

# COVER IMAGE: CIAN Agency © François Struzik – simply human

# WITH YOUR SUPPORT OUR IMPACT IS GROWING



Partnership is at the heart of all our activities. This approach has made us more successful than ever before in leveraging our most vital assets – our power to connect and coordinate – to benefit the cancer community. We focus our resources on three areas that make a difference: advocacy, convening and programmes.

Our recent advocacy success demonstrates our collective impact. In November 2011, we gathered together the most influential individuals from across the cancer and global health communities for our World Cancer Leaders' Summit in Dublin, Ireland. During this pivotal event, our members pledged to leverage their networks to achieve a series of specific goals outlined in our Dublin Resolution. A key goal in this Resolution was to press governments to set specific and measurable targets for reducing the burden of noncommunicable diseases (NCDs), with a focus on an ambitious but achievable goal of a 25% reduction in premature deaths from NCDs by 2025. Six months later, following an intense period of lobbying by UICC and our global membership base, the first ever target was announced: governments have agreed on this historic target of 25% by 2025.

This report showcases this achievement and some of the other important milestones that you, our Champions, have been a part of through your investments in UICC.

You will see how we are growing and evolving as an organisation, and read about three of our most exciting partnerships: our new innovative collaboration with

GlaxoSmithKline in Uganda, the leadership investment recently made by the Dutch Cancer Society, and the successful collaboration with a core group of advocacy partners.

We fully recognise the vital role that our partners play in our activities and we are proud of the results we have achieved together over the past 12 months. We also have exciting plans for the future: your continued support, alongside the investment of new partners, will enable us to increase the impact we can have on behalf of the global cancer community.

We are excited about the future and our continued collaboration.

Yours sincerely,

Cary Adams

Chief Executive Officer

Union for International Cancer Control

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### YOUR INVESTMENTS HELPED US DRIVE IMPACT WORLDWIDE

UICC is committed to delivering the 11 targets of the World Cancer Declaration through strategic partnerships involving members and other institutions interested in fighting cancer. Together we aim to save millions of lives by focusing on what needs to be done by taking the lead in:

- Convening the global cancer control community
- Putting cancer on the global health and development agendas through advocacy
- Coordinating high-impact global programmes

### **GLOBAL ADVOCACY**

### THE BIG PICTURE

There is an unacceptable gap between the growing burden of cancer and the attention it receives on the global health and development agenda. We work to encourage global leaders to make the strongest possible cancer control commitments, help with implementation, and hold them accountable for the promises they have made.

Over the past 12 months, working with our members and partners, we:

- **Developed the Dublin Resolution** at the World Cancer Leaders' Summit, which outlines a series of targets that our members have agreed to work together to achieve.
- Guided by the Dublin Resolution, we successfully lobbied for governments to adopt a specific target for a 25% reduction in premature mortality from NCDs by 2025, which was announced at the World Health Assembly in May 2012.
- Provided a vital advocacy toolkit which encourages and supports our members to undertake effective advocacy by:
  - 1) helping to explain the current political context,
  - 2) giving practical advice on how to work with the media and influence governments, and
  - **3) providing fact-based evidence sheets** which provide compelling explanations, which our members can share with policy makers.
- Hosted high-profile roundtable discussions, including a critical meeting at the US Permanent Mission to the UN in Geneva, Switzerland during the WHO consultations about targets and indicators. This event was attended by key WHO representatives, ambassadors to the UN, cancer societies and selected private sector partners.



IN CLOSE COLLABORATION WITH THE NCD ALLIANCE, UICC PLAYED A KEY ROLE IN SECURING THE WORLD HEALTH ORGANIZATION'S (WHO) TARGET OF A

25% REDUCTION IN PREMATURE DEATHS FROM NCDS BY 2025.



THANKS TO A SUCCESSFUL ADVOCACY CAMPAIGN AT LEAST 20%

OF THE NGOS THAT COMMENTED IN THE WHO E-CONSULTATION ON THE UN POLITICAL DECLARATION ON NCDS WERE UICC MEMBERS

## CASE STUDY: GLOBAL ADVOCACY ELEVATING CANCER ON THE POLITICAL AGENDA

Over the past 18 months, we have been leading a coordinated global advocacy campaign to press for ambitious, but achievable, targets to be set for governments around the world on the prevention and treatment of cancer. Working with our members and partners, our efforts have helped create a new political momentum behind tackling the cancer burden.

