MAKE
2NDS
COUNT

-YEAR COMMITMENT

GIVING HOPE TO THOSE
AFFECTED BY SECONDARY
BREAST CANCER

Our guiding light

We have achieved great things in recent years, funding important trials, increasing our Patient Trial Advocate service and providing patients with an ever-expanding network of support.

We are committed to grow further and touch more lives, and we are committed to transparency about our plans to deliver on our mission.

We are excited to share our vision and programme for the next two years. Our pillars of research, education and support will focus our efforts where they will have the biggest impact.

We know there is more work to be done, and we are devoting our time and resources to continue this important, inspiring project of hope.

“ **I don’t know how I would have coped without Make 2nds Count and the support services I have been able to take part in.**

You’ve given me comfort, and took away my fear and loneliness. ”

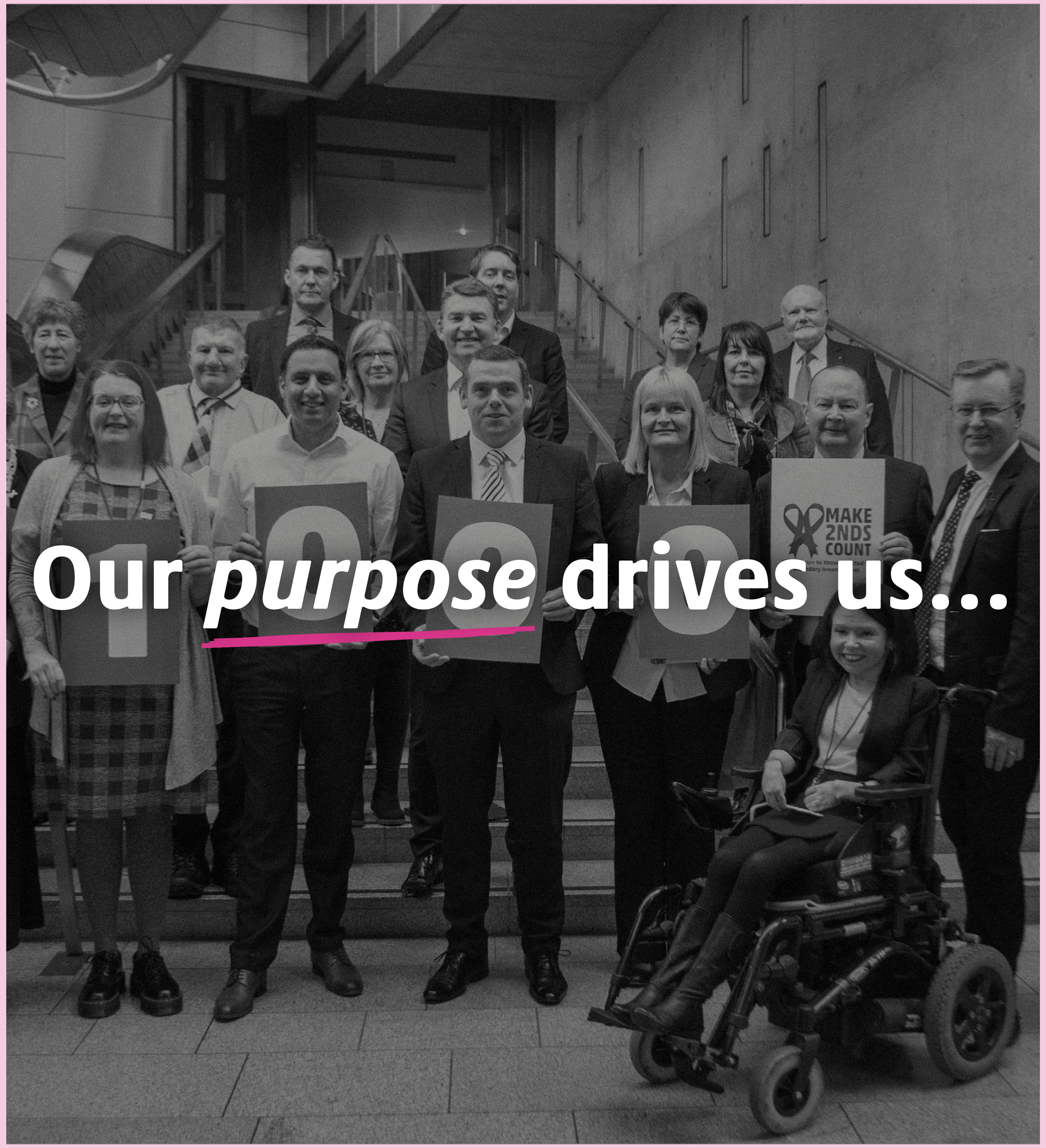
Secondary breast cancer patient who's active in our Tea and a Chat Programme

