PR Week Awards 2011 – Macmillan Cancer Support's *Vote Cancer Support* Campaign Entry

Name of category entered:	**Not-for-Profit**
Title of work:	***Vote Cancer Support* Campaign**
In-House Departments:	**Representatives from a number of departments formed a campaign team**
Charity name:	**Macmillan Cancer Support**
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Online version:	**You can read this entry online via www.macmillan.org.uk/prweekawardentrynfp**

CAMPAIGN OBJECTIVES

Secure Ministerial support, by June 2011, for at least one of the following:

  I.   **Survivorship** – every cancer patient to be offered a post treatment assessment and care plan.
  II. **Equalities** – people with rarer cancers to have fairer access to clinically effective drug treatments.
  III. **End of life** – every person with cancer nearing the end of their life to have 24/7 access to a community nurse so they are able to die at home if they wish to.

SITUATION ANALYSIS

The *Vote Cancer Support* Campaign Team undertook an internal and external consultation process before the General Election 2010 involving a range of stakeholders. We assessed possible campaign options against key criteria: likelihood of success, relation to our broader corporate objectives, likely impact on quality of life and whether cancer patients saw the call as a priority issue. The three calls outlined above were chosen and senior level buy-in secured.

We knew that care plans are effective in improving outcomes and experience for other long term conditions but currently only 11% of cancer survivors receive a written care plan. We also knew that the NICE drug appraisal process was denying cancer patients, particularly those with rarer cancers, access to clinically effective drug treatments which could improve their quality of life and help them live longer. Finally, we knew that three quarters (73%) of cancer patients wanted to die at home yet only a quarter (27%) are able to do so. Importantly, given previous research by Macmillan Cancer Support and others, we were also confident that two out of three of our campaign calls could save the NHS hundreds of millions if implemented, while all three would significantly improve patient experience.

STRATEGY AND METHODS DEPLOYED

The Campaign Team met regularly to scope, develop, implement and review the campaign strategy. More than 6,600 people took our General Election e-campaigning action – 32% over target – and as a result 163 new MPs (25%) and five new Cabinet Ministers signed our *Vote Cancer Support* pledge. This provided a solid base of support on which to take forward our campaigning activities in the first year of the new Government. We undertook a range of activities to raise awareness of our calls and encourage Ministers to prioritise action including: secured 1-2-1 meetings with Ministers (e.g. Andrew Lansley, Health Secretary, and Paul Burstow, Cancer Minister, in July 2010) and influential MPs (e.g. John Healey, Shadow Health Secretary); pushed our calls in various Government health policy consultations, including in the development of the new cancer strategy; wrote and published *Always There?* on the postcode lottery of 24/7 community nursing; produced a special edition of *Cancer Matters,* our Parliamentary publication; developed rich media content involving people affected by cancer and used social media to publicise it; organised policy roundtables and a joint National Council for Palliative Care and Macmillan conference and secured Ministers and senior officials to speak (e.g. Earl Howe and Professor Mike Richards); organised for Paul Burstow to visit Macmillan's head office to take part in a webchat with our online community in January 2011; and continued to push our calls via our e-campaigners and in the media. This activity led to:

- In total, there were 95 mentions of the three issues in Parliament between 1 May 2010 and 13 April 2011 including 81 Parliamentary Questions (PQs).

- An nfpSynergy poll of MPs in November 2010 found that:
  o 77% were definitely or probably aware of our Cancer Drugs Fund campaign. Of those, 49% took one or more supportive actions.

- o 66% were definitely or probably aware of our 'Always There' campaign. Of those, 47% took one or more supportive actions.
- o 40% were definitely or probably aware of our care plans activity. Of those, 56% took one or more supportive actions.
- The campaign generated 272 pieces of media coverage – including numerous national front and lead page news articles – and there were 619,666,462 Opportunities To See. Individual journalist briefings on care plans, tied in with a BBC *Scrubbing Up* opinion piece, led to coverage spanning the BBC, including Radio 4's Today Programme and regional BBC stations.
- More than 1,500 e-campaigners took the follow-u*p Vote Cancer Support* action. Over 3000 e-campaigners took our Cancer Drugs Fund campaign action and over 1500 e-campaigners (as of May 2011) have taken our end of life campaign action.
- The *Always there?* report was referenced in government publications and the Government's Cancer Drugs Fund response reflected a number of Macmillan's key asks and quoted Macmillan directly.

CREATIVITY / ORIGINALITY

The campaign used a range of 'tried and tested' campaigning tactics alongside more innovative techniques to push our message to new Ministers and their policy teams. One innovation was hosting a Macmillan community webchat for Paul Burstow, Cancer Minister. The Minister subsequently mentioned the webchat in Parliament. Another innovation was the use of rich media content involving people affected by cancer.

OUTCOMES vs OBJECTIVES

The campaign sought to secure Ministerial support for one of Macmillan's three *Vote Cancer Support* campaign calls. By January 2011 we had secured:

I. **Survivorship** – in January 2011 the Government formally announced that every person with cancer should be offered a personalised care plan. The new cancer strategy, *Improving Outcomes: A Strategy for Cancer*, launched in January 2011, also said survivors should have a care plan following cancer treatment.

II. **Equalities** – the Government launched an interim £50 million Cancer Drugs Fund in October 2010 with a full £200 million-a-year Fund launched from April 2011. The Fund will ensure fairer access to drug treatments which had previously been unavailable on the NHS.

III. **End of life** – the interim *Palliative Care Funding Review* report, published in December 2010, said the lack of access to 24/7 community nursing was a "major barrier" and urged the Government to "take steps to address this need immediately". The Government acknowledged its importance in its choice consultation in October 2010 and in the NHS Operating Framework for England 2011/12 commissioners were asked to ensure 24/7 community nursing services were available.

Our e-campaigner database has also increased by 43% from 9,160 to 13,135 during the campaign.

STAKEHOLDER FEEDBACK

John Baron MP, Chair, All Party Parliamentary Group on Cancer: "*Macmillan's campaign has been high profile, innovative, has garnered support from across the political parties, but most of all, it has been hugely effective. Ministerial backing for the three policy changes will help make a significant difference to the lives of people with cancer and I was pleased to play a small part in the success of the campaign.*"

BUDGET AND OUTSIDE CONTRACTORS

We spent under £10,000 producing the *Always There?* report and on policy dinners. No outside contractors were used during the campaign to influence the new Government.

VOTE CANCER SUPPORT CAMPAIGN TEAM

Key members were: Gus Baldwin, Public Affairs Manager; Lucy Grove, Senior Public Affairs Officer; Helen Rainbow, Senior Policy Analyst; Natalie Stewart, Strategic Research Analyst; Lindsey Dimmick, Marketing Account Manager; Christine Denmark, NCSI Marketing Project Manager; Laura Keely, Campaigns Manager; Claire Williams, Campaigns Officer; Clio Fitzherbert, Web Editor; Andrea Shufflebotham, Media & PR Officer and Julie Wills, Assistant Media & PR Officer