Our advocacy activities have involved direct lobbying, as well as supporting and encouraging our global membership base to drive change. Our Vanguard partners have worked with us across these activities to help develop compelling and fact-based materials, lead discussions with decision-makers and raise awareness amongst the public about the need for change. Working together, we have achieved a number of historic successes.

Following the Dublin Resolution at the World Cancer Leaders' Summit in November 2011, we collaborated with our global membership base to press for governments to set a specific target to reduce premature mortality from cancer and other NCDs, focusing on governments setting a target of a 25% reduction by 2025. With a united voice, UICC members were visible and vocal advocates around the world, pressing Ministers of Health directly and engaging in formal WHO consultation processes. For example, with support from the UICC advocacy team in Geneva, more than 20% of the comments received through WHO e-consultation were from UICC members, and at least one UICC member was present at each of the WHO regional consultations.

These actions played a key role in ensuring governments agreed a landmark target for reducing cancer and other NCDs with governments committing to reduced premature deaths from non-communicable diseases by 25% by 2025, the exact target we pressed for.

We are proud of these achievements and recognise there is much more that must be done before cancer is permanently placed on the global health and development agendas. We have a clear advocacy agenda for the future and a strong team of partners. Our focus for the next 18 months will be on pressing for new commitments and supporting governments to live up to their promises.







### CANCER REGISTRIES

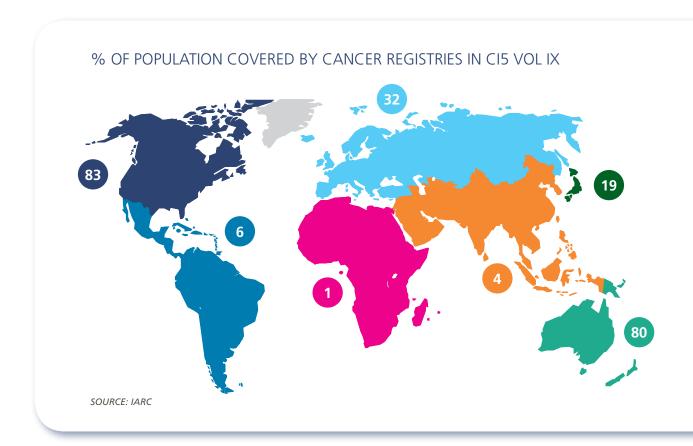
### THE BIG PICTURE

Governments need reliable and accurate information about the cancer burden in order to develop effective and measurable cancer control policies. However, despite the overwhelming need, there is a lack of cancer registries in Africa, Asia or Latin America.

At the 2011 World Cancer Leaders' Summit, and in collaboration with the International Agency for Research on Cancer (IARC) and other partners, we launched an innovative programme to build the number and quality of population-based cancer registries in the regions with the poorest coverage, through hubs of excellence. Entitled, the Global Initiative for Cancer Registries (GICR) the programme will see each hub: provide technical and scientific support to countries, deliver tailored training in population-based cancer registration and use of data, advocate for registration in the region and facilitate setting up associations and mentoring networks of cancer registries, coordinate international reach projects and disseminate findings.

### **INITIAL ACHIEVEMENTS INCLUDE:**

- The setup of a regional hub for South, South East and East Asia in Mumbai, India, at the Tata Memorial Centre.
- The selection of the Izmir Cancer Registry in Turkey, as the regional hub for Western Asia and Northern Africa.
   This hub will become operational by the end of 2012.
- The identification of the African Cancer Registry Network (AFCRN) to work with GICR to establish regional hub activities for sub-Saharan Africa.
   Operations will start by the end of 2012.
- Negotiations for the setup of the regional hub for the Latin American and Caribbean region, foreseen to become operational in 2013.





# GLOBAL ACCESS TO PAIN RELIEF INITIATIVE (GAPRI)

### THE BIG PICTURE

3.4 million people die each year in moderate to severe pain without access to adequate pain relief - even though the World Health Organization (WHO) considers morphine an essential medicine for the treatment of pain.

