As cancer progresses, patients can be offered good palliative care and hospice care regardless of their place of residence.



VALUES



Equality and fairness

The CSF tries to ensure the best possible treatment regardless of where they live or how well-off they are. Everyone is equal in dignity.

About half of cancers could be prevented by lifestyle and living environment interventions. The risk of getting cancer is different for different population groups, and lifestyles that increase the risk of cancer are more widespread among people in lower social groups. Active health promotion, with a particular focus among the most vulnerable population groups, strengthens people's wellbeing and health, and reduces differences in health and social exclusion between population groups.



Accessibility

The services of the CSF are available without hindrance. Those seeking individual counselling and support can receive it from CSF member associations and the nationwide counselling service. The client's situation is identified and their wishes are respected. Accessibility is taken into account when developing existing and new services. By virtue of their reliability, attractiveness, and ease of use, the CSF webpages are the most important and most used source of cancer information in Finland. Our expert services are easily accessible to anyone who needs them.



Reliability

The CSF keeps its promise to cancer sufferers, their loved ones, CSF members, citizens, donors, decision makers, and researchers. The information provided by the CSF is accurate and up to date. The Finnish Cancer Registry is an internationally respected and recognised producer of epidemiological and statistical research on cancer, and serves professionals and decision-makers. The Cancer Foundation is the largest source of private research support for cancer research in Finland and responds to the needs of researchers and cancer research.



Sense of community

The CSF is the largest and most influential patient and public health organisation in Finland. Its strength lies in its regional member associations and national patient organisations, the central office and their seamless cooperation. The community is built on volunteering, peer support and active membership. The CSF and the Cancer Foundation have common goals and their own roles in achieving them. The CSF works with other organisations to achieve these goals.

Mission statement

MISSION STATEMENT

We prevent cancer, promote survival, and provide support for those with cancer and their loved ones

The mission of the CSF is, according to its rules, to prevent the devastation caused by cancer to our nation. In the early decades of the association, the focus of its activities was on developing a system of cancer treatment. The development of cancer treatment was followed by the development of cancer screening, smoking reduction, health promotion, and psychosocial support and rehabilitation for people with cancer and their loved ones. The mission statement comprehensively covers the CSF's various forms of activity.



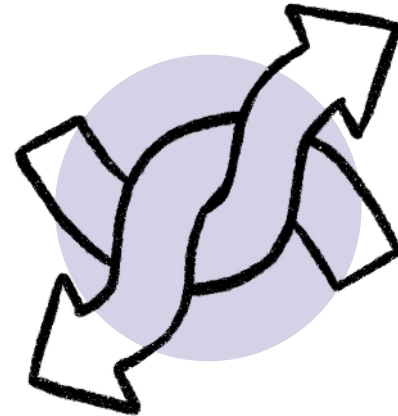
Operating environment

The analysis of the operating environment is based on the CSF's own forecasting and numerous published studies and reports. The CSF strategy 2021–2025 seeks to take these forces of change into account as much as possible when implementing the strategy.

OPERATING ENVIRONMENT

The most important changes to the operational environment, from the CSF's perspective, were identified as

- population ageing
- the structural reform of the social and health services
- increasing inequality in society
- increasing multiculturalism
- urbanisation
- digitalisation
- changing significance and content of work
- emphasis on climate change and sustainable development.



Population ageing

Effective disease prevention, policies that promote health, and improved treatment outcomes mean longer life expectancy. Because the population is ageing, the number of cancer cases continues to rise. The Finnish Cancer Registry, maintained by the CSF, estimates that by the end of the strategy period, in 2025, nearly 40 000 people living in Finland will be diagnosed with cancer. The number of new cancer cases is increasing, especially among those over 75 years of age.

Old age and how to cope with it are a common source of anxiety among Finns. Concerns about the availability of services are growing. Loneliness is also widespread. The CSF need to provide support, events, and activities that are carried out together and by listening to clients. Virtual communication can relieve loneliness but is rarely a substitute for the presence of another person. Every cancer patient is a unique individual who has the right to be confronted with themselves.

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Structural reform of health and social services

The restructuring of social and health services, which has been going on for years, is essential for our society to provide sufficient services as the population ages and the dependency ratio declines. The key objectives of the reform of social and health services are to reduce welfare and health inequalities, to ensure equal and good-quality social and health services for all Finns, improve the availability and accessibility of services, improve the availability of skilled labour, confront the challenges of social change, and control rising costs. The challenges facing the service system vary in different parts of the country. Ageing areas that are losing their populations have problems with access to social and health services. Also, in the Greater Helsinki area the increase in the number of people coming from other areas creates problems for the organisation of social and health services.

