Childhood Cancer Ireland
ADVOCACY • AWARENESS • SUPPORT

2025-2028 Strategic Plan

Empathy | Empowerment |
Life-long supports | Collaboration

Prepared by: Laura Cullinan

Contents

Foreword

I am thrilled to present Childhood Cancer Ireland's new three-year strategic plan, outlining our vision and goals for the future. As the CEO of Childhood Cancer Ireland, I am incredibly proud to lead an organisation that is dedicated to supporting children with cancer and their families throughout their journey.

Our strategic plan is built upon our core values of empathy, empowerment, life-long supports and collaboration. Over the next three years, we are committed to expanding our impact and enhancing our services, and advocating for improved support and resources for children, adolescents and young adults with cancer.

Key pillars of our strategic plan include:

Enhancing Support Services: We aim to expand our range of psychological support services to ensure that children and families affected by cancer have access to the resources and assistance they need throughout the cancer journey and well into survivorship, with the primary goal of establishing a continuity of Gold Standard care from hospital back to the home and community setting. This includes continuing to enhance and improve our bespoke Children, Adolescent and Young Adult's with cancer Counselling Services, financial assistance programs, and educational resources.

Advocacy and Awareness: We will strengthen our advocacy efforts to raise awareness about childhood cancer, advocate for improved healthcare support services and policies, and secure increased funding for paediatric and adolescent and young adult cancer research. By amplifying the voice of our community and engaging with key stakeholders, we aim to drive meaningful change in the childhood, adolescent and young adult cancer landscape.

Community Engagement: We are committed to fostering a strong sense of community among children, adolescents and young adults with cancer, their families, caregivers, and supporters. Through community events, support groups, and outreach initiatives, we will create a supportive environment where individuals can connect, share experiences, and find solace in knowing they are not alone.

Organisational Sustainability: We will focus on enhancing organisational sustainability by diversifying our funding sources, optimising our operations, and building strategic partnerships. By ensuring the long-term viability of Childhood Cancer Ireland, we can continue to serve our community effectively and make a lasting impact.

I am excited about the opportunities that lie ahead and the transformative impact we can achieve together. As we embark on this next chapter, we are committed to fostering collaboration with all stakeholders to ensure that families receive comprehensive, wraparound services from organisations that provide essential supports.

I invite each and every one of you to join us in realising our vision where every child, adolescent and young adult with cancer, survivors and their families receives the care, support, hope and a future they deserve.

Thank you for your unwavering support and dedication to our mission. Together, we can make a difference in the lives of children and families affected by cancer.

Laura Cullinan
CEO

Methodology

The methodology employed for crafting the strategic plan for Childhood Cancer Ireland involved a comprehensive review of strategic documents provided by the CEO. These documents outlined the current state of the organisation and highlighted areas of focus for moving forward.

To substantiate the information gathered, a survey was distributed to relevant stakeholders, gathering insights into their priorities and concerns. Additionally, a focus group session was conducted with the Board members, facilitating in-depth discussions on the organisation's future direction.

Furthermore, a meeting and discussions were held with the CEO and some Board members to further explore and refine the strategic objectives.

The development and completion of the Strategic Plan was further supported by Yellow Harbour Ltd who provided guidance and advice to bring the plan to a conclusion.

Overview & Background

Childhood Cancer Ireland was founded in 2013 by parents and family members of children battling cancer. The genesis of the organisation traces back to the initiation of the Light It Up Gold campaign in Ireland, which was launched during Childhood Cancer Awareness Month in September of the same year. The campaign's resounding success prompted a group of dedicated parents to establish a National Childhood Adolescent and Young Adult cancer charity, thus giving birth to Childhood Cancer Foundation.

The founding members were driven by a deep sense of purpose and a shared commitment to representing the interests of children and families affected by childhood cancer across Ireland. Their tireless efforts and unwavering dedication laid the foundation for what Childhood Cancer Ireland has become today.

In 2022, Cancare4living (a charity advocating for improved healthcare, support services, and policies for survivors of Children, Adolescent and Young Adult's cancer) combined forces with Childhood Cancer Foundation to become Childhood Cancer Ireland. The joining of these two highly respected charitable organisations, with numerous individuals and their families volunteering their time and energy to make it a reality. The contribution of all associated with Childhood Cancer Ireland is deeply appreciated, and their unwavering dedication has played an instrumental role in shaping the organisation's growth and impact.

A key driver of the unique value that Childhood Cancer Ireland offers is addressing the lack of information and understanding available to families impacted by childhood cancer. The feeling of isolation and loneliness, compounded by the limited psychosocial support available to parents and siblings, has been a significant challenge. Childhood Cancer Ireland has been instrumental in bridging these gaps by providing comprehensive support to the entire family unit, including siblings and grandparents, who often play a crucial role in the child's care and emotional well-being.

Additionally, Childhood Cancer Ireland recognises the importance of raising awareness and providing information to the wider community that supports the child, such as teachers, sports clubs, and other community organisations. By doing so, they help create a more informed and supportive environment for the child and their family.