Morphine is safe, effective, inexpensive, and easy to administer in resource-constrained settings. We believe no one should suffer in treatable pain and are working with our partners to overcome the barriers preventing appropriate access and use of morphine in low- and middle-income countries.

Over the past 12 months, we have identified countries capable of change in the near-term, with forward-thinking Ministries of Health, appropriate infrastructure and strong national advocates, and focus our resources accordingly. With projects in India, Kenya, Nigeria and Uganda, we are seeing tangible and measurable results.

### CASE STUDY: GAPRI INNOVATING TO FIGHT CANCER PAIN

The statistics are shocking: More than 99% of the 3.4 million untreated deaths in pain are in low- and middle-income countries.

We believe that no one should be forced to suffer in severe pain when appropriate pain relief is cheap, safe and highly effective. For this reason, we have been working with the American Cancer Society on GAPRI, an innovative programme to overcome the barriers preventing access to and use of appropriate pain medication. We have taken a systematic approach, focusing our resources on areas that are at tipping point and where we have the opportunity to create a real impact in the near-term. With investments from Fondation Philanthropia, the Swiss Cancer League, Medtronic, Princess of Wales Memorial Fund, True Colours Trust and our family of Champions, we have already achieved important and tangible results.

Uganda has been a focus country for our activities since 2010. GAPRI was alerted by the African Palliative Care Association (APCA) in 2010 of a public-sector morphine stock-out, where people living with diseases like cancer were unable to access morphine and were suffering in severe pain.

Over the last two years, we have worked with the government, Hospice Africa Uganda (HAU) and civil society organisations, including APCA and the Palliative Care Association of Uganda (PCAU), and others to drive real change.

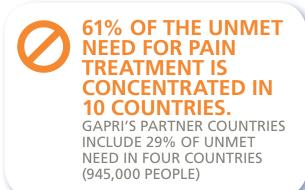
Through the GAPRI initiative, there is finally the hope that good intentions are being turned into practical measures and good outcomes. It is a matter of actually demonstrating what change can achieve and then encouraging good practice to spread.

SIMON CROMPTON, CANCER WORLD, ISSUE MAY/JUNE 2012

One of the most important successes in Uganda was establishing a public-private partnership for pain relief production that:

- Reduced the cost of morphine for the government by 40%
- **Developed a high quality** oral morphine production facility in Uganda
- Allowed the government to provide oral morphine for free to all patients in pain in public and private, not-forprofit, health facilities

Now, working with GlaxoSmithKline and our partners incountry, we have developed an innovative partnership to ensure these changes are sustainable in the long-term.





### UGANDA

ESTABLISHED A PUBLIC-PRIVATE PARTNERSHIP FOR PAIN RELIEF PRODUCTION THAT IS REDUCING THE COST OF MORPHINE FOR THE GOVERNMENT

**BY 40%** 

AND PROVIDING MORPHINE AT NO COST TO ALL PATIENTS IN THE COUNTRY



### **CERVICAL CANCER INITIATIVE**

### THE BIG PICTURE

Cervical cancer is unique in that the knowledge and technology to prevent, detect early and treat the disease in cost-effective ways are already available. Yet, despite this, every year more than half a million women are diagnosed with an invasive form of cervical cancer and half of them die from it.

Cervical cancer can and should be made a disease of the past. This is why UICC is leveraging its position and assets by uniting governments, civil society and experts in cervical cancer (through our members and partners) in an innovative working model, to support a joint approach to increase access to early detection and treatment of pre-cancerous lesions, as well as to roll-out the vaccines against the human papillomavirus (HPV), the cause of cervical cancer.

We are excited about the high acceptance that this approach has had among key stakeholders at global, regional and national levels, which has lead to a quick start of this initiative.

Since the strategic review of the programme conducted 12 months ago, a group of influential partners have worked together - including, Pan American Health Organization (PAHO), International Planned Parenthood Federation (IPPF), Instituciones Nacionales del Cáncer (RINC), John Hopkins Program for International Education in Gynecology and Obstetrics (Jhpiego) and Program for Appropriate Technology in Health (PATH). In-country work has begun with Ministries of Health in Salvador and Guatemala, and exploration is taking place in Honduras.

