

## **5 YEAR STRATEGIC PLAN FOR OBBG**

### **Mission Statement**

We aim to provide psychological, emotional and practical support to people who have had, or are undergoing treatment for, breast cancer in the Oxfordshire area.

### **Vision statement**

To support the psychological and emotional wellbeing of all breast cancer patients, far and wide, by forging links with other appropriate organizations (local, national and global) that complement or enhance what OBBG offers.

### **With our mission and vision in mind, our plans are:**

#### ***Within 12 months (by end December 2022)***

1. To extend support to all patients having breast cancer treatment in and around Oxfordshire irrespective of site of treatment.
2. To increase membership by extending support as outlined above and by raising our profile.
3. To send out a newsletter to all new members.
4. To advertise and push our activities out to our members regularly.
5. To clarify our USP:
  - Focus on psychological support
  - Patients supporting patients
  - Welcome packs
  - Varied virtual content as well as face-to-face meetings
  - Expert clinical input
6. To improve access to our services by, building a virtual community through Facebook/Twitter etc., expand our virtual content on the website, maintaining a good mix of face to face and virtual meetings to keep the majority of the members engaged and keeping a dynamic and interesting on-line content, e.g. 'a moving forward package' (sessions to include, nutrition, mindfulness, financial support, psychological well-being, exercise, menopause and what to look out for in future).
7. To keep the value of human connections/relationships in mind. People value each other.
8. To establish an active fundraising team to enable us to fulfil our current and future plans (to be clarified and costed).
9. To continue with the annual 'Elizabeth Toohig lecture' by inviting interesting speakers with interest in breast cancer research (aim for a Spring meeting).
10. To clarify the 'informal' support buddying system (offered where deemed suitable by a clinician).

#### ***Within 3 years (by end December 2024)***

11. To provide formalised psychologist support during treatment (working along the same lines as the breast care nurse) as deemed appropriate by a clinician.

#### ***Within 5 years (by end December 2026)***

12. To aim for 500 +++ members.
13. To forge links with other local groups/charities that complement OBBG e.g. a family support charity.
14. To gather a comprehensive set of resources to be sign-posted on our website.
15. To support breast cancer research e.g. patient involvement, encouraging the completion of research questionnaires, etc.
16. To offer financial support to patients who suffer hardship through their breast cancer treatment journey.
17. To offer support to other likeminded groups (nationally) to set up their own breast cancer patient support charities.
18. To empower patients to influence their care, treatment and experience through gathering and sharing/signposting information.