The organisation has focused on helping families navigate the financial maze while trying to survive and has implemented sibling and parent workshops to help the entire family cope with this life-altering situation. Through these initiatives, Childhood Cancer Ireland ensures that every family member, from parents to siblings to grandparents, receives the necessary support and resources to manage the challenges associated with childhood cancer.

By fostering a community-wide understanding and support network, Childhood Cancer Ireland enhances the quality of life for families affected by childhood cancer, reinforcing its commitment to a holistic, family-centred approach.

Our Mission, Vision & Values

Our Mission

Our mission is to understand, support, empower and give a voice to children, adolescents and young adults with cancer, survivors and their families, through their cancer experience and beyond.

Our Vision

Our vision is a future in which children and young people with cancer, survivors and their families have ready access to Gold Standard support at all stages of their experience and that their voices are heard and represented at all levels of decision making.

Our Values

EMPATHY

We understand the trauma of diagnosis and treatment, the challenges of survivorship, and the impact of bereavement and we listen to, and share these experiences to inform or work.

EMPOWERMENT

We believe in supporting children, adolescents and young adults with cancer, survivors and their families by acting as their voice and empowering them to move forward using their own voice to advocate for positive change.

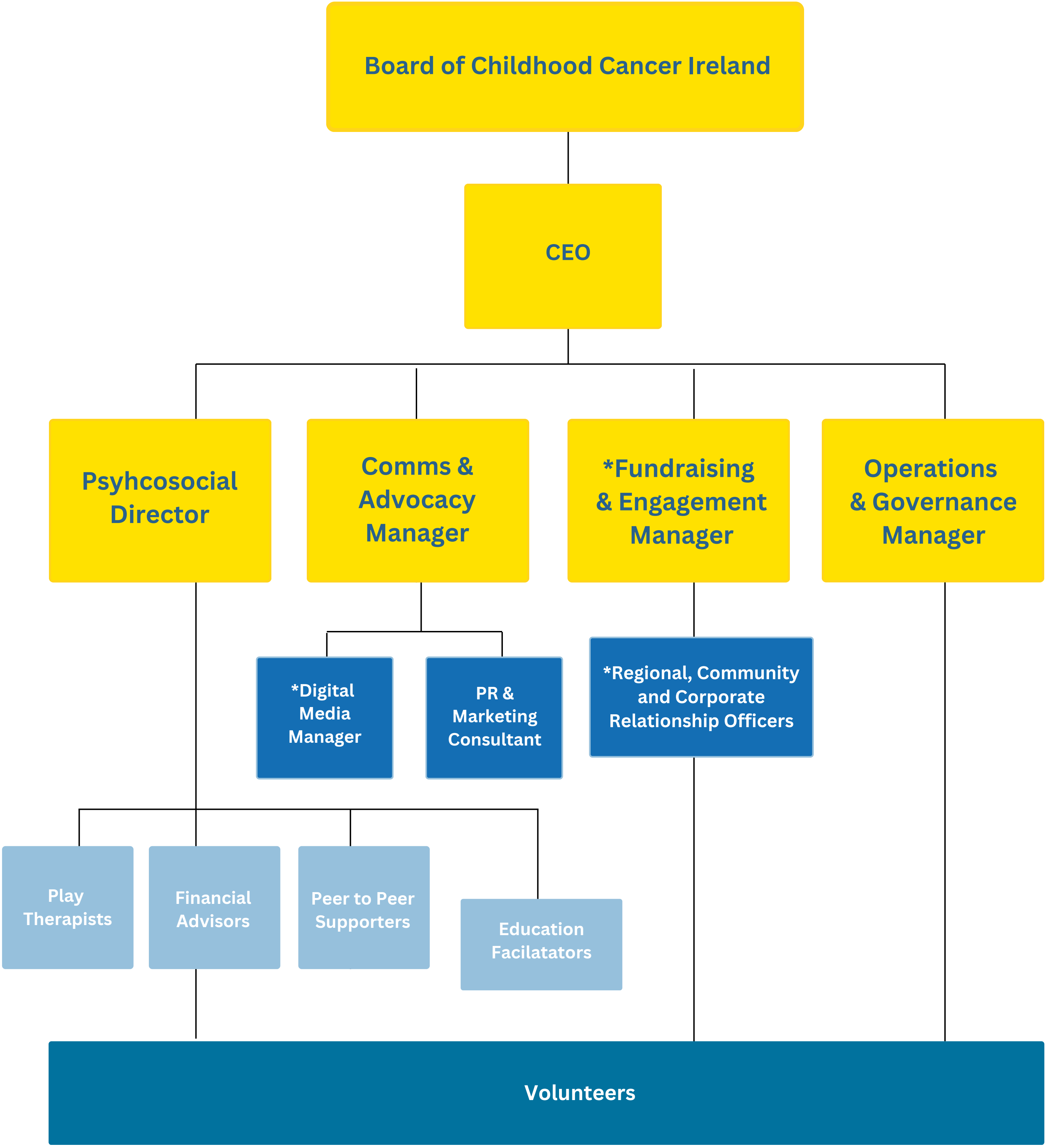
LIFE-LONG SUPPORTS

We ensure that survivorship and the long-term impacts of a cancer diagnosis and treatment, which impact both physical health and emotional wellbeing, are recognised and supported in both policy and practice

COLLABORATION

We believe in working in true partnerships with cancer care services, state agencies, NGOS, policy groups and interested parties.