### OTHER HIGHLIGHTS

### **FELLOWSHIPS**



IN 2011,
15 TRAINING WORKSHOPS
TOOK PLACE, ALL OF THEM IN LOW- TO
MIDDLE-INCOME COUNTRIES



2 NOBEL PRIZE WINNERS
HAVE UNDERTAKEN A UICC FELLOWSHIP



FOR THE LAST 50 YEARS,
MORE THAN 6000 GRANTS
HAVE BEEN DELIVERED FOR
INTERNATIONAL FELLOWSHIPS

### WORLD CANCER LEADERS' SUMMIT









THIS PIVOTAL ANNUAL EVENT BRINGS TOGETHER 200 OF THE MOST INFLUENTIAL INDIVIDUALS FROM NEARLY 50 COUNTRIES TO MAKE DECISIONS AND DRIVE ACTION. LAST YEAR'S DUBLIN RESOLUTION PLAYED A KEY ROLE IN GUIDING OUR SUCCESSFUL AND UNITED ADVOCACY EFFORTS. THE 2012 WORLD CANCER LEADERS' SUMMIT BROUGHT TOGETHER 240 INFLUENTIAL LEADERS FROM NEARLY 50 COUNTRIES.

### **WORLD CANCER DAY**



700% INCREASE
IN USE OF #WORLDCANCERDAY FROM 2011



WORLD CANCER DAY MEDIA CAMPAIGN 'POTENTIAL TO SEE' FIGURE NEARLY 4 BILLION



456 EVENTS
TOOK PLACE IN
80 COUNTRIES
FOR WORLD CANCER DAY

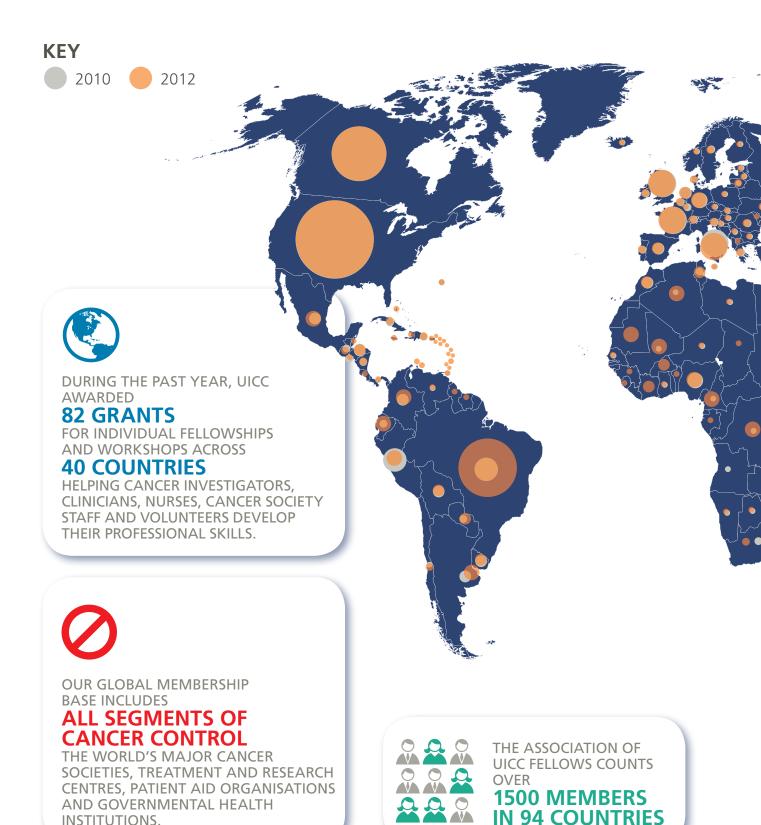


OUR WORLD CANCER DAY TOOLKIT WAS DOWNLOADED OVER 4,100 TIMES BY UICC MEMBERS AND ADVOCATES.



30 MILLION SOCIAL MEDIA IMPRESSIONS

# MEMBERSHIP GROWTH 2010 - 2012







INCREASED OVER
106% IN ONE YEAR

(AT THE BEGINNING OF 2011 WE HAD 370 MEMBERS AND NOW WE HAVE 765).