Our *mission* guides us...

“**Giving hope** to those affected by secondary (metastatic) breast cancer”

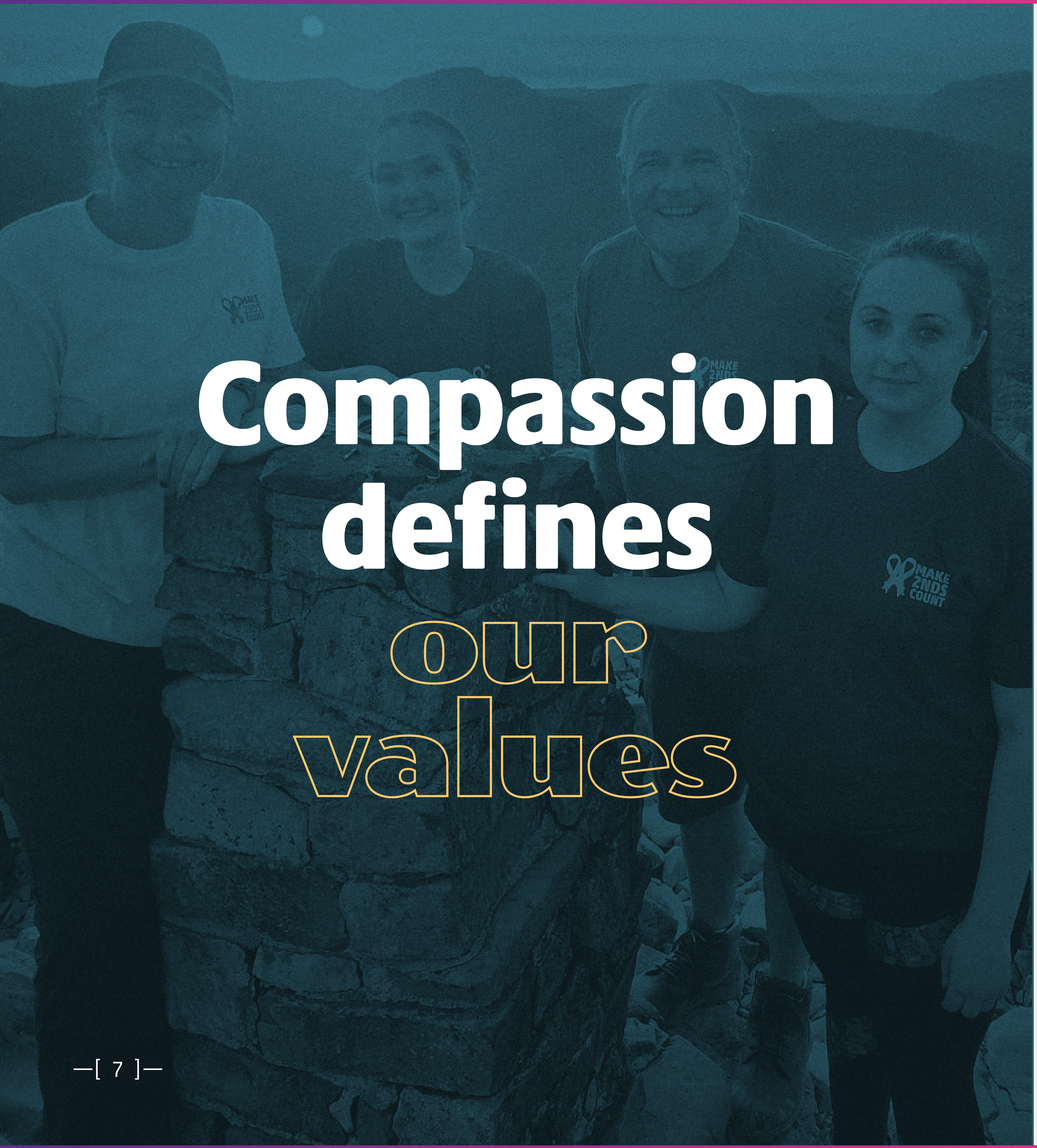
Our *vision* inspires us…

> “…we exist to help people with secondary (metastatic) breast cancer
>
> live longer and better lives”



Our *purpose* drives us...

> “**For patients, by patients:**
>
> **giving hope through clinical trial education, sharing knowledge, providing support and funding research**”



Compassion defines our values

Our values serve as a guiding light, highlighting what’s important in our endeavours.

Each time we make a decision, we should be able to show how it either helps us build community, helps make a difference or helps care for an individual whose life has been touched by secondary breast cancer.

BUILDING A COMMUNITY	PATIENTS	FRIENDS & FAMILY
Friendship	**Passion**	**Empathy**
Inclusion	**Knowledge**	**Respect**
Compassion	**Integrity**	**Honesty**

UNDERPINNED BY GREAT TEAMWORK AND COMMUNICATION

Key pillars focus our efforts, to bring our values to life

For the next two years, our key areas of focus will be:

EDUCATION

Become the main trusted source for in-depth information on secondary breast cancer

SUPPORT

Strengthen & grow our connected community for people with secondary breast cancer

RESEARCH

Build a research programme that amplifies our community voice and helps people live longer, better lives alongside secondary breast cancer

Education – becoming a trusted source of information

We want Make 2nds Count to be the main trusted source for information on secondary breast cancer. No other organisation is providing in-depth educational resources for those affected by secondary breast cancer, and we want to meet this need. We have identified five areas of focus to help us achieve this.

1. **Make information on secondary breast cancer and clinical trials accessible and meaningful.**

   This will be supported by improving our online educational recourses. Website navigation will be improved, topics will be grouped by target audience, new content will be developed to fill information gaps and existing content will be augmented with more graphics and videos. Downloadable educational resources will be published, and regular educational content will be published for social media. We will also be promoting the clinical trial registry more widely, both to patient communities and healthcare professionals.

Education
– becoming a trusted source of information

2. **Tailor education programme and deliverables by audience.**
   Our work has four distinct audiences: secondary breast cancer patients, friends and family, healthcare professionals and the general public. Through listening to our community we have identified several priority topics under two main themes: ‘What is secondary breast cancer?’ and ‘All about clinical trials'. We will craft our education work on these themes for these specific audiences.

3. **Engage healthcare professionals to drive awareness of the Patient Trials Advocate (PTA) service and clinical trials registry**
   By increasing the proactive engagement of healthcare professionals from 2024, and developing a healthcare professional engagement strategy for 2025 and beyond, we expect growth in our network of contacts and an increase in enquiries from Health Care Professionals (HCPs) to the PTA service and clinical trial registry.

