

# CANSUPPORT

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**Number of Placements:** 1

**Placement Site:** New Delhi, India

**URL:** <http://www.cansupport.org/>

## **Field/Subject Area:**

Open to all York students who meet the eligibility criteria

## **Position Description:**

The Program Management & Marketing Associate will have a dual role in program management and marketing.

CanSupport has a Day Care Program for children and young adults with cancer and their caregivers that provides them a safe and comforting platform for normalcy and self-expression under caring resource people. Children participate in a range of creative and educational activities and receive nutritional supplements as well as age appropriate emotional support. Their parents/caregivers get time to interact with one another to seek advice or reassurance from volunteers specially trained to answer their queries, to rest, to receive healing therapies and to share problems in a safe and empathetic environment. The Day Care for teenage cancer patients focuses on their specific needs, especially growing into confident and self-sustaining young adults.

The Program is completely run by volunteers from all walks of life. It is therefore a well-meaning program than a well-structured one, with the risk of getting lost in the personal perspectives of the volunteers. The role of intern would be to bring some documented system to the Program so there is clarity and alignment within the volunteers especially in understanding its purpose and impact.

The Marketing Role is equally challenging. It will be a fund raising project wherein, the intern will be required to approach Canadian companies doing business in India and/or Canadian Trusts and Foundations who support Indian cancer care charities like CanSupport and seek support for its Flagship Program - Home Based Palliative Care for those with advanced cancer.

## **Specific tasks will include:**

- Developing Standard Operating Procedures and Process-Output-Impact Indicators of CanSupport's Day Care Program for Children and Young Adults with cancer with a

structured system for regular monitoring and evaluation of the program to assess whether program activities are maximally effective in achieving the intended objectives and to pinpoint areas for growth and improvement. The assessment tools will need to be designed to focus on coverage, delivery, achievement of targets and impact and patient satisfaction.

- Documenting at least 10 human interest stories of the Day Care Program for Children and Young Adults with cancer
- Researching Canadian Companies who do business in India as well as Canadian Trusts and Foundations who support charities working in cancer and palliative care in India and send out grant applications to them to support CanSupport palliative care projects
- Rolling out a project and plan for Indian Diaspora in Canada to raise funds for CanSupport's Day Care Program for Children

**Expected work hours:** 6 hours per day, 5 days per week

**Preferred start date:** May 1

**Complete all tasks assigned, which includes but is not limited to the responsibilities outlined above.**

### **Qualifications/skills required:**

- Excellent verbal and written communication (English)
- Excellent word-processing and database management skills.
- Capable of radical thinking and developing out of the box innovative strategies for fundraising
- Marketing knowhow
- Knowledge of palliative care especially in India
- Knowledge of development of process and outcome indicators of a health care program.
- Knowledge of Canadian Companies that do business in India and their Corporate Social Responsibility mandates, Canadian Trusts Foundations who provide grants to Charities in India in the Healthcare/Cancer/Palliative Care Sector.

### **Language requirements:**

English, knowledge of Hindi an asset.

## **Highlights of Organization/background information:**

CanSupport is a registered society founded by Harmala Gupta, a cancer survivor. We are a group of palliative care experts committed to enabling a caring and supportive society around cancer management. We help patients, families and society at large to work together to maximize the quality of life with cancer in a meaningful and compassionate manner, whilst fully respecting the dignity of the individual.

Our focus is on providing palliative and supportive care services to cancer patients and their families in the National Capital Region (NCR). Our wide-ranging programs are designed to help patients of all ages and cancers throughout their cancer journey; right from the day of diagnosis, across all curative therapies and as a continuum of care adapting to the unique needs in case cancer progresses into its terminal phase. The support extends even after the death of the patient through bereavement and rehabilitative support to the families.

Our trained teams of doctors, nurses and counselors bring our care to the doorstep of patients too sick to travel and make regular visits providing high quality medical and nursing care and psychosocial and spiritual support. We have a license from the Delhi Government to procure and dispense oral morphine thereby saving those under our care from unnecessary pain. Patients and their families also have access to outpatient clinics for pain and symptom management, supportive medication and equipment, cancer helpline for ready information and referral service, day care, counseling services, peer support, patient navigation services, bereavement support and other resources. We also run tailor-made programs, short- and long-term courses as well as workshops to train health professionals across the country empowering them to provide better care to cancer patients.

CanSupport helps to fill a critical gap in services for the care of cancer patients, especially those who are poor or destitute. Our services are aimed at the less privileged and are entirely free of charge.