OVER 100 COUNTRIES

ARE REPRESENTED AT THE 2012 WORLD CANCER CONGRESS



UICC MEMBERS HAVE
HELPED COLLECT
OVER 500,000
SIGNATURES
FOR THE WORLD CANCER
DECLARATION

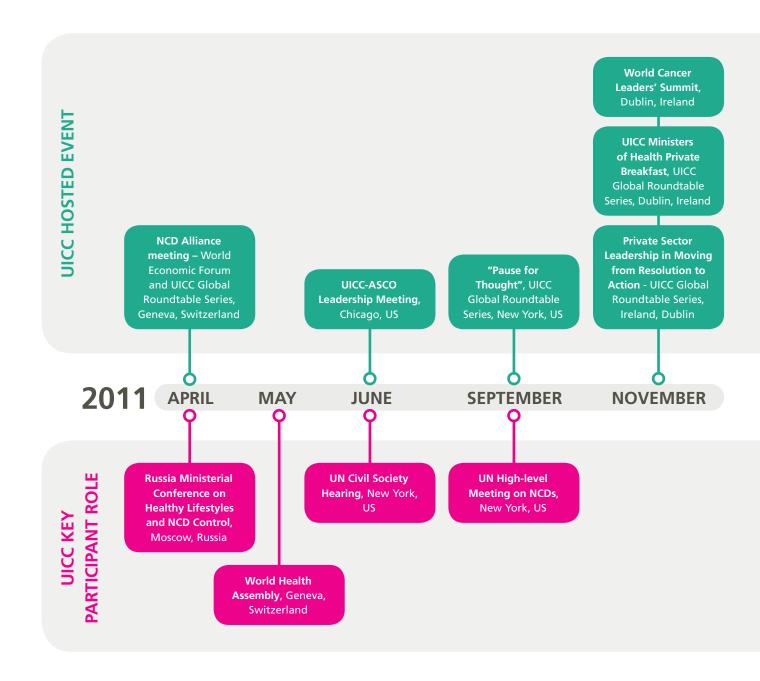


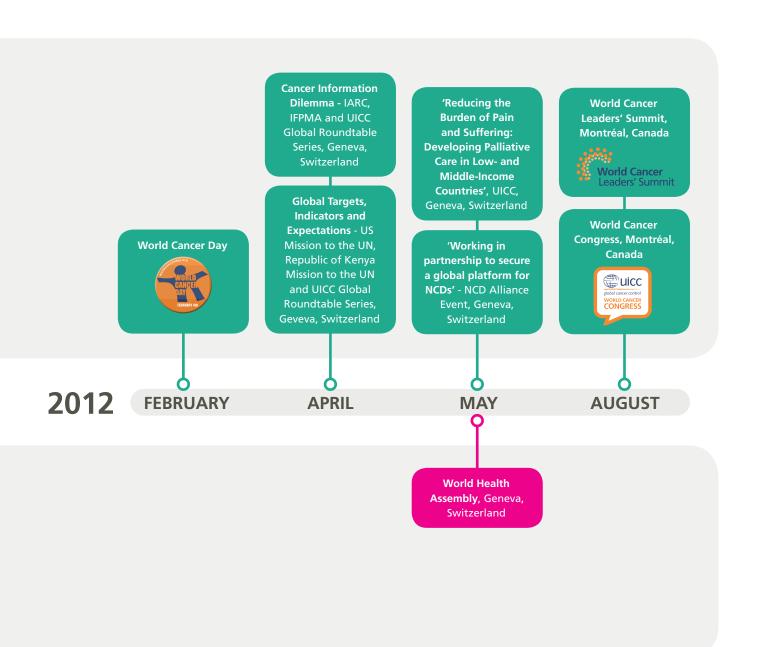
IN 12 MONTHS, UICC HAS INCREASED ITS WORLDWIDE PRESENCE BY 26% FROM

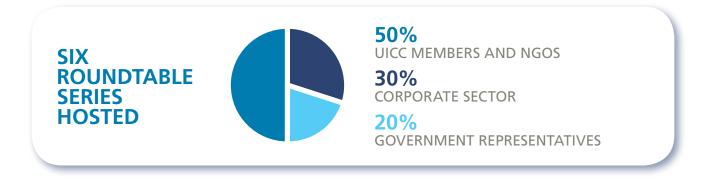
HAVING 123 COUNTRIES TO 155 COUNTRIES,

WITH PARTICULAR GROWTH IN EUROPE

# KEY INTERNATIONAL EVENTS AND UICC ACTIVITIES







### NEW STRATEGIC PARTNERSHIPS

We recognise the importance of engaging with partners across the global health community. In January 2012, we developed a new four-year roadmap for collaborating with the WHO. This new partnership will help us achieve impact across our activities.



