



UKONS STRATEGIC PLAN & PARTNERSHIP OPPORTUNITIES



ABOUT UKONS

UKONS are a Registered Charity (1136972) run voluntarily by cancer nurses for cancer nurses. UKONS was founded in 2005 and the first UKONS newsletter and website was produced that year.

We are also a VAT registered limited company, have a secretariat, hold an annual conference in November each year, publish a fortnightly newsletter, hold multiple cancer nurse education events throughout the year and collaborate with multiple organisations that support the development of cancer nurses.

UKONS is a rapidly developing organisation with over ten thousand members (as of October 2024). We continue to grow and provide vital information and peer support for our members via our publications, members interest groups, our social media accounts and regular newsletters.

OUR VISION is to promote excellence in the nursing management and care of all those directly and

indirectly affected by cancer in all four countries of the UK.

OUR MISSION is to inspire cancer nursing by engaging with cancer nurses to support research, learning and development, to promote excellence in cancer care.

These are met through Members Interest Groups (MIGs). Each MIG has a committee, terms of reference, and work plan. Our MIGs are:

- Systemic Anti-Cancer Therapies (SACT)
- Acute Oncology Services
- Haemato-Oncology
- Personalised Cancer Care
- Radiotherapy
- Research
- Lead Cancer Nurses
- Young and Early Career Cancer Nurses (YECCN)



HOW UKONS MAKE A DIFFERENCE

Since our inception UKONS have built a reputation based on promoting excellence in cancer nurses and the management of every person affected by a cancer diagnosis. We have done this by bringing specialist nurses together to benchmark, standardise and then provide access to examples of best practice. Good examples of this can be seen in our work on the UKONS 24-hour Rapid Assessment Triage Tool for assessing patients with cancer, translated in main languages through/by request by our international network, the UKONS SACT Competence Assessment Passport, which allows nurses to evidence their attainment in providing safe, autonomous, patient-centred chemotherapy care, and app/web-based clinical guidelines for patients admitted with acute oncological indications.

Our main work continues to be based around developing and educating the cancer nursing workforce and to provide opportunities for all nurses engaged in cancer care. This has never been more important as the health services across the four nations struggle with recruiting and developing cancer nurses in the aftermath of both austerity measures and a pandemic. We also work very closely with a whole range of individuals, organisations and public bodies, such as Macmillan Cancer Support, the Royal College of Nursing, NHS England and Health Education England.

Our growing reputation as the voice of cancer nursing in the UK has meant that UKONS are key stakeholders consulted about, and involved in, the development and review of cancer nursing and cancer-related health care policies. Recently, we have contributed to consultations relating to chemotherapy delivery, the care of patients with lung cancer, breast cancer and renal cancer and the reform of hospital multidisciplinary teams.

Since 2005, we have helped make a positive difference to the education and development of thousands of cancer nurses, and because of this, we have positively influenced the care of patients with cancer both nationally and internationally. We passionately believe that nurse education is the foundation for best practice in cancer care.

Your support can help us continue to make a difference.

With kind regards

Karen Campbell

UKONS President

UKONS STRATEGIC AIMS

1

To promote excellence in the nursing care of those affected by cancer

2

To encourage and provide opportunities for all nurses engaged in cancer care

3

To support all nurses working with people affected by cancer through education, research and practice development

4

To work with and foster co-operation between individuals, organisations and or public bodies connected with the care and treatment of cancer patients

5

To contribute to the development and review of cancer nursing and cancer-related health care policies

6

To encourage healthy discussion and debate within cancer nursing and actively promote a questioning and inquisitive approach to practice in our membership Through provision of evidence-based practice

STRATEGIC OBJECTIVES

These Objectives will be realised through UKONS generating income through links with partner organisations.

1

To provide and facilitate opportunities for our members to ensure active involvement in UKONS, with the board, partner organisations and other members

2

To ensure that UKONS continues to develop its social media presence to support UKONS's members aiding further development of our involvement and influence with the wider cancer community

3

To ensure members interest groups (MIG) are fit for purpose, representing the needs of UKONS members in conjunction with high-quality governance

4

To develop an on-going programme of annual conference and additional national educational meetings with support from, and with the involvement of, board member partnership links, members interest groups and UKONS Champions

5

To build upon and formalise our relationships with organisations that can support and influence the progress of cancer nursing

6

To develop the role of UKONS in identifying, promoting, providing an evidence base, and formalising best practice approach to practice in our membership through provision of evidence-based practice

7

To work with our industry partners to promote the aims and objectives of UKONS's by inviting partners to integrate with the work of UKONS for the benefit of the Board, the membership, and the partner organisations themselves



MEMBERS INTEREST GROUPS (MIGS)

Due to the fluidity of the workplans and extent of ongoing and new projects, each MIG has a designated space on the website where workplans and minutes can be accessed.

<https://www.ukons.org/>

BENEFITS FOR MEMBERS

All members of UKONS are invited and encouraged to participate in the wide range of UKONS Members Interest Groups (MIGs), activities and events.

