

Breaking Barriers 2025

Calls to Action

'Working together at the Irish Cancer Society to advocate for underserved groups affected by cancer'



Dr Sarah Tighe & Ms Emma Harte- 14th May 2025

cancer.ie

Assess your Needs



Irish Cancer Society



1800 200 700

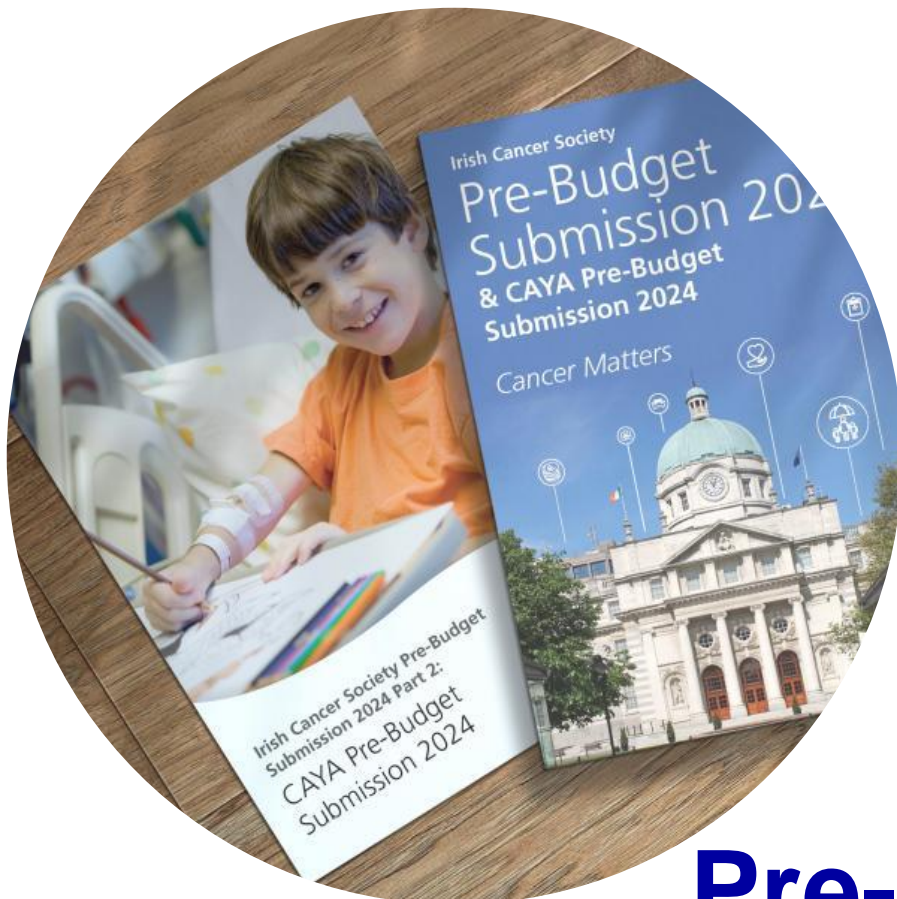
Transport



Information



**Pre-Budget
Recommendations**



Champions



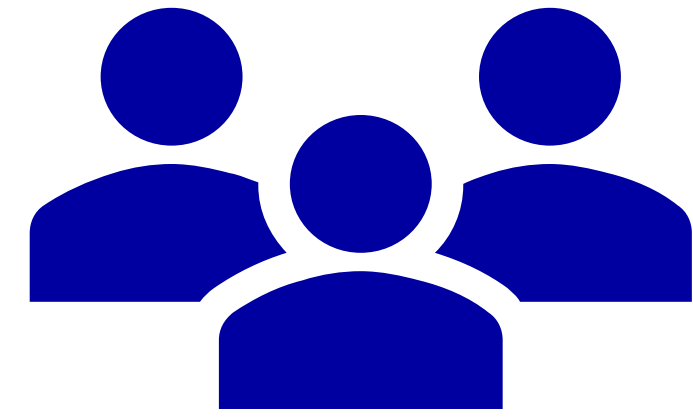
Research



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Research Team



Advocacy Team



Funded Researchers



Build a case for change
Advocate for those affected by cancer
Better supports for people affected by cancer



Strategy



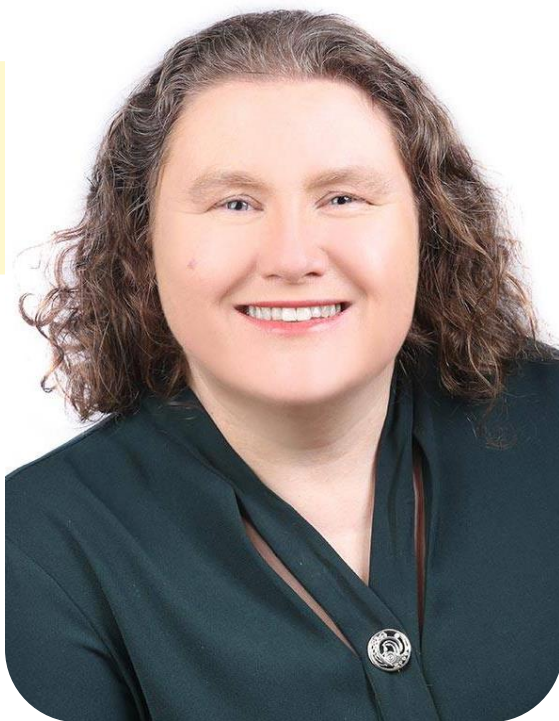
Advocacy Team



Communications Team



Services Team



Prof Suzanne Guerin

Whose needs are not being met?

Certain groups' personal experiences of cancer, such as people with disabilities, receive far less attention from decision-makers.

What can the Irish Cancer Society do?

- Collect information for a better picture.
- Education and awareness for healthcare professionals.
- Initiatives that respect the individual identity of a person receiving care.



Earlier Diagnosis



Improved Outcomes

- ✓ Improve access to services at all stages of care
- ✓ Ensure vital personal supports available
- ✓ Rethink strategies for clear communication
- ✓ Lifestyle Support

Dr Martin McMahon



Energy Hardship

for People with Palliative Care Needs at Home

**Advocacy
after
Research**

What was the research?

What were the advocacy objectives?

What has been achieved to date?

Who did we reach?

**Case
Study**



Denieffe, S. et al. 2024. "Energy Hardship for People with Palliative Care Needs at Home: Understanding Issues and Promoting Actions: Research Report."

Energy Hardship

for People with Palliative Care Needs at Home

December 2022

Funding awarded for project

December 2023

Pre-launch local media work

February 2024

Launch of research report with political audience

March 2024

Presentation of evidence to Oireachtas Committee on Social Protection, Community and Rural Development and the Islands

**Advocacy
after
Research**

**Case
Study**



Starter Toolkit: Leaders for Change

What is your goal?

What is the story? Who is telling the story?

What relationships do you need to develop?

What actions need to happen?



Using the evidence base to effect change!

Goal

Story

Relationships

Action

Looking Forward:

Exploring the unmet needs of
people affected by cancer
across Ireland

Continue building a case for change!



Thank You

#BreakingBarriers2025

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