We have achieved a great deal in the Netherlands. Overall, the 5-year survival rate for Dutch cancer patients has increased to 60%. We have contributed to this result through our investments in raising awareness, information and patient support and cancer research. We are proud of our impact at a national level. However, we recognise that in today's interconnected world, we must also step up and be more active in the global cancer community. For this reason, we are scaling up our partnership with UICC.

MICHEL RUDOLPHIE, CHIEF EXECUTIVE OFFICER, DUTCH CANCER SOCIETY

### CASE STUDY: PARTNERSHIPS AND THE IMPORTANCE OF LEADERSHIP

The Dutch Cancer Society has been working to fight cancer in the Netherlands for over sixty years.

The society is the largest charity in the Netherlands, and in many ways the organisation is recognised as a leader. In 2011, the Dutch Cancer Society:

- Worked with over 100,000 committed volunteers
- Received support from over 950,000 donors
- Spent EUR 76.4 million on research
- Spent EUR 18.9 million on prevention and patient support programmes
- Spent EUR 6.1 million on key issues in research and patient support.

Given its history in leadership, it is no surprise that in 2010 the Dutch Cancer Society became one of the first cancer societies in the world to establish key targets for their activities both within and beyond their national borders. The society established a special international mission statement - together for less cancer burden worldwide - to guide their activities. The Society is living this mission in many ways, e.g. through its partnership in UICC's 'Together We Are Stronger' campaign. From 2013 onwards, the Dutch Cancer Society will make a three-year leadership investment of at least EUR 500,000 per year in programmes to benefit the global cancer community.

To make an impact on the global cancer burden will require a concerted effort - with civil society playing a key role. At this vital time, the strongest and most influential cancer societies must continue to drive activity in their countries and globally. We are delighted that the Dutch Cancer Society has stepped up to the challenge.

CARY ADAMS,
CHIEF EXECUTIVE OFFICER, UICC





### CAMPAIGN UPDATE

This year, more than ever, UICC's leadership on global cancer control and integrating non-communicable diseases into the UN health and development agenda has been critical. Their commitment and dedication to cancer control in Geneva and around the world has helped make historic change to fight this disease. We are empowered by the strength of UICC, and together, with our fellow members, vow to continue our powerful collaboration until we bring cancer under control.

DR JOHN SEFFRIN, CHIEF EXECUTIVE OFFICER, AMERICAN CANCER SOCIETY In October 2010, we launched a major fundraising campaign to benefit the global cancer community. Entitled 'Together we are Stronger', the campaign aims to secure investments in areas where UICC is best-placed to lead.

In September 2011, with support from across our network, we exceeded the Phase I goal of our campaign. As of July 2012 we have secured USD 8.5m in gifts and pledges from leading member organisations, forward-thinking companies and foundations. We also recruited a core group of Vanguard Partners who each made long-term commitments to collaborate with UICC by providing financial support, as well as expertise to strengthen our programmes.

Together we are Stronger is the first time we have undertaken a campaign on this scale and the response from within and beyond the cancer community has been tremendous. This year, we are rededicating our efforts to the campaign's success by working closely with our existing partners and developing new collaborations.

### WORLD CANCER RESEARCH FUND

UICC called on our expertise in the area of cancer prevention for the global advocacy campaign.

Collaborating with UICC and its members in this way helps achieve a strong and united community working to improve the lives of millions of people worldwide.

Dr Kate Allen, Director,
Science and Communications,
World Cancer Research Fund International



### LANCE ARMSTRONG FOUNDATION

The fight against cancer requires a united effort. The Lance Armstrong Foundation is proud to partner with UICC to drive global progress for people affected by cancer.

Doug Ulman,

President/CEO, Lance Armstrong Foundation

### NORWEGIAN CANCER SOCIETY

We collaborated closely with UICC in the lead-up to the United Nations High-level Meeting on NCDs. By involving other leading cancer organisations and working together, we ensured key decision-makers heard our advocacy messages and we achieved tangible results.