Organisation Chart & Executive Team



Board of Childhood Cancer Ireland

CEO

Psyhcosocial Director

Comms & Advocacy Manager

*Fundraising & Engagement Manager

Operations & Governance Manager

*Digital Media Manager

PR & Marketing Consultant

*Regional, Community and Corporate Relationship Officers

Play Therapists

Financial Advisors

Peer to Peer Supporters

Education Facilatators

Volunteers

*Recruitment in process at time of printing

An Introduction to Our Services

At Childhood Cancer Ireland, we are dedicated to providing comprehensive support to children, adolescents, and young adults diagnosed with cancer, as well as their families. Our organisation, led by parents and survivors, understands the profound impact of a cancer diagnosis and strives to offer a range of services designed to meet the emotional, practical, and financial needs of our community. Through our efforts, we aim to ease the burden of cancer and improve the quality of life for all those affected.

Parent Workshops

In 2023, we introduced our "Putting the Pieces Back Together" workshops, specifically designed for parents and guardians of children with cancer. These one-day workshops provide a supportive space for parents to process their experiences, understand the emotional impact of their journey, and develop coping strategies. Our goal is to help parents navigate their role as caregivers while maintaining their well-being as individuals and partners.

Financial Pathways Through Childhood Cancer

Understanding the financial strain that comes with a cancer diagnosis, we have partnered with LIA, the Centre of Excellence for financial professionals, to offer free financial advice and planning. Our initiative includes a series of webinars to guide families through managing their finances during and after treatment, helping them access available assistance and make informed decisions about financial products.

Access to Play Therapy / Psychotherapy Pilot Programme

Recognising the long-lasting emotional effects of cancer, our pilot programme provides access to play therapy for children and psychotherapy for teens and their siblings. We also provide individual parent advice sessions. These services aim to support the mental health and emotional well-being of the entire family, helping them cope with the challenges brought by cancer.

Comprehensive Psychosocial Support

At Childhood Cancer Ireland, we recognise the importance of addressing the psychosocial needs of our community. Our services include ongoing emotional and psychological support from a team of trained peer supporters and principal clinical psychologists, counselling, and access to mental health professionals. We aim to provide holistic care that supports the entire family, ensuring that everyone, from parents to siblings to grandparents, receives the support they need.

Parent Peer Support

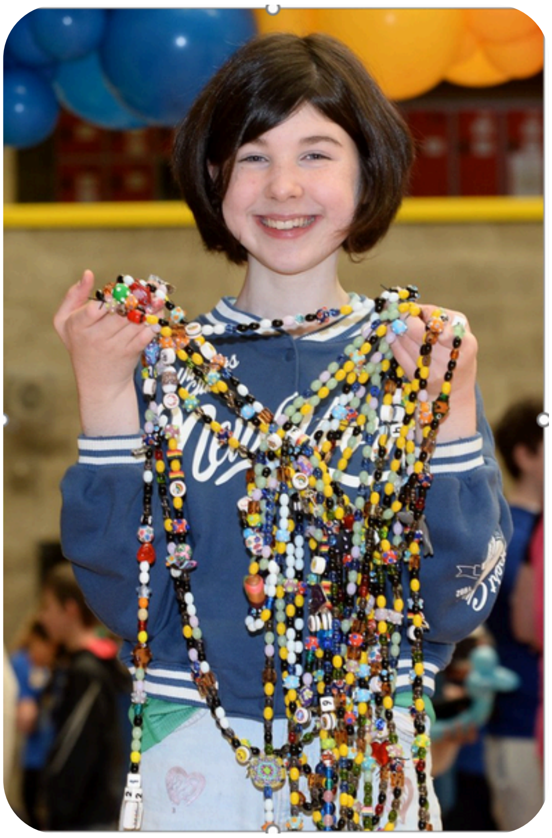
Our evidence-based parent peer support programme connects parents with a trained volunteer Peer Supporter to help them navigate through their child's cancer and beyond. The purpose of this programme is to provide friendly and peer-based emotional support, with the goal of lessening the impact of isolation and loneliness. In developing and delivering this programme we strive to ensure quality service provision through robust training and the provision of emotional support for volunteers. We also ensure that our Peer Supporters are appropriately trained and connected to each other during the programme, so they can best provide support to others.

Beads of Courage®

We are proud to offer the Beads of Courage® Paediatric Oncology programme in Ireland, an international initiative that helps children mark milestones in their treatment through colourful beads. This programme helps children find meaning in their illness, reduces stress, and promotes positive coping strategies. Each bead represents a moment of courage, providing a tangible way for children to share their stories and celebrate their resilience. We also provide a Siblings Beads programme.

