



# SPECIAL EDITION

## Highlights from Montréal

*“The UICC World Cancer Congress has renewed my conviction that by working in partnership with other nations, we will advance all areas of cancer control.”*

**Elizabeth (Liz) Whamond, Patient Voice Representative, Canadian Cancer Action Network (CCAN)**



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The World Cancer Congress and Leaders' Summit united nearly 2,000 leaders from cancer societies, governments, corporations and research centres. Participants exchanged ideas and shared best practice, embracing the theme *'Connecting for Global Impact'*. The events provided a valuable platform for leaders from different sectors to interact and learn from each other.

HOSTED BY



**CARY ADAMS, CHIEF EXECUTIVE OFFICER, UICC**

“This year’s World Cancer Congress was particularly successful. There was greater interaction between participants than ever before, with leaders from different sectors sharing their expertise and learning from each other. Two of the strongest and most influential cancer societies, the American Cancer Society and Dutch Cancer Society, stepped-up and made leadership commitments to support the global cancer community and drive activities beyond their national borders. Our ambition is to help maintain and grow this level of collaboration across the cancer community moving forward.”

**Cary Adams, Chief Executive Officer, UICC**

WORLD CANCER LEADERS' SUMMIT



The invitation-only World Cancer Leaders' Summit gathered 200 of the most influential leaders from the cancer community, including cancer experts, Ministers of Health, cancer society CEOs and corporate executives.

The theme for the event was *'Planning for Global and National Impact'*. Speakers included:

- Dr Oleg Chestnov, Assistant Director-General, Noncommunicable Diseases and Mental Health, World Health Organization;
- Sir George Alleyne, Director Emeritus, Pan American Health Organization;
- Dr Chris Wild, Director, International Agency for Research on Cancer.



**The top three 'take-home' messages from the discussion**

- The global commitments to address cancer and the other NCDs in the UN Political Declaration cannot be achieved without great planning at Member State Level.
- Great plans have targets and goals. It is essential that WHO concludes a process which gives us a rich and meaningful set of targets which help us measure progress in addressing cancer and the other NCDs.
- The UN High-Level Meeting is not the end of the road – we must ensure that cancer and the other NCDs feature prominently in the discussions taking place on the replacements for the Millennium Development Goals.

From right to left:

Dr Felicia Knaul, Director, Harvard Global Equity Initiative; H.E. Dr Christine Kaseba Sata, First Lady, Republic of Zambia; Mr Salomón Chertorivski, Secretary of Health, Mexico; Hon. Dr Fenton Ferguson, Minister of Health, Jamaica; Dr Prabhat Jha, Director, Centre for Global Health Research, University of Toronto

“I’m a politician in Canada and been involved in managing healthcare systems and policy for a long time, but it was a real treat and honour to meet so many people who are actively involved in effective strategies internationally.”

**Hon. Bob Rae, Member of Canadian House of Commons and interim leader of the Liberal Party of Canada.**



“As a company, our mission is to explore and develop radiation technology that protects and saves lives. World thought leaders from governments, NGOs, academia and the private sector are driving the fight against the global cancer burden and having this platform to share ideas and innovations is so important. Together we are a powerful force for change.”

**Dow R. Wilson, President and CEO, Varian Medical Systems**

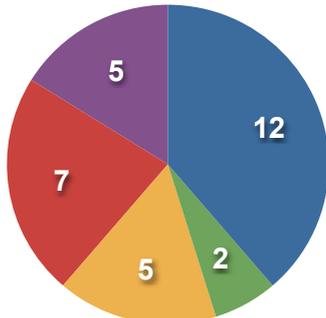
MINISTERS OF HEALTH BREAKFAST

A private breakfast meeting was held with a core group of Ministers of Health, civil society leaders and private sector executives. The group included the Ministers of Health of Mexico (Mr Salomón Chertorivski), Nigeria (Professor C.O. Onyebuchi Chukwu), Croatia (Professor Dr Rajko Ostojić), Honduras (Dr Arturo Bendaña), Jamaica (Dr Fenton Ferguson), Japan (Dr Masato Mugitani), Norway (Mr Robin Martin Kåss), Tanzania (Dr Hussein Mwinyi) and Uganda (Dr Nduhuura Richard), as well as the

Parliamentary Secretary to the Canadian Minister of Health (Dr Colin Carrie).

The event provided an important platform for policy-makers from different sectors to speak directly with experts from cancer societies and the private sector.

Breakdown of participants at the Ministers of Health Breakfast



- Ministers of Health
- Corporate representatives
- International organisations
- Governmental representatives
- Cancer society leaders



WHAT SOME OF OUR DISTINGUISHED GUEST SAID....



“We all need to work together to create a world where a lung cancer patient does not have to choose between treatment and putting food on his family’s table; and where a breast cancer patient can find the best treatment at her local clinic.”

**Oleg Chestnov,**  
Assistant Director-General for Noncommunicable Diseases and Mental Health, World Health Organization.

“This was a wonderful breakfast bringing together the healthcare leadership from Canada and other countries. It is very exciting to be part of an organisation that is so forward-looking, and to solve the problems that need to be solved around the world in relation to cancer and NCDs.”

**Dr Benjamin O. Anderson,**  
Director Breast Health Global Initiative, Fred Hutchinson Cancer Research Center Seattle and new member of UICC Board of Directors

“I felt privileged to be able to sit with not only Ministers of Health, but also people from my industry, and also the First Lady from one of the most important emerging countries (Zambia).”