Anne-Lise Ryel, Secretary General, Norwegian Cancer Society

### **DUTCH CANCER SOCIETY**

The Dutch Cancer Society considers cancer a global disease. Our international mission statement – together for less cancer burden worldwide – reflects this. We believe collaboration is essential and we are excited to be working with UICC, together with others, to drive change.

Cora Honing, International Relations Officer, Dutch Cancer Society

### VARIAN MEDICAL SYSTEMS

In 2011, we ramped up our collaboration with UICC and provided a special investment to support UICC's global advocacy campaign. UICC seeks to eliminate cancer as a life-threatening disease for future generations, and Varian's mission is to focus energy on saving lives. We are very excited about what we have achieved together so far and will continue to work closely on what is clearly a common vision of the future.

Tim Guertin, Chief Executive, Varian Medical Systems

### **GLAXOSMITHKLINE**

We look forward to continuing to work with UICC on our planned projects over the coming years, as well as identifying future opportunities. Together, we really are stronger.

Jeffrey Bloss, Vice President of Global Medical Affairs, GSK Oncology

### **SANOFI**

Our collaboration with UICC has strengthened over the past twelve months and we look forward to continuing to work closely together over the coming years.

John Harrington, Chief Commercial Officer, Sanofi Oncology

### PFIZER

Pfizer and UICC have been working together for almost a decade. We have achieved tangible results in our efforts against cancer thanks to early diagnosis testing, educational programmes, and targeted treatment discovery. We are excited about collaborating as part of UICC's team of Vanguards.

Maria Pia Ruffilli, M.D., Senior Director International Public Affairs, Pfizer Oncology

### **ROCHE**

At Roche we focus on developing medicines and diagnostics that will help patients live longer, better lives. We strive to improve cancer care through excellence in science – from early detection to diagnosis and treatment. As such we are proud to work with UICC to improve the understanding of cancer and address the challenges associated with it.

Stefan Frings, M.D., Global Head of Medical Affairs Oncology, Roche



### WE ARE EXCITED ABOUT THE FUTURE

We have clear objectives for the next three years. Our highest priorities include:

- Elevating cancer on the global health and development agendas, with a focus on ensuring non-communicable diseases are a target for the Millennium Development Goal successors.
- Pressing for specific and measurable targets and indicators to be established to enable the global health community to hold governments accountable for the commitments to cancer control they made through the UN Political Declaration at the UN High-level Meeting in 2011.
- Building on our success in pilot countries and increasing coverage of essential pain medicines from 5% to 45% in low-income countries.
- Expanding the GICR to six expert hubs spanning three continents and building capacity towards high quality population-based cancer registries to monitor, evaluate and inform future cancer planning.
- Increasing public awareness of World Cancer Day through engaging at least 50% of UICC members and partners.

- Systematically include cervical cancer prevention in 16 selected countries of Latin-America and the Caribbean in their service provision, community education and advocacy work.
- Expanding our programme of targeting training and education activities by awarding fellowships where they can have the most impact.
- Following a successful World Cancer Congress in Montréal in August 2012, we will prepare for an even bigger and more impactful event in Melbourne in 2014 uniting stakeholders from across the cancer community.
- Continuing to grow our network of members and partners.
- Deepening our collaboration with our existing partners and develop new partnerships with UICC members, leading foundations and private sector partners.

Our roadmap outlines our clear plan to reach these goals and ensures we focus on our power to advocate, convene and run programmes that make a difference. We look forward to continuing to build on our collaboration with you and welcoming new forward-thinking partners who are committed to achieving results.

### **OUR PARTNERS**

### PATRONS PROGRAMME

### **MEMBERS**





krebsliga schweiz ligue suisse contre le cancer lega svizzera contro il cancro









### **NON-MEMBERS**





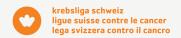


### **CHAMPIONS PROGRAMME - VANGUARDS**

### **MEMBERS**

















### **NON-MEMBERS**













### **CHAMPIONS PROGRAMME - BENEFACTORS**

### **MEMBERS**







### **NON-MEMBERS**









### **CHAMPIONS PROGRAMME - PARTNERS**

### **MEMBERS**







### **NON-MEMBERS**



















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