Education – becoming a trusted source of information

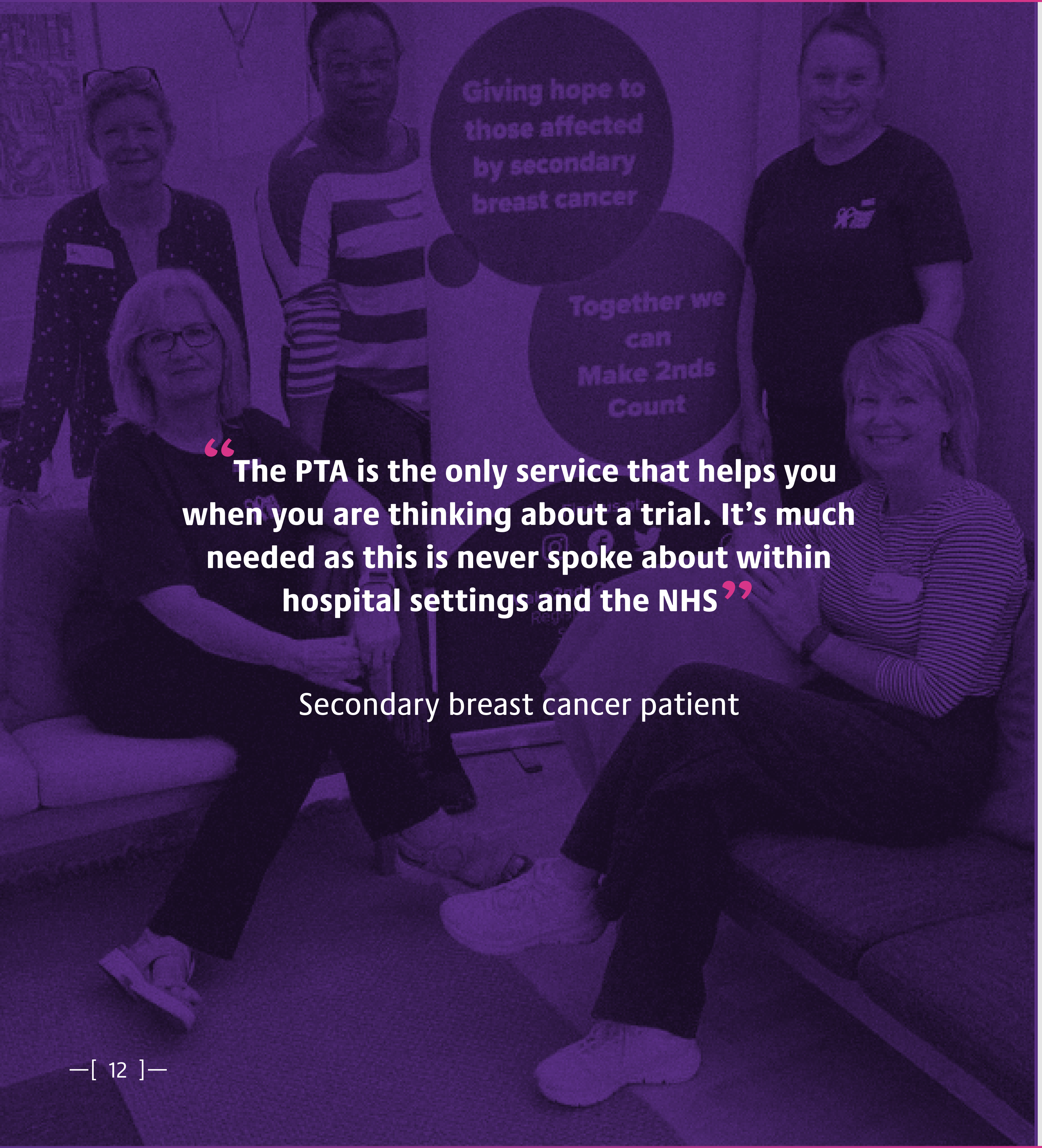
4. Fully fund and increase capacity of Patient Trail Advocate (PTA) service

The plan for the next two years is to grow capacity in the service for patient referrals from 30 to 50 per month, make appointments available Monday to Friday, continue to deliver 12 patient education sessions per year and secure funding to fully support the service.

