



What is a shared focus?

In addition to **committed organisations** with **capable consumers** working together with professionals in **inclusive groups**, the final element of the Framework is a **shared focus**. This element means that to have effective consumer involvement in cancer control, consumers are active participants, actively supported by organisational systems and processes, working as members of a team to achieve objectives. This element draws all elements together to focus on outcomes.

In order to have a **shared focus**, consumers may be actively involved in the following areas:

Development of accessible information and support:

working together, consumers and professionals develop accessible information and support for people affected by cancer

Delivery of quality services and best practice:

consumers join with health professionals to ensure the delivery of safe and high quality cancer services based on best practice

Research and evaluation:

consumers are involved in the design, conduct, translation and evaluation of research

Policy development:

consumers participate in policy development to improve cancer outcomes

Benchmarking and linkages:

consumers and professionals develop performance measures to help determine the effectiveness of consumer involvement and facilitate benchmarking opportunities for quality improvement.