

Strategic Plan Summary

2021-2025



Provide patient-centred resources and information

- Create a dedicated CTS website section for easier access to program materials
- Post CTS content 3x per month on CCC social media platforms
- Use engaging media such as animated videos and interactive website content



Increase access to patient support

- Create "buddy-system" framework for one-on-one peer support
- Promote and collaborate with CCC's patient support groups
- Collaborate with Patient Support Managers to ensure consistency and efficiency in providing high-quality support



Advocate for healthy public policy around cancer survivorship care

- Collaborate with provincial cancer agencies to pilot a clinic-based survivorship care project
- Create a survivorship care plan template for use at cancer centres
- Collaborate with researchers to determine gaps in survivorship care



Serve as a trusted thought-leader in the survivorship sphere

- Develop a CTS Expert Advisory Committee (EAC) comprising of a wide range of experts (including those with lived-experience)
- Review all resources and materials with EAC to ensure factual and up-to-date information

Mission

The mission of the Cope Thrive Survive (CTS) program is to promote health by supporting colorectal cancer patients & caregivers while getting their lives back on track. The program aims to provide resources, information and advocate for patients & caregivers of all ages as they transition from active treatment into everyday life.

Vision

Colorectal Cancer Canada envisions Canada as a country where all colorectal cancer patients and their families are supported during and post-treatment, resulting in better quality of life from the time of diagnosis until the end of life.