The goal of the CSF is to influence the preparation and implementation of the structural reform process so that the CSF's activities are safeguarded as part of the service chain, the prerequisites of wellbeing and health promotion are ensured, and that sufficient resources are allocated for cancer prevention, treatment, and rehabilitation.

Reducing inequalities in society is becoming increasingly difficult

According to a report by the Prime Minister's Office (2018), "for most Finns, the standard of living, quality of life and lifestyle have steadily improved since the mid-1970s. In the 2010s, Finland has been one of the most successful societies in the world. Thus, inequality in Finland is caused more by the generalisation of prosperity than by the widespread accumulation of poverty. However, some Finns have not been equally involved in this positive development. This is evidenced, among other things, by long-term income support dependency and poverty, persistent health inequalities, disparities in voting and political participation, high unemployment, high rates of youth inactivity and education, over-indebtedness, integration and regional and spatial disparities."

According to the report, inequality is linked to three interrelated issues: "In the first place, inequality is linked to related

to the well-being of people's coping in society. Inequalities in coping are linked to structural differences and cultural divisions that limit equal opportunities and social mobility. Secondly, inequality is linked to people's ability to seize the opportunities created by public authority and business. The usual barriers to people's survival and capacity for action are behavioural determinant bureaucracy and incentive traps. Thirdly, inequality refers to social situations in which mental autonomy and physical health are not sufficiently realised: in practice, for example, long-term poverty and relatively short life expectancy are linked to this kind of lack of satisfaction."

Increasing multiculturalism

Immigration and multiculturalism are rapidly increasing in Finland. In the last twenty years, the foreign language-speaking population of Finland, that is, the number of immigrants, increased from 25,000 to 224,000. The number of immigrants has increased the most in the 2000s: more than one in three immigrants moved to Finland since 2005. Most immigrants come from European countries, but people also come to Finland from elsewhere. The CSF Cancer must respond to multiculturalism by developing services that different groups need.



Continuing urbanisation

More and more of the population are moving to urban centres as the opportunities offered in sparsely populated areas for work or employment in general are diminishing. As the number of municipalities declines, tax revenues will decrease and the supply of services will decrease. For many people, training and jobs are increasingly remote. The proportion of municipal residents who need abundant services is increasing due to migration. The CSF needs to be able to provide a variety of services, regardless of whether a person with cancer or a loved one live in a city or a sparsely populated area.



Digitalisation

Digitalisation has become a permanent phenomenon of the operational environment, and its potential can be exploited in many ways in cancer services, such as for psychosocial support, volunteering, and rehabilitation support. The controlled introduction of digitalisation can at least partially address the challenges of urbanisation and ageing. It can also offer opportunities for developing fundraising, for the work of the Finnish Cancer Registry, in developing the internal work of the CSF.



Changing significance and content of work

People's relationship with work and performing work is generational in nature. For example, people entering the world of work now see the balance between work and leisure in different ways than those leaving working life. Work is not necessarily the most important determinant in life. At the same time, professions are changing as the amount of information work increases and digitalisation is linked in one way or another to all work. The slowdown and even slackening of economic growth will increase the demands on improving labour productivity. Employers' demands for efficiency are increasing. At the same time, however, it is recognised that the meaningfulness of work and the functioning of work communities are essential determinants of productivity, and which must be taken into account by the CSF in order to ensure the recruitment of top expertise in the future too.



Focus on climate change and sustainable development

Finland is a stable society, but uncertainty about the state of the environment is growing. Climate change affects everyone, but it affects the more vulnerable groups the most. The United Nations, the European Union and the Finnish government are committed to the climate agreement and the sustainable development goals. They permeate every facet of policy. The complexity of climate change means that the various facets are interlinked and therefore constitute a challenge for decision-makers.

Finland is likely to become smoke-free and carbon-neutral in the next few decades. The CSF will continue to support sustainable development, both in terms of daily choices in the workplace choices and through new policies.

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Goals

These goals will determine the course of the CSF during the strategy period 2021–2025 and encompass all areas of activity. The goals have led to parallel development programmes supporting the strategy's implementation.