- **Acute Oncology MIG** – Aims to provide guidance to health professionals to standardise and optimise outcomes for patients requiring acute oncology care
- **SACT MIG** – Aims to guidance to health professionals to standardise and optimise outcomes for patients receiving systemic anti-cancer therapies
- **Personalised Cancer Care MIG** – Aims to promote best practice in providing, holistic, person-centred, specialist supportive care to people living with and beyond cancer
- **Radiotherapy MIG** – Aims to support health professionals to improve the care and reduce the risk of side effects of patients receiving radiotherapy treatment
- **Research MIG** – Supports UKONS research activity linking with the other MIGs

- **Young and Early Career Cancer Nurses MIG** – Aims to support young and early career Cancer Nurses educational and development requirements
- **Haemato-oncology MIG** – Aims to support specialist education and development needs of nurses caring for patients with haematological malignancies
- **Lead Cancer Nurse MIG** – Aims to provide a forum to facilitate Lead Cancer Nurses across the UK to inform, advise and influence cancer nursing policies and practice. This MIG also provides UK Lead Cancer Nurses with a unique forum to share ideas for best practice

Benefits include:

- Access to the UKONS website
<https://www.ukons.org>
- Receipt of the fortnightly electronic 'Breaking News'
- Reduced rates at the Annual Conference
- Invitations to attend free educational events
- Access to a range of position statements
- Information about cancer education, training and development opportunities
- Membership of the international organisations e.g. European Oncology Nursing Society (EONS) and International Society of Nurses in Cancer Care (ISNCC)
- Opportunity to contribute to UK policy and developments
- Receipt of complementary or discounted journals

UKONS CHAMPIONS

A network of active UKONS Champions has been established to cover the nine regions of the United Kingdom. UKONS Champions across the UK promote local engagement and help to ensure that UKONS delivers what its members want.

The overall purpose of the Champions role is to support and promote the UKONS organisational aims of supporting cancer nurses and to increase the reach and scale of local involvement. The regional Champions key role is to coordinate the communication and actively engage with other promoting UKONS whilst keeping the Lead Champion and Board Lead updated with UKONS associated activities.

UKONS Champions are an important regional link between UKONS and its partner organisations, such as through the organisation of regional educational events where Partners can attend and meet with UKONS members. These partnerships fully fund the work of UKONS and represent an important vehicle for both industry and UKONS to demonstrate their joint commitment to collaborative work that ultimately bring benefit to patients. UKONS Champions in conjunction with their regional board member will ensure that all UKONS-associated educational events and meetings are registered on the UKONS events calendar and website.



PARTNERSHIP OPPORTUNITIES

As UKONS continues to grow, we are looking to engage corporate supporters to join us on our journey who share our mission of inspiring cancer nurses to promote excellent cancer care. Partnering with UKONS will give you a unique opportunity to play a role in our future, support a vital cause and also achieve recognition for the part you play in developing oncology care.

We understand that every business is different and that's why we will work with you to develop a partnership tailored to your company's needs and objectives. Corporate Partnerships provide the majority of the income for the Charity. The Corporate Partnerships also demonstrate a joint commitment from both industry and UKONS to collaborate on cancer nurse education programmes to ultimately improve patient outcomes and experiences.

Some examples of joint working are:

- UKONS consultancy for industry funded education events
- Industry presence at UKONS regional education events
- Standardisation of competence assessment, e.g. in SACT and AOS services
- Digitalisation of guidelines and learning resources
- UKONS Educational books
- Sponsoring conference spaces and contributing to Research grants

OUR NETWORK

As a charity with a long history, we know the importance of evolving over time. We have an extensive social media reach, with passionate and engaged supporters who share our values. This makes UKONS an effective choice when it comes to raising your online profile, or even adding a social media element to an existing campaign.



GETTING INVOLVED AND WORKING TOGETHER

As part of a Corporate Partnership with UKONS there are many ways you can get involved and support us, we are always keen to discuss new suggestions and opportunities.

We have a structured approach to our Corporate Partnerships as we believe this gives UKONS and our partners a clear view of expectations and level of involvement. Our current partnership levels are described below.

Benefit	Bronze £1,000	Silver £6,000	Gold £16,000	Principal £35,000
Listed on UKONS website as a Partner	✓	✓	✓	✓
Use of company logo on materials for promotion of jointly supported events	✓	✓	✓	✓
Conference rate reduction for promotional stand at the Annual Conference	✓	✓	✓	✓
Recognition on annual UKONS conference materials	✓	✓	✓	✓
Priority in application to present a UKONS/Industry sponsored session during the annual conference	✓	✓	✓	✓
Linking with a nominated UKONS Board member in an advisory capacity regarding the benefits of the annual Partnership (maximum time in hours)		5	12	20
Promotional mail shots to UKONS members per year		2	4	6
Promotional masterclass (education event)		1	2	4
Exclusive opportunity to be recognised as the UKONS Principal Partner				✓
First refusal as UKONS Principal Partner renewal				✓
Linking with a second nominated board member				✓
Company branding on opening conference slide as UKONS Principal Partner				✓
Banner advert on the conference app				✓
Distribution of company information at the conference				✓
Exhibition stand (2x3m2) at annual conference in a prominent position				✓
6 non-transferable complementary conference registration passes				✓
The opportunity to purchase up to 6 additional conference delegate passes at a 25% reduced rate (prior to the early bird registration deadline)				✓

Term of the Partnership is for 12 months from the date of signing the Agreement.

All partnership packages are open to corporate bodies or organisations that support the philosophy, aims, objectives and activities of UKONS. All partnership levels include; membership of UKONS, access to the UKONS website and receipt of regular 'Breaking News' by email Membership of UKONS.

All benefits must be taken within the contracted year or partnership and can not be carried over.

PROMOTION

With your consent, your organisation's name and logo will be used on any relevant communication material and on our website dependant on the level of partnership.

REGULAR FEEDBACK AND REPORTING

We will feedback to you in an agreed format and frequency on how your generous support is allocated and used.





CONTACT US

Please contact the UKONS Partnership Lead at
UKONS@media1productions.co.uk

BUSINESS DETAILS

Registered Address: First Floor,
10 Queen Street Place, London, EC4R 1BE
Charity number: 1136972
Company number: 6996552
VAT Registration Number: 290 7685 64

To find out more,
scan the QR below:

