

OUTRUN CANCER Research and Activities Guidelines

Run - Practical and actionable

Prevent – Lifestyle choices such as physical activity, diet and bmi

Inspire – Change status quo and empower with tools for responsible choices

OUTRUN CANCER Research and Activities guidelines details:

RUN. PREVENT. INSPIRE. is at the core of everything we do and should be reflected in the activities and research we fund.

Principles:

RUN.

Focused on **ACTION**: changes to our daily lives in our workplace and community to lower our risks, and influence mindset, policies and standards for future generations.

PREVENT.

PREVENTION, focused on LIFESTYLE (diet, physical activity, bmi, alcohol). Exclude tobacco and sun.

Example: [Curbing sugar consumption study](#) from WCRF

INSPIRE.

Empower people with knowledge and tools to make the mental shift towards to a more responsible lifestyle.

Example: [Tackle child obesity with compulsory food education](#) or [Eat it to Beat it](#).

Desired Outcome (value to supporters):

1. Change of mindset – keep fit and eat healthy to prevent chronic diseases and reduce cancer risks.
Cancer is not down to luck we have a degree of responsibility.
2. Keep supporters informed and engaged to become advocate with their area of INFLUENCE (work place, business connection, family and friends)
3. Instill desire of change (healthy and active staff -> more productive and happy -> lower cost health/retention -> more profit) to corporates

If we could achieve or focus on one thing only, it would be number 1.

Desired Outcome (value to research):

1. Research to influence policy makers and community.
2. National research and activities.

If we could achieve or focus on one thing only, it would be number 1.

Type of Projects:

Short to medium term projects (1-5 years)

Powerful and **relevant** to audience

Action based with measurable outcomes which can be presented to corporates.

Topic appealing to audience and their corporates, rather than "pure" research.

Audience:

30 - 50 years old, middle class, working in corporates, with young families and disposable income
have access to information (physical activity and diet) but do not necessarily act on it.

large sphere of influence within corporates and with friends

have the opportunity and means to adopt a healthier lifestyle

work and live near city centre

Fundraising (net):

2012 - \$45K (1 OCTM + 1 Special event)

2013 - \$32K (1 OCTM)

2014 - \$65K (4 OCTM)

2015 - \$110K (3 OCTM + 1 Special Event)

2016 - \$150K (5 OCTM + 1 Special Event)

2017 - \$200K (7 OCTM + ?)