Educational and Advocacy Initiatives

We are committed to raising awareness about childhood cancer and advocating for better services and policies. Through educational content, campaigns, and partnerships with schools and community organisations, we strive to create a supportive environment for children with cancer and their familie



Our Commitment

Childhood Cancer Ireland is a caring and progressive organisation dedicated to supporting families through every stage of the cancer journey. Our comprehensive services are designed to address the unique challenges faced by each family, providing the necessary tools, support, and resources to navigate this difficult time. By fostering a community of care and understanding, we aim to make a positive difference in the lives of those affected by childhood cancer.

Achievements to Date

Since its inception, Childhood Cancer Ireland has achieved significant milestones and made tangible contributions to the paediatric cancer community. These achievements reflect the organisation's dedication to improving the lives of children and families affected by cancer:

Funding a Dedicated Play Specialist

Childhood Cancer Ireland has funded a dedicated Play Specialist for eight years at St John's Haematology/Oncology Day Ward, Children's Health Ireland at Crumlin. This initiative enhances the quality of life for young cancer patients by providing therapeutic play experiences during their hospital stays. We are delighted to let Children, Adolescent and Young Adult's with cancer and their families know that such was and is the ongoing success of this programme, the HSE have agreed to fund the programme going forward. We (Childhood Cancer Ireland) are immensely proud of the effort and work put into this programme and are delighted to see the HSE fund it into the future.

Supporting Medical Research

The organisation has collaborated with a research team at University College Dublin School of Nursing and the National Children's Cancer's at Children's Health Ireland Crumlin to fund a medical research project. This project examines the effectiveness of complementary therapies in reducing symptoms in children and adolescents with cancer, underscoring Childhood Cancer Ireland's commitment to advancing medical knowledge, establishing evidence-based therapies and improving patient care (i.e. EU Children, Adolescent and Young Adult's with cancer net project, participation in National Cancer Control Programme / Children's Health Ireland's research and more).

Facility Refurbishments

Childhood Cancer Ireland has facilitated the refurbishment of eight isolation rooms in Shared Care facilities across Ireland, including Drogheda, Letterkenny, Sligo, Ballinasloe, Tralee, Waterford, Wexford, and Mullingar. These enhancements provide a more comfortable and supportive environment for paediatric cancer patients undergoing treatment. This meets recent Children, Adolescent and Young Adult's with cancer informed European recommendations and standards of psychosocial care.

Peer Support Programme

The organisation has established a Peer Support programme in collaboration with the Irish Cancer Society. This initiative offers invaluable emotional and practical support to children, adolescents, young adults with cancer, as well as their siblings, parents, and childhood cancer survivors. It fosters a sense of community and solidarity among those affected by cancer, offering them a platform to connect, share experiences, and receive mutual support.

Advocacy and Representation

Childhood Cancer Ireland serves as a strong advocate for the voices and needs of children, adolescents, and young adults with cancer, along with their families and survivors, both nationally and internationally (i.e. Childhood Cancer International, PanCare, EU Mission on Cancer). The organisation actively engages in advocacy efforts to raise awareness, promote policy changes, and improve access to quality care and support services for paediatric cancer patients and their families.

Childhood Cancer Ireland, in collaboration with the National Cancer Control Programme, successfully advocated for Children, Adolescent and Young Adult's with cancer survivors to be recognised as eligible to apply to the Disability Access Route to Education (DARE). DARE is an access scheme which supports those with disability to have an enhanced route into third level education in Ireland.

Annual Children, Adolescent and Young Adult's with Cancer Conference (CAYAS)

Despite being established for only three years (2024 will be the fourth), our Children, Adolescent and Young Adult's with Cancer Conference has become a significant achievement. This event connects patients, survivors, parents, families, carers, advocates, healthcare professionals, researchers, and policymakers to update, educate, network, and learn from one another. The conference highlights, encourages, and supports collaboration within the Children, Adolescent and Young Adult's with cancer community and keeps the lived experience at the heart of the conversation.

Enhancing Psychosocial Support for Families

Childhood Cancer Ireland recognises the critical need for comprehensive psychosocial support for children, adolescents, and young adults with cancer, as well as their families. In response to the often-inequitable distribution of support services and the lack of targeted psychosocial interventions, Childhood Cancer Ireland has worked to fill these gaps. Our initiatives include the development of workshops, peer support programmes, and access to therapeutic services. These efforts ensure families receive the necessary support at different stages of the cancer journey, helping to alleviate isolation and distress.

Gold Ribbon Conversations Podcast (Highly Commended by the Irish Podcast Awards 2023)

A diagnosis of childhood cancer has a devastating impact on the entire family. It brings fear, anxiety, sadness, pain and isolation. Our Gold Ribbon 'Conversations Podcast' aims to break through the isolation by sharing important conversations with our guests, which include parents, survivors, siblings, bereaved parents, grandparents, educators, medical experts and others that explore the lows and highs of childhood cancer, ultimately finding the light, hope, friendships and community that also exist here.