GOALS

The CSF is a strong and competent organisation that

- promotes health, wellbeing, and cancer prevention
- promotes a good quality of life for patients and loved ones, despite cancer
- strengthens fairness and effectiveness in cancer diagnosis and treatment
- strengthens cancer research and expertise.



Promoting health, wellbeing, and cancer prevention

Studies show that up to 40 percent of new cases of cancer are preventable. Smoking, alcohol use, exercise, weight management, diet, sexual health, and the sun's ultraviolet radiation are major factors contributing to cancer. It is particularly important to support young people in their lives so that health-promoting lifestyles become established throughout adulthood. The risk factors for cancer can be influenced by individual choices and by supporting health promoting choices through decision making in society. The CSF has an important role to play as an influencer in society.



Promoting a good quality of life for patients and loved ones, despite cancer

The CSF complements public health services by providing various forms of rehabilitation support and psychosocial support. The goal of cancer organisations is to provide patients with adequate information about their health and to enable them to participate effectively in the decision-making concerning their treatment. Patients will receive the support they need from the CSF and through information and activity they are given the opportunity to improve their own and their loved ones' quality of life. The CSF will offer opportunities and meaningful volunteering for people affected by cancer. Volunteers provide peer support and other support to patients and their loved ones.



Strengthening fairness and effectiveness in cancer diagnosis and treatment

The CSF's goal is to ensure that patients, wherever they live, receive timely, good-quality personalised cancer treatment at a reasonable cost. The focus of developing interaction during treatment will be on patient involvement in treatment planning and treatment decisions. This involves respecting patients, understanding their overall situation, empathy, and open discussion at all stages of treatment.

The CSF actively supports the development of cancer care and, together with its regional associations, comprises a compatible and complementary entity with regional cancer centres and other public sector services. The CSF influences decision-makers so that the development of cancer prevention, diagnostics, treatment and rehabilitation support is guided by the national cancer control plan with clear goals.

The CSF will continue to be the initiator of cancer screenings and their quality evaluator in Finland. The Cancer Registry plays a significant role in Finland and internationally as an expert in cancer screening and in screening research that is important for screening policy.

Strengthening cancer research and expertise

Future cancer treatment will be based on ongoing research. It is essential to safeguard research and the operational prerequisites of researchers with sufficient funding and other means of promoting research. The CSF will promote the transfer of new and proven knowledge for expert use in health promotion, cancer diagnosis and treatment, and in supporting rehabilitation.

The Finnish Cancer Registry will produce high quality and reliable population based registry data on cancer prevalence and screening, which enables effective research activity of its own and collaboration with the research community nationally and internationally.

The CSF has an important role to play as a responsible operator and the main private funder of cancer research.

The goal is to increase funding for research in the future through a more targeted and systematic fundraising and long-term investment activities. We will strengthen the effectiveness of cancer research.

Development programmes

The achievement of the strategic goals will be augmented by development programmes, to be carried out throughout the strategic period. Each development programme will include one or more projects to be planned in 2020 for implementation starting in 2021.

DEVELOPMENT PROGRAMMES

Cancer Society of Finland Development Programmes 2021–2025

- We will work with people to benefit people.
- We will do things that have a profound impact.
- We will advance our goals in every encounter.
- We will develop the organisation's internal cooperation and division of labour.
- We will strengthen cancer prevention, diagnosis, and treatment by improving research and expertise.



We will work with people to benefit people

The focus will be on 1) supporting and providing services to cancer patients and their loved ones, and 2) developing volunteer work.

The CSF will continue to provide a variety of services comprehensively to cancer patients and their loved ones. Health promotion, psychosocial support and genetic counselling, rehabilitation support, and various forms of volunteering are the basis of the services.

Existing services will be developed and new ones identified through surveys, citizens' juries, service design, and other methods. A better understanding of clients' needs and expectations will provide the opportunity to develop services on time and on demand. Patients and their loved ones will be involved in developing existing services and planning new

ones. Group peer support will be developed and increasingly diversified and broadened to include, for instance, physical exercise, supporting personal resources and coping, and ward and club activities.

Types of volunteer activity will be developed so as to respond to people's different possibilities and aspirations to take part as volunteers in the work of the CSF. In the future we will provide increasingly varied voluntary ways to do good based on CSF values.

We will build partnerships based on long-term cooperation. Clear goals will be set for partnerships. Partnerships can be based on both the implementation of the core mission of our work (work with patients and loved ones) and business cooperation, donor activities, and research.



