

# MACMILLAN ADOPTION OF A POST OR SERVICE

WE ARE  
MACMILLAN.  
CANCER SUPPORT

## What is a Macmillan adoption?

Under certain circumstances Macmillan will enter into partnership with other organisations and adopt a post or service. This allows the professional in post and their service to be branded as Macmillan. This also means they can use the Macmillan name and access the benefits available to all other Macmillan professionals. The basic principle of our adoption process is that we only adopt posts or services in line with our current strategy.

## What does it mean to be adopted by Macmillan?

An adopted post or service receives exactly the same support as any other Macmillan post. In return Macmillan expects the same standards of the adopted post holder or service as we would of any other post we have previously funded.

## What can a post or service expect from Macmillan?

### Opportunities

The post holder can take advantage of:

- The Macmillan induction programme
- Learning and development events
- Networking events
- Grants for learning and development (within our criterion) – individual and group
- Free coaching service
- Access to free materials and branded merchandise to help them promote themselves and their service
- Involvement with Macmillan's wider influencing activity
- Digital learning and information resources
- Access to funding for service development through case of need
- Macmillan's regular e-bulletins and free professional journal Mac Voice – including updates about our work and projects we think may interest them
- Grants for people affected by cancer who the post holder supports

- Access to free information, toolkits and resources to support them in their role, as well as quality information for people affected by cancer
- Information about the ways people affected by cancer can get involved with Macmillan.

## Support

The post holder can expect Macmillan to:

- Facilitate professional networks
- Encourage and listen to their feedback and be open to change and new ideas
- Provide free information and guidance
- Provide accessible, responsive Macmillan representatives when they need them
- Provide support for service improvement and problem solving
- Facilitate and mediate in their work challenges (where appropriate and in discussion with their employer)
- Provide strategic and expert knowledge in cancer services provision
- Offer support to deliver case-of-need outcomes and improve cancer services
- Be an unbiased 'critical friend'
- Influence cancer service development
- Understand the local complex environment, multiple agencies and constraints
- Provide insight from wider cancer services and a broad overview of the needs of people affected by cancer.

This support is also given to Managers of a Macmillan branded service.

## What would Macmillan expect of an adopted post holder?

This is exactly the same as the expectation of any other Macmillan professional.

### Core professional requirements

- Deliver the best quality care, working effectively in teams/partnerships
- Ensure the post holder and their service are up to date
- Work to continually improve and innovate within their service
- Promote the service to those who access or refer to it
- Involve service users as partners in care and service delivery.
- Make clear to people, who they are delivering a service to, that they are a Macmillan professional (at the most appropriate point in their clinical/professional interaction)
- Be aware of Macmillan's strategy and aims – from Macmillan's induction programme, and other learning and development activities and newsletters
- Refer people to Macmillan's direct services if they think they would benefit from them
- Refer anyone wanting to make a donation to Macmillan to our Fundraising team. The post holder must not set up any funds or appeals, or open or hold any bank account to receive money donated or raised with a name that includes the word 'Macmillan'
- Refer anyone wanting to volunteer for Macmillan to our Volunteering team
- Refer anyone wanting to campaign for Macmillan to our Campaigns team

- Refer anyone wanting to develop a support group or get involved as a Cancer Voice to their regional Macmillan involvement coordinator
- Inform Macmillan of any factors which will have an adverse effect on the delivery of or complaint against their service
- Inform Macmillan of any extended period of absence (their organisation can do this on their behalf)
- Undertake Macmillan induction events and any other relevant Macmillan learning and development activity. This should be in line with the contract Macmillan has with their employing organisation
- Submit annual reports to Macmillan with minimum data requirements (to be agreed with their Macmillan representative)
- Take part in Macmillan review of service processes (dependant on the needs of their service)
- Represent Macmillan in a positive way, publicly
- Ensure they do not bring Macmillan's name into disrepute.

## Discretionary effort

### Professionally

- Contribute to Macmillan's policy, research and strategy development, and take part in consultations
- Publish good practice and share this with Macmillan
- Take part in networking and learning and development opportunities
- Promote Macmillan and our services through media and other communications work
- Promote Macmillan's fundraising activities and speak to supporter audiences about events – such as The World's Biggest Coffee Morning
- Help on Macmillan's mobile information units when they're in the post holder's area.

### Personally

- Support, organise and participate in fundraising events
- Ask local businesses to support Macmillan
- Volunteer in local community volunteering projects
- Become an e-campaigner
- Ask family and friends to get involved in Macmillan's work.