Our Commitment

Through continuous engagement with our community and listening to concerns and feedback, Childhood Cancer Ireland remains dedicated to identifying and addressing the evolving needs of children and families affected by childhood cancer. By continually refining our programmes and expanding our services, we strive to offer the highest quality of care and support, ensuring no family faces this journey alone. Our achievements to date are a testament to our commitment to making a meaningful difference in the lives of those we serve.

The Importance and Relevance of Patient and Public Involvement and Engagement to Childhood Cancer Ireland

Patient and Public Involvement and Engagement is a cornerstone of Childhood Cancer Ireland's mission and strategic approach. Involving patients, families, and the wider public in our activities ensures that the services we develop are truly aligned with the needs and priorities of those directly affected by childhood cancer. Patient and Public Involvement and Engagement not only enhances the relevance and effectiveness of our initiatives but also empowers patients and families by giving them a voice in shaping the support they receive.

Enhancing Service Relevance and Effectiveness

By actively involving patients and the public in the design, implementation, and evaluation of our programmes, we ensure that our services are tailored to meet the real needs of families dealing with childhood cancer. Their first-hand experiences provide invaluable insights that help us identify gaps in support and develop interventions that are both practical and impactful. This collaborative approach leads to more effective programmes that can significantly improve the quality of life for children with cancer and their families.

Empowering Families and Patients

Patient and Public Involvement and Engagement empowers families and patients by recognising them as experts in their own experiences. By involving them in decision-making processes, we acknowledge their unique perspectives and validate their experiences. This empowerment fosters a sense of ownership and control over their care journey, which is crucial for emotional and psychological well-being. Additionally, it helps build a community of support where families can share their experiences and learn from one another.

Building Trust and Transparency

Engaging patients and the public fosters trust and transparency between Childhood Cancer Ireland and the communities we serve. Open communication and involvement in our processes demonstrate our commitment to addressing the concerns and needs of families. This trust is essential for encouraging families to participate in our programmes and for building a supportive network that extends beyond individual cases.

Driving Advocacy and Awareness

Patient and Public Involvement and Engagement plays a vital role in our advocacy and awareness efforts. Families and patients who are actively involved in our initiatives become powerful advocates for childhood cancer issues. Their stories and experiences resonate deeply with the public and policymakers, helping to raise awareness and drive positive change. By amplifying their voices, we can influence policy, secure funding, and improve support services at a broader level.

Ensuring Continuous Improvement

The feedback and insights gained through Patient and Public Involvement and Engagement are integral to our continuous improvement efforts. By regularly engaging with patients and the public, we can evaluate the effectiveness of our programmes and make necessary adjustments. This iterative process ensures that our services remain relevant and responsive to the evolving needs of the childhood cancer community.

Commitment to Inclusivity and Diversity

Patient and Public Involvement and Engagement ensures that our services are inclusive and reflect the diverse needs of the communities we serve. By involving a wide range of voices, including those from different cultural, socio-economic, and geographic backgrounds, we can develop more comprehensive and equitable support systems. This commitment to inclusivity helps ensure that no family faces childhood cancer alone or unsupported.

Conclusion

Patient and Public Involvement and Engagement is not just a strategic initiative for Childhood Cancer Ireland; it is a fundamental principle that underpins all our activities. By placing patients and families at the heart of our work, we enhance the relevance and effectiveness of our services, empower those we support, build trust and transparency, drive advocacy and awareness, and ensure continuous improvement. Through Patient and Public Involvement and Engagement, we are better equipped to fulfil our mission of supporting children with cancer and their families, ensuring that their voices are heard, and their needs are met.

Meeting the needs of Children, Adolescent and Young Adult's with Cancer, Survivors and their Families

Childhood Cancer Ireland understand that Psychosocial support for children and their families is a crucial part of the support required to help them through their journey. To meet these needs, Childhood Cancer Ireland developed a specific Strategic Plan in 2024 around interventions for families.

Firstly though, it is important to understand what Psychosocial support means.
Psychosocial support refers to the combination of psychological and social services aimed at addressing the emotional, mental, and social needs of children with cancer and their families. This holistic approach is essential in helping families navigate the complex and often overwhelming journey of childhood cancer, from diagnosis through treatment and into survivorship or, in some cases, bereavement.

Key Components of Psychosocial Support

Emotional and Mental Health Support:

Counselling and Therapy

Professional therapists provide individual and group sessions to help children and their families cope with the emotional impact of cancer. This includes managing stress, anxiety, depression, and trauma.

Play Therapy

For younger children, play therapy offers a way to express emotions and experiences through play, which can be more natural and less intimidating than traditional talk therapy.

Social Support:

Peer Support Groups

Connecting with other families going through similar experiences can provide a sense of community and reduce feelings of isolation. These groups allow families to share their stories, offer mutual support, and exchange practical advice.

Family Support Services

Services that focus on the needs of the entire family, including siblings and grandparents, ensuring that everyone receives the support they need.

