

Changing how people
live with lymphoma



**Our strategy
for 2023–2025**

Inform | Support | Connect

This document sets out what we want to achieve for people affected by lymphoma.

Not only does this strategy build on the foundations laid over 35 years ago by the volunteers who set up Lymphoma Action, it also plays to our strengths and helps prepare for what the future brings – both the challenges and the opportunities, including a health service that is changing.

People affected by lymphoma face all the challenges that come with being diagnosed with cancer – but through our expert focus on what they need, we hope to change how people live with lymphoma, helping them to find their new normal, to understand, adapt and manage so that they don't have to face lymphoma alone.



Vision statement

Everyone affected by lymphoma will receive the best possible support, treatment and care.

Mission statement

Through information, education, support and influence, we will make sure no-one has to face their lymphoma alone.

Our values

- **Focused** – we are dedicated to the needs of those affected by lymphoma.
- **Empowering** – we build confidence to make change happen.
- **Trusted** – we use our expertise to deliver quality services.
- **Innovative** – we look to a better future for people affected by lymphoma.
- **Collaborative** – we are inclusive and value our partnerships.



In the next year, **over 20,000 people will be told they have lymphoma**, that's one person diagnosed **every 26 minutes**.

Lymphoma is the most common blood cancer and the 5th most common cancer in the UK.

National priorities

Significant progress has been made for people diagnosed with cancer and survival rates continue to improve – however a growing and ageing population means incidence continues to rise.

In the **One Cancer Voice Consensus Statement** we set out a number of issues that need to be addressed. These include delays in diagnosis, workforce shortages, access to treatment and post-treatment support, care inequalities and preserving the UK's status in cancer research. The UK cancer community must work with the government to improve outcomes.

We are committed to working together with the cancer community to influence and shape the cancer agenda, making sure people are not just surviving cancer, but living well too.



Lymphoma matters

Better treatment is helping many more people with lymphoma to survive longer than ever before – the five-year survival rate has increased by nearly a third since the '70s and treatment options continue to expand all the time with novel treatments, a number of targeted therapies and personalised medicines all developing quickly.

However, alongside the promise of newer therapies, we must also ensure a focus on developing better, gentler treatment, quicker access to treatment and care, and better psycho-social support. We know lymphoma symptoms can be vague and difficult to diagnose and the sheer number of subtypes mean a diverse range of patient experiences and that those with rarer lymphomas can feel less supported.

The physical, emotional and financial effects of lymphoma and its treatment can be incredibly difficult. There is a need to support people so that they feel better able to navigate the system and deal with the psychological toll of a lymphoma diagnosis and the longer-term implications of living on active monitoring or with side effects.

As the population affected by lymphoma grows, our ambition is to continue to be the go-to place to help people live well with and beyond lymphoma and to amplify the voices of those affected so that we can advocate together for better treatment, care and outcomes.

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It was like being caught in a swirling river and you're trying to find stepping stones to help you across. Just getting information and support helps you to feel a bit more secure and find the next step.

Lesley

How we developed our strategy

Our strategy is rooted in a core set of goals and is continuously developed in consultation with people affected by lymphoma, healthcare professionals, staff and volunteers. The pandemic accelerated the digitization of our services and in 2022 we updated the strategy to 2025, taking into account the changes brought by the pandemic, recognising that we're operating in a challenging environment but one in which we are in a position to develop new services and activities.

Our goals



Ensure that people **understand lymphoma**.



Enable people affected by lymphoma to feel **supported by others who understand what they are going through**.



Empower people affected by lymphoma and their healthcare professionals to **communicate with confidence**.



Be a voice for people affected by lymphoma to **influence the decisions that affect them**.



Increase the impact of our work by **making best use of our resources**.

Our Strategy 2023–2025

Goal 1: Ensure that people understand lymphoma.

- Provide trusted information about lymphoma, at the right time and in the right way, to meet the individual needs of people affected by lymphoma.
- Disseminate our information to more people and more diverse communities to increase our reach.
- Make our information accessible and give people choice as to how they receive it so that they can make informed decisions about their health and care.

Goal 2: Enable people affected by lymphoma to feel supported by others who understand what they are going through.