5. Strengthen partnership network to support education programme

Plans include delivering a national roundtable on clinical trials based on the findings of our regional events aimed at key partners and working with Macmillan and Maggie’s on distributions of downloadable/print educational resources.

> **“Over 500 people have benefited from our Trial Advocate Service”**



> “The PTA is the only service that helps you when you are thinking about a trial. It’s much needed as this is never spoke about within hospital settings and the NHS”

Secondary breast cancer patient

> “I went to a consult appointment just a few hours after the PTA meeting. It gave me the confidence to use my voice and know that my questions are important and to ask them and be heard. I came away from my consults meeting feeling for once happy that I had got all the information I needed from it and a greater understanding of what is going on and going to happen. And more importantly, I came away feeling more in control”

Secondary breast cancer patient

Support

strengthen and grow our community

The support we provide the SBC community is the backbone of our service. We will continue to strengthen this in the coming years, with investment in growing our Tea & A Chat locations, increasing the number of retreats, and curating wellbeing resources

- Connect and guide the secondary breast cancer community through understanding clinical trials
- Strengthen & grow current support activities and peer to peer support opportunities so no one has to face secondary breast cancer alone
- Support improved wellbeing for the secondary breast cancer community
- Provide guidance and information and offer practical advice & support
- Engage with Health Care Professionals so that they in turn can encourage patients to engage with Make 2nds Count

> **“Over 2500 people have accessed our support services”**

Support strengthen and grow our community

"One day, about three weeks after diagnosis, I was having a particularly bad day and in my desperation, I posted on the Facebook page, asking for help and support to face the awful fear of dying early and leaving my children.

I went for a long walk and by the time I got back, about 30 women had replied with messages of love, support and crucially, hope! The impact these messages had on me and my husband was immediate and transformational. We had hope!"

Secondary breast cancer patient, on finding support via the 2nds Together online group

Support

strengthen and grow our community

	2024	2025
Tea and a Chat programme	• Double the number of groups across the UK to 18 • 6 one-off events throughout the year	• Increase to 24 groups across the UK • 7 one-off events throughout the year
2nds Together retreats	• 4 patient retreats over the year	• 5 patient retreats over the year • New retreat for patients plus carers
2nds Together online services	• Allocate more moderators and grow the sub-groups	• Target of 2,000 members and an appropriate app or platform to house them
Wellbeing resources	• Curated resources online • Wellbeing week with live sessions with experts	• Summit to include support and wellbeing components

Research

build an empowering research programme

This 2-year plan will lay the foundations for our research programme, by implementing the necessary processes, documentation and communication materials to establish an annual funding cycle and support the existing portfolio of research projects.

As a research funder we occupy an important niche, supporting clinical studies dedicated to secondary breast cancer. We will continue to fund research projects which deliver tangible near-time benefit to people living with secondary breast cancer. It is vital that patients are actively involved in our research programme, as patient advocates informing the design of studies or as research participants.

We will prioritise sharing research findings to ensure our research is accessible and transparent.

> **“£650,000 in research projects funded to date”**

Research

build an empowering research programme

Our research programme development will be driven by these steps:

- Establish an annual funding cycle and raise awareness of our research programme in the academic community
- Fund research studies that deliver near-time benefit to people living with secondary breast cancer through an open and transparent funding process
- Secure full Association of Medical Research Charities (AMRC) membership to gain credibility and tap into a wider research network
- Support grant-holders in the dissemination of research findings
- Facilitate engagement from the patient community with our research programme, ensuring effective patient involvement in the research studies we fund

“We're incredibly grateful for the support from the charity, this CNS surveillance research is long overdue for our patients and with your help, we can finally undertake the work.”

Prof Sara Meade,
University Hospitals Birmingham

“The HER2-CNS SURVEILLANCE study was awarded £219,560 in research funding over three years by Make 2nds Count”

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GIVING HOPE TO THOSE AFFECTED BY SECONDARY BREAST CANCER

2-YEAR COMMITMENT