Practical Assistance:

Financial Guidance

Navigating the financial implications of cancer treatment can be challenging. Providing access to financial advice and planning helps families manage medical and non-medical expenses and find available resources and assistance.

Educational Support

Helping children and young people keep up with their education during treatment and supporting their reintegration into school and continuing their education.

Bereavement Support:

Grief Counselling

For families dealing with the loss of a child, grief counselling and support groups offer a space to process their emotions and find ways to cope with their loss.

Importance of Psychosocial Support

Comprehensive Care

Cancer affects more than just the body; it impacts every aspect of a child's life and their family's life. Psychosocial support ensures that the emotional and social dimensions of cancer care are addressed, providing a more comprehensive approach to treatment.

Improved Outcomes

Childhood Cancer Ireland recognises_that support needs should be patient-centred and individualised to meet the needs of the patient and their family. We aim to complement families' existing resilience and coping strategies. Our targeted supports will serve as both preventative and intervention measures.

Research shows that psychosocial support can lead to better treatment outcomes. Children and families who receive this support are often better able to manage the stress of treatment, adhere to medical protocols, and maintain a better quality of life during and after treatment.

Resilience Building

Providing psychosocial support helps build resilience in children and their families.
It equips them with the tools to cope with the emotional and social challenges of cancer, fostering a sense of empowerment and control over their situation.

Implementing Psychosocial Support

Effective psychosocial support involves a multidisciplinary approach, integrating services from psychologists, social workers, counsellors, and educators. This support should be flexible and tailored to the individual needs of each child and family, recognising that needs can change over time.

Conclusion

Psychosocial support is a critical component of the care provided to children with cancer and their families. By addressing the psychological and social challenges of cancer, this support helps families navigate their journey more effectively, improving their emotional well-being and overall quality of life. Through comprehensive and evidence based psychosocial support, families can find strength, resilience, and hope during one of the most challenging times of their lives.

Meeting the needs of Children, Adolescent and Young Adult's with cancer and their Families

Community-Based Psychosocial Services

One of Childhood Cancer Ireland's key strengths is our community based Comprehensive Psychosocial Support, uniquely tailored to meet the specific needs of families with a child, adolescent, or young adult with a cancer diagnosis. Unlike general cancer support centres, we focus exclusively on the distinct challenges faced by these families, offering personalised services such as play therapy for children, psychotherapy for teens, parent workshops, peer support programmes, and financial guidance. Our targeted approach ensures that every family member receives the specialised care and support they need throughout their cancer journey, setting us apart as a dedicated and empathetic organisation committed to enhancing their quality of life.

Clinical Level of needs

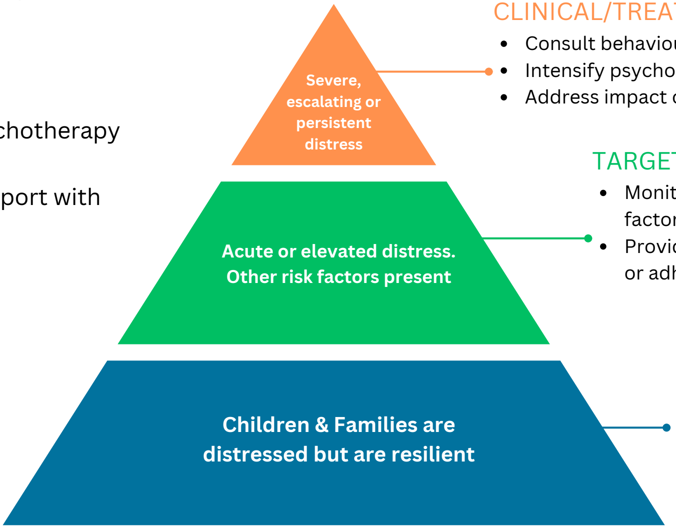
- Individual Psychological Support with Clinical Psychologist (and/or specialist MH service if appropriate).

Targeted level of needs:

- Individual play therapy/ Psychotherapy with Play Therapist
- Individual Psychological Support with Clinical Psychologist

Universal level of needs:

- Psychoeducation
- Peer Support
- Parental advice from Play Therapist
- Bead of Courage (Patient and/or Sibling)
- Psychoeducation workshops e.g Parent workshop
- Financial advice



CLINICAL/TREATMENT

- Consult behavioural health specialist
- Intensify psychosocial services
- Address impact on medical treatment

TARGETED

- Monitor child/family distress and risk factors
- Provide interventions specific to symptoms or adherence needs

UNIVERSAL

- Provide psychoeducation and family centered support
- Screen for indicators of high risk

Childhood Cancer Ireland aligns with The Paediatric Psychosocial Preventative Health Model (PPPHM; Kazak, 2006), which has been modified over the last two decades for Psycho-Oncology support. Supports are provided at different levels of intervention according to the needs of the family.

This new Psychosocial Services aims to offer support at each of these 3 levels. Each level offers a range of supports with all families offered a universal level of support such as psychoeducation, peer support, and group support such as workshops. At times, families may require more specific targeted support (Workshops, Peer Support and individual Psychologist Intervention). Those with higher level of distress/ complex needs requiring more specialist intervention (Clinical Psychologist). The National Children, Adolescent and Young Adult's with cancer Psycho-Oncology Model of Care recognises this as the theoretical framework for services in Ireland.

