

# Policy & Public Affairs Strategy 2021–2024

Our goal is the adoption and implementation of a comprehensive package of policies to create environments for all populations that are conducive to following our **Cancer Prevention Recommendations**. We want the healthiest choice to be the easiest choice.

## To achieve our goal, we will:

### INFLUENCE

### COLLATE EVIDENCE & DEVELOP TOOLS

### BUILD CAPACITY & DISSEMINATE KNOWLEDGE

## We are outcome-focused and want to ensure that:

Policymakers implement evidence-informed and well-designed policies which support the implementation of our Cancer Prevention Recommendations.

A robust evidence base and policy tools are available to support policymakers and relevant stakeholders to develop policies which support the implementation of our Cancer Prevention Recommendations.

The WCRF network of national charities is supported through national policy and public affairs activities and our international policy work is widely disseminated.

## To deliver our objectives in a range of ways, we will:

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| <ul style="list-style-type: none"> <li>■ Work at global and regional level to advance and strengthen our work in diet and physical activity.</li> <li>■ Continue to work with the World Health Organization and Member States through our official relations status.</li> <li>■ Take a deeper dive into marketing restrictions, front of pack labelling and fiscal measures, building on our existing knowledge and expertise.</li> <li>■ Engage in high-level international meetings and events to advocate for healthy diets and active people.</li> <li>■ Explore engagement in alcohol and breastfeeding policy.</li> </ul> | <ul style="list-style-type: none"> <li>■ Continue to promote our <b>NOURISHING</b> and <b>MOVING</b> policy frameworks to push for comprehensive action in a range of policy areas.</li> <li>■ Expand our <b>NOURISHING and MOVING databases</b> of diet-related and physical activity policies to support policy development processes through the <b>CO-CREATE project</b> and become the go-to resource for policymakers, researchers and civil society.</li> <li>■ Develop a policy benchmarking tool to assess the design of national-level government-led physical activity and diet-related policies and provide a value on the strength of policy design.</li> </ul> | <ul style="list-style-type: none"> <li>■ Work to support WCRF network entities with their policy priority areas.</li> <li>■ Share news and information about policy developments relevant to each network country.</li> <li>■ Integrate WCRF country specific case studies into all international publications and outputs.</li> <li>■ Support our network on the development of technical documents such as consultations.</li> <li>■ Foster collaborative working and peer to peer learning opportunities to share insights on successful policy development and influencing.</li> </ul> |
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- Provide technical support and guidance through **statements**, briefings, and **consultations** to drive evidence-based policy implementation.
- Work with our **Policy Advisory Group** to formulate policy positions, develop advocacy plans and identify influencing opportunities.
- Publish a policy index that outlines the strength of diet and physical activity policy in 27 European countries.
- Develop publications such as our **Building Momentum reports** to provide practical advice and guidance on specific policy issues.
- Explore ways in which to sustain and expand our policy tools.
- More broadly, communicate our work and latest policy developments through a **monthly newsletter** and through social media.
- Publish our work and results in scientific papers and disseminate at conferences.

We advocate for cancer prevention policies related to our recommendations in the broader non-communicable disease (NCD) agenda, given the significant common risk factors. Our evidence-informed work contributes to global targets relating to **cancer prevention**, **NCDs**, **nutrition** and **physical activity** and is delivered in partnership to ensure maximum impact.

## Cross-cutting approaches

We will adopt a cross-cutting approach on areas that intersect with our priorities, which include:



## What counts as success?

We take into account many measures of success: from the direct impact of our policy messaging to our influence on public policy and how much value people have gained from our frameworks, resources, and tools. Our main aim is to influence those working in policy design and development and provide them with tools and information to help them create healthy environments. Our yearly workplans support our strategy and are evaluated every year.

## World Cancer Research Fund International leads and unifies a network of cancer prevention charities



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