- Ensure that everything we do is informed by the needs and experiences of those that we are here to support.
- Provide a range of face-to-face and digital services so that people feel connected and supported.
- Develop and expand our peer-led services.

Goal 3: Empower people affected by lymphoma and their healthcare professionals to communicate with confidence.

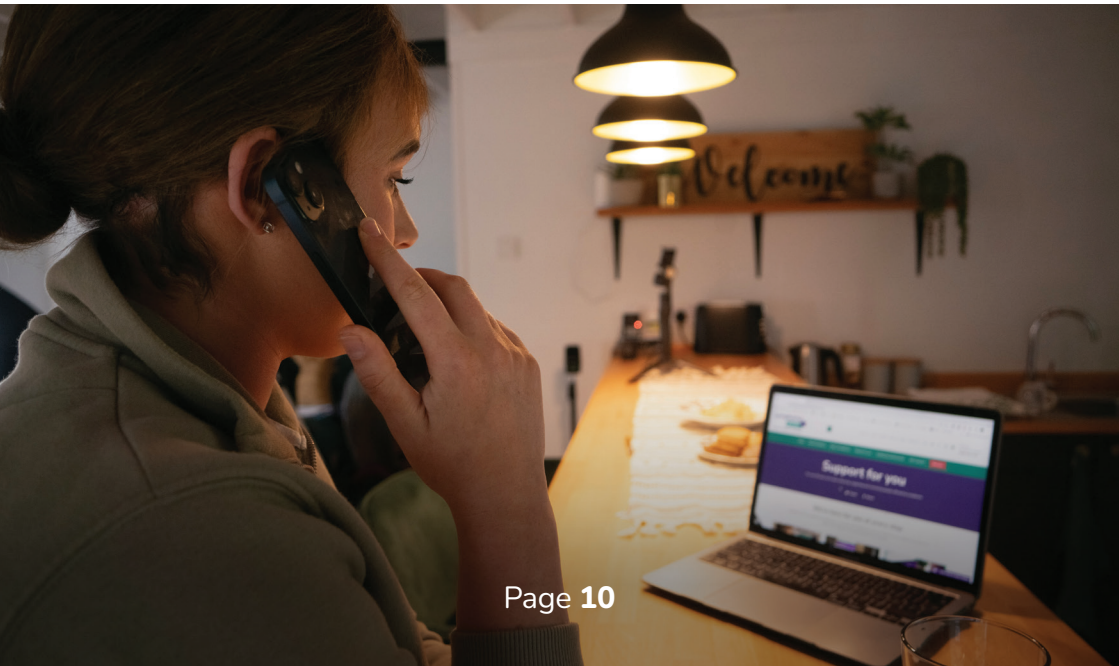
- Engage with more healthcare professionals, so that they understand how we support and connect people, and so feel confident promoting our services.
- Provide education and resources to equip more healthcare professionals to deliver the best care to those affected by lymphoma.
- Empower people to access the treatment, support and care of their choice.

Goal 4: Be a voice for people affected by lymphoma to influence the decisions that affect them.

- Collaborate with our partners to share and amplify the voice of people affected by lymphoma and bring about change in policy.
- Improve health outcomes by supporting developments in the prompt diagnosis, treatment and care of lymphoma.
- Develop communications and campaigns to raise awareness of lymphoma.

Goal 5: Increase the impact of our work by making best use of our resources.

- Invest and develop in a responsive way, focusing resources effectively to meet the changing needs of the Charity and the people we support.
- Build an adaptive organisation through responsible fundraising, robust planning and innovation.
- Grow and engage the Lymphoma Action community, underpinned by effective people and volunteering strategies.



We need you!

We can't achieve our goals on our own – your ongoing support is invaluable.

Whether you work for us, volunteer your time and expertise, fundraise, campaign, support our events, promote our services or work in partnership we are very grateful and appreciate your continued passion and commitment.

Thank you for your ongoing support and commitment which makes our work possible.

Together we can make sure no one faces lymphoma alone.

If you're affected by lymphoma, we are here for you



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Helpline (freephone) **0808 808 5555** (Mon to Fri, 10am to 3pm)



Live Chat via our website (Mon to Fri, 10am to 3pm)