Community-Based Psycho-Oncology Services One of Childhood Cancer Ireland's key strengths is our community based Comprehensive Psychosocial Support, uniquely tailored to meet the specific needs of families with a child, adolescent, or young adult (Children, Adolescent and Young Adult's with cancer),

Unlike general cancer support centres, we focus exclusively on the distinct challenges faced by these families, offering personalised services such as play therapy for children, psychotherapy for teens, parent workshops, peer support programmes, and financial guidance. Our targeted approach ensures that every family member receives the specialised care and support they need throughout their cancer journey, setting us apart as a dedicated and empathetic organisation committed to enhancing their quality of life.

Focus Groups and Feedback

In 2023, we conducted focus groups with young cancer patients and their families to identify support needs. These sessions informed our strategic plan for 2023-2025. Based on this feedback, we developed workshops and other support services to fill gaps in psychological care, including bereavement and survivorship workshops.

Ongoing Development and Evaluation

We continually evaluate our programmes to ensure they meet families' needs. Post-workshop evaluations help refine our approach, ensuring our services remain effective and relevant. Our goal is to create a robust, evidence-based workshop programme that can be shared with national and international peers, offering support at every stage of the cancer journey.

Conclusion

Childhood Cancer Ireland is dedicated to supporting families through the entire cancer journey with comprehensive, accessible, and tailored psychosocial interventions. Our strategy aims to provide practical, emotional, and financial guidance to help families navigate this challenging time and improve their overall well-being.

Strategic Pillars

1. Comprehensive Support Services
2. Research & Innovation Preferred Point of Contact for Patient and Public Involvement and Engagement
3. Enhanced Collaboration
4. Advocacy & Awareness
5. Holistic Survivorship Support Programme for Children, Adolescent and Young Adult's with cancer
6. Communications
7. Financial Stability & Fundraising
8. Governance & Board Development

Pillar 1

Comprehensive Support Services

Overall Objective: Provide comprehensive support to children, adolescents, young adults (Children, Adolescent and Young Adult's with cancer), and their families throughout their cancer journey, addressing their physical, emotional, social, and financial needs.

Specific Objectives and Actions:

1. **Psychosocial Support Services**:
    - **Action**: Continue developing and implement community-based psycho-oncology services to provide timely and appropriate psychological support to families.
2. **Parent Workshops**:
    - **Action**: Continue and expand the "Putting the Pieces Back Together" workshops across Ireland, refining them based on participant feedback.
3. **Financial Support**:
    - **Action**: Partner with financial professionals to offer advice and webinars to help families navigate financial challenges during and after treatment.
4. **Therapeutic Programmes:**
    - **Action**: Expand the pilot programme for play therapy and psychotherapy to reach more children and teens.
    - **Action:** Expand the Beads of Courage™ programme to all shared care facilities and develop a ‘Beads at Home’ programme. We will also look to expand the sibling Beads programme.

Outcomes:
- Improved mental and emotional well-being of children and families.
- Increased financial stability for families dealing with childhood cancer.
- Enhanced support network and community engagement.

Measures of Success:
- Utilisation rates of psychosocial services.
- Number of workshops conducted and participant satisfaction scores.
- Increased access to and uptake of financial advice services.
- Feedback from therapeutic programme participants.

Pillar 2

Preferred Point of Contact for Patient and Public Involvement and Engagement

Overall Objective: Establish Childhood Cancer Ireland as the leading point of contact for Patient and Public Involvement and Engagement in Children, Adolescent and Young Adult's with cancer research in Ireland.

Specific Objectives and Actions

1. **Patient and Public Involvement and Engagement Integration**:
    - **Action**: Develop partnerships with research institutions to integrate Patient and Public Involvement and Engagement into early and late-stage cancer research.
2. **Awareness Campaigns**:
    - **Action**: Launch campaigns to raise awareness about the importance of Patient and Public Involvement and Engagement in research.
3. **Training and Resources**:
    - **Action**: Provide training and resources to patients and families to effectively participate in Patient and Public Involvement and Engagement initiatives.

Outcomes:
- Greater involvement of patients and the public in cancer research.
- Increased awareness of Patient and Public Involvement and Engagement among researchers and the public.
- Enhanced quality and relevance of cancer research in Ireland.

Measures of Success:
- Number of research projects incorporating Patient and Public Involvement and Engagement.
- Awareness levels measured through surveys and engagement metrics.
- Feedback from training participants.

Pillar 3

Enhanced Collaboration

Overall Objective: Strengthen collaboration with healthcare providers, charities, government agencies, and community organisations to provide seamless support for Children, Adolescent and Young Adult's with cancer patients and their families.

