

### HELLO EVERYONE

Hello everyone and welcome to our Winter 2023 newsletter. In this edition, as we emerge from the pandemic (though I think Covid will always be with us), I provide a few reflections on 2022 and my thoughts and hopes for 2023, including World Cancer Day on 4 February.

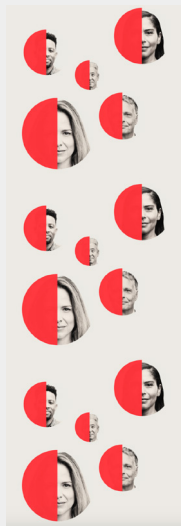


But first and foremost, some news about an exciting initiative we are involved with which launched at the World Economic Forum at Davos on 17th January.

### PRESS RELEASE



On Tuesday the Publicis Group launched a major 'Working with Cancer' campaign at the World Economic Forum at Davos. For World Cancer Day on 4th February, they will launch a mass media wakeup call to encourage everyone to play their part in supporting their colleagues with cancer. To ensure this call will be heard by all, it will be backed by a far-reaching campaign and \$100M in media that has been generously donated by partners around the world.



Given the name of the campaign **Working With Cancer** is a major partner, supporter and provider of services to organisations supporting the pledge. You can read the full press release [here](#).

If you are employed, please visit the website [here](#) and bring this campaign to your employer's attention.

This is a unique opportunity for employers to pledge and provide improved workplace support to employees affected by cancer – those with cancer and working carers.

In this newsletter we also feature:

- Two new WWC associates – **Veronica Foote** and **Anna Dunn**
- Our work in Europe where we continue to contribute to the work of the TBCT initiative and the European Cancer Organisation
- Our workshop programme for 2023.

### REFLECTIONS ON 2022 AND THE YEAR TO COME

#### WWC in 2022

For WWC, 2022 proved to be a busy year. At the start of the year we launched the [IES/WWC Cancer and Employment study](#) based on the responses of over 1200 people living with cancer. The survey highlighted the importance of work for most cancer patients but also exposed the challenges many continue to face in returning to, and thriving at, work.



In the first 6 months of 2022 we coached and provided (free) ad hoc advice to more people than for all of 2021.

We also undertook two large consultancy projects developing work and cancer information and website resources for two international organisations. Our [Best Practice Guides](#) are proving to be very popular and excellent value.

We continued to develop our training programmes, running free open workshops for cancer survivors, which have addressed a huge unmet need, and specialist programmes for in-house cancer buddy networks. In the meantime, we have continued to expand our webinar and workshop programme working with a variety of cancer charities, hospitals, universities, government agencies and departments in addition to commercial companies.

#### WWC in 2023

The Publicis #WorkingwithCancer pledge gives us a unique opportunity to work with employers to improve the lives of all those working with cancer here in the UK.



Looking forwards I'd like to highlight 2 important dates for your diary over the next 6 months:

- **February 4th: World Cancer Day**
- **June 4th (first Sunday in June): World Cancer Survivors' Day**



How do you or your organisation plan to mark these dates to show your support for people living and working with cancer? Do please [get in touch](#) if you'd like to discuss this.

### NEW ASSOCIATES JOIN WWC

I am delighted to announce that WWC has two new associates: Veronica Foote and Anna Dunn. There are short pen portraits below and you can read more about them [here](#).

#### Veronica Foote

Veronica, who is an ex-business client of ours, joined us in November from Novartis where she worked for 20 years, predominately for their Oncology division. For the last 10 years she held leadership roles in Patient Engagement and Patient Advocacy in Oncology.

Prior to moving to Patient Advocacy Veronica was the Head of Human Resources for Novartis Oncology Europe. In 2022 Veronica experienced first-hand both as a patient and then as a caregiver the impact of cancer and the challenging side effects, both physical and psychological. She lives in London with her husband and son.



#### Anna Dunn

Anna is an experienced Leadership and Career Coach with a background in Human Resources. She spent 16 years working as an HR professional before retraining as a Business Coach and NLP Practitioner, in 2015. In 2016 Anna was diagnosed with a stage 2 melanoma. She feels fortunate to have been offered a great deal of psychological support after her treatment finished and this helped Anna to adjust to home and working life, after her cancer. However, she became aware that this level of support is not always accessible to many cancer patients and Anna became passionate about advocating for more nuanced support.



### OUR WORK IN EUROPE

*"As a defender of women's rights, I believe breast cancer has a profound impact on women and we need to ensure they can be facilitated to continue to live their lives, both during and after cancer, in both their communities and society."*  
MEP Frances Fitzgerald, Chair TBCT

In the first half of this year work and cancer played a central role in the work of the TBCT with quality of care and the right to work being one of three key themes. In May 2022 the TBCT launched its campaign 'Living a Normal Life' raising awareness around the realities of people living with primary, advanced, or metastatic breast cancer. As part of this campaign, TBCT Chair and Member of European Parliament Frances Fitzgerald held an intimate conversation with breast cancer survivor Yamina Krossa about the challenges to returning to work during and after cancer. You can watch the video [here](#).



We also continued to contribute to the European Cancer Organisation's Survivorship network and as part of this, I spoke about 'Living & Working With Metastatic Breast Cancer: The Right to Work' as part of a seminar run by the ECO Community 365 Roundtable on 'Cancer Care Needs in the Community Setting.'

This coming year WWC will continue to work with the TBCT and other European partners to improve the lives of all those working with cancer, whatever their cancer and stage it has reached.

### WWC WORKSHOP PROGRAMME FOR 2023

This year's Open Workshop programme, particularly our programme for employees – which are free - continues to be very popular. The session we ran most recently on 10th January was packed out and the feedback we received was excellent.

More dates for our workshops can be found [here](#).

We also run a variety of bespoke webinars and half day workshops for organisations (employees, HR, line managers, cancer buddy networks, mental health first aiders), for health professionals and for charities. Do please [get in touch](#) with us if you would like to find out more.

