



RT Essential Standards in Cancer Plans Advocacy

Key Component:	Advocacy
Group Lead:	Sarah Quinlan Director of Radiotherapy UK
Working Group Members:	• Filipa Sousa Research Radiation Therapist Hôpital Universitaire Bruxelles • Frédérique Moureau Accuray Director Health Economics & Public Affairs, EIMEA • Shandi Barney AdvaMed • Cindy Tomlinson ASTRO • Jeff White ASTRO • Shalini Jayasekar Zürn UICC • Dr Onyinye Balogun International Affairs Steering Committee ASCO • Dr Verna Vanderpuye International Affairs Steering Committee ASCO
The ESSENTIALS: <i>Quality indicators, not the minimum requirements but the ideal scenario for quality access</i>	Advocacy is key to ensuring that radiotherapy is a central component of any cancer plan. These standards are designed to support the development and delivery of a successful advocacy campaign. <u>Understanding the Issue.</u> 1. Define the issue Examples of what the issues are could be; • Developing radiotherapy provision • Improving access to radiotherapy • Workforce • Education and training standards • Equipment • Technology implementation • Regulation, planning and oversight • Increased incidence of cancer 2. How can this be resolved? Examples of solutions could be; • Policy change • Additional funding • Legal change • Process change • Workforce planning - recruitment and retention (promoting radiotherapy to potential employees as a career) • Training programmes

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	• Need for regulatory body to audit, manage and plan for radiotherapy <u>Identify your audience</u> Who are the Decision makers? ie. health system/ relevant govt departments/ relevant Ministers, radiotherapy stakeholders, parliamentarians, federal and regional authorities (especially in regionalized countries such as Italy, Spain etc.) <u>Understanding your environment</u> • Policy structure and procedures that operate where you are practicing, mechanisms supporting innovative radiotherapy, % of cancer patients treated with radiotherapy. • Radiotherapy situation in targeted countries (equipment installed base and age profile, number, geographical spread and types of radiotherapy centers e.g. comprehensive cancer centers etc). • Identify barriers to radiotherapy development (such as reimbursement), capitalizing on multiple articles recently published by ESTRO - HERO • What is the baseline knowledge of RT in the country/region? <u>Identify your stakeholders</u> • Patients • Workforce • Media/ Press • Politicians • Health Bodies • Professional Bodies • Patient organizations/ NGOs • Industry and manufacturers <u>Project Plan</u> • SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) • Consider your resources. Can you combine resources with other stakeholders to be more effective e.g. the Radiotherapy4Life campaign in the UK Campaigns • Radiotherapy UK • Timeline • Actions (i.e.national campaign)
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	<u>Key Messages and Communication</u> ● Consider starting point - what is radiotherapy? Advamed what-is-Radiotherapy-fact-sheet.pdf ● Simple, accessible information ● Use of evidence based information ● How can access to radiotherapy services be aligned within each country's Universal Healthcare Plan. ● Case-studies: amplify voices of those impacted - patients/ workforce (the constituents of the politicians you are talking to) and other countries plans. ■ Focus on Indonesia - Improving access to radiation therapy in Indonesia (appliedradiationoncology.com) ■ Country case study examples - social-and-economic-impact-assessment-of-the-rca-programme-radiotherapy-case-study.pdf (iaea.org) ● Show impact of resolving this issue - what difference will it make? ● Look ahead. Trends or issues that will arise if nothing is done. ● Capitalise on existing advocacy tools or campaigns already preformed and complement them (e.g Marie Curie legacy campaign by ESTRO ESTRO - ESTRO Cancer Foundation)
Checklist:	☐ Gather all relevant information/ research and data about the issue ☐ What is best practice internationally/ comparable countries ☐ Look at existing country cancer plans and identify whether they are dealing with radiotherapy or not, and what is missing ☐ Consider options that could resolve the issue ☐ Draft key messages and a call to action ☐ Understand who has influence to impact on this issue ☐ Explore champions - leaders, celebrities, influencers outside of health ☐ Engage with all stakeholders and build national and international connections Global Coalition for Radiotherapy (globalradiotherapy.org)

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	☐ Develop connections with decision-makers ☐ Promote your advocacy work - media, collaborations, political networks ☐ Develop campaign networks and collaborations ☐ Produce supportive content - reports/ analysis of public data/ patient experience/ workforce surveys ☐ Organise useful meetings with government officials or MPs - how can you help them achieve their aims. ☐ Work with a trade association or neutral partner to collaborate with governments ☐ Develop a repository of existing advocacy material and policy articles dealing with radiotherapy
Implementation: <i>Financing to execute, distribute, implement and measure</i>	☐ Set up appropriate and accountable mechanism through which can fund advocacy - independent organization/ charity. ☐ Consider financing - grants/ trusts, corporate/ industry partnerships, donor drive campaign. ☐ Delivery mechanism: in-house, public affairs company, collaborative networks. ☐ Ensure patient confidentiality and data protection requirements are followed. ☐ Advocacy can be hard to evaluate and the advocacy environment is exceptionally vulnerable to shifts in global and political priorities which offers challenges and opportunities. Set milestones that are realistic and re-evaluate regularly. ☐ Collaborate locally, nationally and globally. GCR offers collective resources and an Advocacy Toolkit f75f19_b41a5847ec59444aa65fafa7f1ea89a7.pdf (globalradiotherapy.org) <u>Top Tips</u> ● Remain politically neutral ● Be prepared to take all opportunities as arise - the road of advocacy is not a straight one and can lead to unexpected connections/ awareness. ● Be agile and responsive - you can best do this if you have prepared and collaborated in advance. ● Be ambitious. Ask for the optimum.

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	• Own the campaign - be the trusted expert in this area. This means advocacy based on evidence/ experiences/ data (integrity) • Laser-like focus
Resources/ Links:	• ESTRO - HERO • RadiationTherapyForCancer.pdf (rtanswers.org) • Global Coalition for Radiotherapy (globalradiotherapy.org) • RT Answers - What is Radiation Therapy - RTAnswers.org - Answers to your radiation therapy questions
Potential Resources to develop	Creation of generic advocacy slides and others which can slot specific country-related information into.