Specific Objectives and Actions:

1. **Partnership Development**:
    - **Action**: Establish formal partnerships with key stakeholders to coordinate resources and services.
2. **Information Sharing**:
    - **Action**: Create platforms for regular communication and information sharing among stakeholders.
3. **Joint Initiatives**:
    - **Action**: Develop and implement collaborative programmes to address the diverse needs of families.

Outcomes:

- Improved coordination and delivery of services.
- Enhanced resource utilisation and support network.
- Greater community involvement and support.

Measures of Success:

- Number of partnerships established.
- Frequency and quality of stakeholder communication.
- Impact of joint initiatives measured through outcomes and feedback.

Pillar 4

Advocacy and Awareness

Overall Objective: Raise awareness about childhood cancer and advocate for improved services, policies, and funding to support Children, Adolescent and Young Adult's with cancer patients and their families.

Specific Objectives and Actions:

1. **Advocacy Campaigns**:
    - **Action**: Launch targeted advocacy campaigns to influence policy changes and secure funding.
2. **Public Awareness**:
    - **Action**: Implement public awareness campaigns to educate the community about childhood cancer.
3. **Stakeholder Engagement**:
    - **Action**: Engage with policymakers, healthcare providers, and the public to promote the needs of Children, Adolescent and Young Adult's with cancer patients.

Outcomes:

- Increased public and policymaker awareness of childhood cancer issues.
- Improved policies and funding for cancer support services.
- Greater community support and involvement.

Measures of Success:

- Reach and impact of advocacy campaigns.
- Changes in policy and funding levels.
- Engagement metrics from public awareness initiatives.

Pillar 5

Holistic Survivorship Support Programme for Children, Adolescent and Young Adult's with cancer

Overall Objective: Develop a comprehensive survivorship support programme to address the long-term physical, emotional, and social needs of Children, Adolescent and Young Adult's with cancer survivors.

Specific Objectives and Actions:

1. **Survivorship Workshops**:
    - **Action**: Develop and conduct workshops addressing the unique challenges faced by survivors.
2. **Long-term Follow-up Care**:
    - **Action**: Advocate to establish a framework for ongoing medical and psychological follow-up care.
3. **Support Networks**:
    - **Action**: Create peer support networks to help survivors integrate into adulthood.

Outcomes:

- Improved long-term health and well-being of cancer survivors.
- Enhanced support systems and networks for survivors.
- Greater awareness of survivorship issues.

Measures of Success:

- Attendance and feedback from survivorship workshops.
- Health and well-being metrics of programme participants.
- Engagement levels in peer support networks.

Pillar 6

Communications

Overall Objective: Enhance the visibility and engagement of Childhood Cancer Ireland through effective communication strategies.

Specific Objectives and Actions:

1. **Website and Social Media**:
    - **Action**: Regularly update the website and increase social media activity to keep stakeholders informed.
2. **Content Development**:
    - **Action**: Create compelling content that highlights the organisation's mission and achievements.
3. **Community Outreach**:
    - **Action**: Implement outreach programmes to connect with the wider community.

Outcomes:
- Increased awareness and visibility of Childhood Cancer Ireland.
- Higher engagement levels among stakeholders.
- Greater community support and involvement.

Measures of Success:
- Website traffic and social media engagement metrics.
- Feedback on content and outreach programmes.
- Growth in community support and participation.

Pillar 7

Financial Stability and Fundraising

Overall Objective: Secure and maintain financial stability for Childhood Cancer Ireland through diversified fundraising strategies and prudent financial management.

Specific Objectives and Actions:

1. **Fundraising Campaigns:**
   - **Action**: Develop and implement innovative fundraising campaigns.
2. **Diversified Income Streams**:
   - **Action**: Explore and establish diverse income sources, including grants, donations, and corporate partnerships.
3. **Financial Management**:
   - **Action**: Maintain robust financial management practices to ensure sustainability.

Outcomes:
- Increased financial resources to support the organisation’s mission.
- Sustainable and diversified income streams.
- Enhanced financial management and stability.

Measures of Success:
- Revenue growth from fundraising campaigns.
- Number of new income streams established.
- Financial health indicators such as reserve levels and budget adherence.

Pillar 8

Governance and Board Development

Overall Objective: Strengthen the governance and leadership structure of Childhood Cancer Ireland to ensure effective, transparent, and accountable management.

Specific Objectives and Actions:

1. **Governance Framework**:
    - **Action**: Continuously review and improve governance policies and procedures.
2. **Board Recruitment and Training**:
    - **Action**: Recruit diverse board members and provide comprehensive training and development programmes.
3. **Performance Evaluation**:
    - **Action**: Implement regular board performance evaluations and strategic planning sessions.

Outcomes:

- Enhanced governance practices and compliance.
- A well-equipped and diverse board of directors.
- Improved organisational leadership and strategic direction.

Measures of Success:

- Compliance with governance best practices and regulatory standards.
- Diversity and effectiveness of the board.
- Results from board performance evaluations and strategic planning outcomes.

By focusing on these strategic objectives, Childhood Cancer Ireland aims to provide comprehensive support to families, drive research and advocacy, enhance collaboration, and ensure the organisation’s sustainability and effectiveness.