

## CANCER AUSTRALIA

### **Cancer Australia strategic plan 2011-2014 released**

Cancer Australia recently released its new Strategic Plan (2011–2014) to articulate the direction and priorities for the agency over the next three years.

The plan was developed in consultation with a wide range of stakeholder groups and individuals, including consumers, health professionals, researchers, data experts, health service decision makers, Cancer Australia and NBOCC staff, NBOCC Board members and Cancer Australia Advisory Council members.

Stakeholders across all sectors expressed strong support for Cancer Australia's leadership mandate in national cancer control and a clear view about the strategic and distinct areas of contribution of Cancer Australia over the next three years.

People affected by cancer are at the centre of Cancer Australia's efforts. The agency will continue to engage with all relevant government, non-government and consumer stakeholders to harness efforts and resources, maximising the potential for the Strategic Plan to deliver its vision of reduced impact and improved wellbeing for people affected by cancer across Australia.

Copies of the Cancer Australia Strategic Plan 2011-2014 are available at the Cancer Australia website.

### **Breast and ovarian cancer resources**

Breast cancer and ovarian cancer will remain a priority for the new Cancer Australia as it delivers the Government's broader cancer programs and research priorities. Comprehensive evidence-based information about breast and ovarian cancer will continue to be available.

For more information please visit the Cancer Australia website, which is being upgraded. Cancer Australia's quarterly e-newsletter will continue to update subscribers on the agency's work. To subscribe please click visit the Cancer Australia website.

### **Release of the National Framework for Consumer Involvement in Cancer Control**

Cancer Australia in partnership with Cancer Voices Australia, have developed the National Framework for Consumer Involvement in Cancer Control, to enhance meaningful consumer involvement at all levels of cancer control in order to improve outcomes and experiences for people affected by cancer.

The National Framework for Consumer Involvement in Cancer Control is due to be released in 2011.

### **GP online learning on cancer screening**

Cancer Australia has developed an interactive online learning module, in collaboration with Royal Australian College of General Practitioners and Cancer Council Australia, designed to support the central role that GPs play in discussing and managing cancer screening. Visit [www.gplearning.com.au](http://www.gplearning.com.au) for more information.

### **Not just a woman's disease: information about breast cancer in men**

Although breast cancer is uncommon in men, accounting for less than one per cent of all breast cancers, it is important for men who find a change in their breasts not to let embarrassment or uncertainty prevent them following this up with their doctor as soon as possible. Finding breast cancer early means there are more treatment options and the chances of survival are improved.

To order the new resource, visit the Cancer Australia website.

### **Cheeky Check-up "Felt Yourself" Facebook avatar**

Cancer Australia has taken a fun, fresh approach to promoting breast awareness to younger women through social media, supported by funding from Estee Lauder Companies. A new interactive game has been launched on the Cheeky Check-up Facebook page, to encourage peer-to-peer engagement, discussion and promotion of breast awareness messages.