We will do things that have a profound effect

The activity of the CSF will be wide-ranging and will focus on providing services to patients and loved ones, public health work, advocacy work, and research and support for it. Our activities are based on funding from donations, government support, and the inputs by volunteers. Activity will be targeted so that it is focused on those things that have a strong impact and where there is a justified need. Impactful activity will make us an even more appealing partner, recipient of donations, and forum for volunteering.

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We will advance our goals in every encounter

The unique role of the CSF as a health promoter, provider of psychosocial support and rehabilitation support, research institution, and research funder will be made more visible. By developing branding, communications, and marketing awareness of the organisation will improve and different client groups will be better able to find the organisation's services. Owing to the CSF's communications work, patients, their loved ones and other stakeholders will have the opportunity to access reliable research-based information on cancer.

The CSF will influence societal decision-making in society, in order that structures may be developed that impact in a positive way on citizens' wellbeing, health, and health promotion, as well as on cancer treatment and

support for patients and their loved ones to improve the current situation. The CSF will directly influence political decision-makers, issue statements on draft legislation, and carry out and publish its own reports as a basis for advocacy work.

In addition to support from the Cancer Foundation, the CSF will receive income from membership subscriptions, donations, returns on investments, government grants, and international and other external funding. The Cancer Foundation's digital fundraising will be boosted and resources allocated for donor marketing and communications seeking donor commitment. The CSF's communications, fundraising, and advocacy work will operate in close cooperation with one another, and in its external communications

the CSF will, together with the member associations, will be seen as an engaging and robust fundraiser.

CSF employees will in the future increasingly understand and internalise the notion that every personal contact is an opportunity to advance our goals and become a new donor, partner or member.

Owing to the CSF's communications work, patients, their loved ones and other stakeholders will have the opportunity to access reliable research-based information on cancer.

We will develop the organisation's internal cooperation and division of labour

The goal is that in a changing world the CSF is a responsive, strong, and expert organisation, the development work of which is systematic and diverse.

The internal division of labour of the CSF will be arranged such that the effectiveness and consistency generated by the organisational structure in support activities will be able to be utilised in the best possible way. Concerning support activities, particular consideration will be given to human resources, financial, and information management.

The CSF will focus on developing operational models that benefit the entire organisation and which can be adopted by member associations. The CSF will should focus on safeguarding the common interest of the entire organisation and the position and operating needs of the

organisation and its member associations. There is a clear need to invest more in systematic and active membership building and fundraising.

The CSF profile as an employer will be developed so that the CSF will be seen to be the preferred alternative for job seekers who want to work in civil society organisations. Employee wellbeing, coping at work, and competence development will be supported by joint programmes throughout the organisation.

We will strengthen cancer prevention, diagnosis, and treatment by improving research and expertise

We will strengthen the Cancer Registry's service activities and its own research goal of being in terms of service and epidemiological research one of the world's top cancer registries and cancer epidemiology research institutes. As a funder of research, we will take Finnish cancer research to a new level in its international visibility and social impact.

We will take a leading role in strengthening cancer expertise in Finland. We want to make sure that there is a sufficiently skilled workforce involved in cancer care. We will work to have a national cancer plan that guides cancer prevention, early diagnosis, treatment and rehabilitation.

We will take a leading role in strengthening cancer expertise in Finland.

Vision and values



Mission Statement



Goals

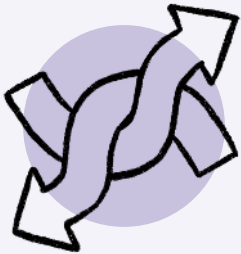


Development programmes



Operating Environment

- Population ageing
- The structural reform of the social and health services
- Increasing inequality in society
- Increasing multiculturalism
- Urbanisation
- Digitalisation
- Changing significance and content of work
- Emphasis on climate change and sustainable development



Vision

A good life without cancer and despite cancer.

Values

- Equality and fairness
- Accessibility
- Reliability
- Sense of community

Mission Statement

We prevent cancer, promote survival, and provide support for those with cancer and their loved ones.

Goals

- Promotes health, wellbeing, and cancer prevention.
- Promotes a good quality of life for patients and loved ones, despite cancer.
- Strengthens fairness and effectiveness in cancer diagnosis and treatment.
- Strengthens cancer research and expertise.

Development programmes

- We will work with people to benefit people.
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Cancer Society of Finland