### What do we expect of managers of Macmillan services?

- Ensure the service and professional in that service use the Macmillan name as part of the job title/badge and meet our branding guidance.
- Provide to Macmillan, as a partner organisation, information it may request about the professional/service, including annual reports, activity data, statistics and other relevant documents.
- Have a Macmillan Development Manager or nominated representative involved in the recruitment process to replace or appoint new post holders
- Permit the service to be professionally reviewed at regular intervals by Macmillan's Development Manager or his/her representative;
- Provide all core equipment required for the service. This includes appropriate office accommodation and equipment – such as phone, bleep, access to a computer and secretarial support.

- Ensure the post holder attends our mandatory induction programme and takes advantage of other Macmillan learning and development opportunities.
- Fulfill all other elements of the Adoption Agreement (a sample copy can be requested at any stage in the process).
- Inform Macmillan of any complaint against the service.
- Inform Macmillan of any extended period of absence.

## Next steps

### Stage one: application criteria and discussion

A meeting should be organised between the Macmillan development manager, the relevant service manager and the post holder (if there is one currently in post). The purpose of this meeting is to:

- Ensure understanding of the adoption process and terms of using the Macmillan designation by the organisation
- Undertake an initial assessment to ensure the professional/service fits Macmillan's criteria for adoption
- Undertake an initial, basic assessment of the service to ensure it is in Macmillan's best interest to proceed with the adoption.

A professional or service can be considered to be adopted if that professional/service meets all of the following criteria:

- a) It is a dedicated specialist cancer and/or palliative care professional/service where the majority of patients have a cancer diagnosis
- b) The professional/service is in line with Macmillan's strategy
- c) The adoption of the professional/service will enhance the profile of Macmillan
- d) The host organisation follows the Macmillan application process
- e) The host organisation signs and agrees to the Macmillan Adoption Agreement.

### Stage two: application process

If the initial discussion indicates that your organisation wants to proceed and the service fits Macmillan's criteria for adoption, the following documents are required:

- A formal letter of support for the adoption to Macmillan on headed paper from an executive level within the organisation. (If the professional or service is within the private sector the letter must state 'the professionals providing the services do not charge the patient/client for that service')
- A completed application form (see page 6)
- The job descriptions, operational policy and the latest annual service report if available
- Evidence that the professionals currently in post meet the essential criterion of the job descriptions provided. (This can be evidenced by CVs or a statement from their manager of the service).

These will then be considered by the Macmillan service development representative.

### Stage three: approval

Macmillan will consider if it can adopt the professional or service based on an assessment by a Macmillan service development representative. This assessment may require a review of the service by the representative, in order to get more information to support the application.

Depending on how closely the service fits with Macmillan's strategy it can take time to discuss it within our relevant regional or national meetings. It may take several months, as Macmillan takes the adoption of services very seriously and must ensure the quality of the service before proceeding.

### Stage four: approval is given

If Macmillan is happy to proceed with the adoption, it needs to ensure your organisation is happy to accept the terms of agreement with us. The Adoption Agreement will be sent or emailed where possible to your organisation to be signed by the chief executive or another executive level manager. This agreement should then be returned to the Macmillan regional office.

Once an adoption agreement has been returned it will be signed by the Macmillan regional director/manager. A copy will be sent back to your organisation, line manager and another will be retained by the Macmillan regional office for its records.

Once the documentation has been mutually signed the post or service is officially a Macmillan post or service and any professional in the post will be a Macmillan professional. At this point Macmillan will send the professional:

- A welcome letter
- A Macmillan handbook
- A copy of the signed Adoption Agreement
- Any other relevant information for a new Macmillan professional.

The service development team in Macmillan will then arrange:

- A date for the regional induction day and for other professional development days.
- An Initial Professional Meeting with the post holder's service development representative. Here they will talk through how to work with us and maintain a relationship that adds value to both their service and to Macmillan

# Adoption application form

(Application to use the Macmillan designation)

Applications should be returned with job description, an Operational Policy and the last annual report for the service. Please complete one form per post/professional where there is more than one professional within the service.

Employer's details	Line Manager's details
Employers name	Full title
Address	Line manager's address
Postcode	Postcode
Email	Email

Service/Professional to be adopted	
Current post holder's name	
Base address	
Postcode	
Switchboard number and extension	
Direct line number	
Email address	
Grade/Level	Full time/Part time/Job share
Hours worked per week	
Professional qualifications	
Professional registration number (eg NMC)	
To be signed by a Executive level manager of the employing organization	
Signed	Position
Print name	Date
Authorisation (for Macmillan use only)	<b>PS@MAC number</b>
<b>All approvals must be consistent with Macmillan's services objectives.</b>	
REGIONAL OFFICE signed as approved	