**John Harrington,**  
Chief Commercial Officer, Sanofi



THE WORLD CANCER CONGRESS IN NUMBERS



NEARLY  
**2,000** PARTICIPANTS



**115** COUNTRIES  
REPRESENTED

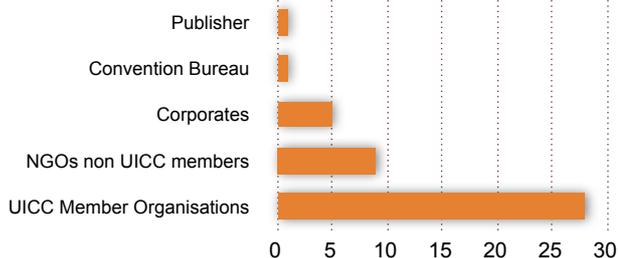


**23%** OF UICC MEMBER  
ORGANISATIONS



**4,100** #CANCERCONGRESS  
TWEETS

STANDS AT THE GLOBAL VILLAGE



THE WORLD CANCER CONGRESS IN WORDS

“The Global Village was exactly what we wanted it to be – the meeting hub for everyone, and a place to exchange ideas and establish links with organisations from around the world. I believe that this Congress will deliver an impact over many years to come.”

**Mary Gospodarowiz, Medical Director, Princess Margaret Cancer Centre, Canada and UICC President**



**More than 70% of Congress participants rated the atmosphere in the Global Village as ‘outstanding’ or ‘very good’**

“I was moved by the experiences of cancer patients and survivors and impressed by the diversity of renowned experts from the cancer community and how they engaged

in productive discussions and motivated an international group of colleagues to further improve cancer care for patients.”

**Stephen Sands, Commercial Director Oncology, Roche**



**Congress participants voted ‘listening to experts’ as their top motivating factor for attending the event, closely followed by ‘networking’ and ‘learning best practices’**

The congress has been transformed into an event of great relevance to cancer control globally. It is also a motivating, positive atmosphere.”

**Christopher P. Wild, Director, International Agency for Research on Cancer (IARC)**

**96% of Congress participants said they would recommend the experience to a colleague.**



“A senior and influential global cancer control expert was most complimentary about the Congress program. Interestingly, he added that it was very efficient for him to attend – he was able to catch up so many people he needed to see, all in the one place.”

**Professor David Hill - UICC Immediate Past-President and 2012 Co-Chair of Programme Committee**



## SPOTLIGHT ON THE UICC SESSION: 'HOW TO WIN FINANCIAL SUPPORT THROUGH CORPORATE PARTNERSHIPS'

This 'How to' session was one of the most popular sessions at the Congress, attended by 120+ representatives from cancer societies, patient groups and the private sector. Chaired by Doug Ulman, Chief Executive of the Lance Armstrong Foundation and UICC Board Member, the interactive session encouraged open discussion about the challenges and opportunities for civil society and the private sector to collaborate. The feedback received from this event has been tremendous, and UICC aims to build on this in future years.



"I was truly impressed with the high level speakers in the panel who managed to address the central issues the variety of NGOs were dealing with and delivered a key-insights from the business angle to political environment - which is exactly the hardest line to get industry representatives to speak about. There were many things that made this session the best session of the Congress: from great moderating skills to engaging the audience, great efficiency and time-awareness during the debates and really substantial ideas shared and empowered by the mutual understanding."

**Šarūnas Narbutas, Board of Directors,  
European Cancer Patient Coalition**

### THE PANELISTS SAID...

"Long-term partnerships start with relationship building. The proposals have to be prepared and have to have clear objectives that can provide measurable results. A partnership is a long journey: it has to offer a strong and sustainable business model."

**Maria Pia Ruffilli, Senior Director, Public Affairs for Oncology, Pfizer**

"If you can imagine opportunities to solve mutual problems, corporate partners will gladly follow, making it a win-win situation for all."

**John R. Adler, Jr. , MD, VMS Chief of New Clinical Applications, Varian Medical Systems**

"Always keep in mind how the initiative, for which you are aiming to implement and secure funds, fits in and brings added value to the funder's own long term-strategy. By doing this you will have built the foundation for a partnership and funding agreement that can span over the years. Remember that return on any initiative can take a long time."

**Eva Gubern, Commercial Director Oncology, GlaxoSmithKline**



## SPOTLIGHT ON THE INTERACTIVE PANEL DISCUSSION: 'BEHIND THE SCENES OF GLOBAL CHANGE'

This popular session focused on the 'behind the scenes' work that took place before and during the High-Level Meeting on Non-Communicable Diseases in September 2011. The event provided a rare and honest insight into how the political process works both formally and, more interestingly, informally in New York.



### Panellists

- Cary Adams, Chief Executive Officer, UICC, (Switzerland)
- Hussein Mwinyi, Honourable Minister of Health and Social Welfare, Tanzania
- Sir George Alleyne, UN Secretary-General's Special Envoy for HIV/AIDS in the Caribbean region
- HRH Princess Dina Mired, Director General, King Hussein Cancer Foundation and a UICC Ambassador
- Masato Mugitani, Assistant Minister for Global Ministry of Health, Labour and Welfare, Japan, Chair Global Health Workforce Alliance
- Otis Brawley, Chief Medical Officer, American Cancer Society

### SIR GEORGE ALLEYNE, DIRECTOR EMERITUS, PAN AMERICAN HEALTH ORGANISATION



"Much credit for the United Nations High-Level on NCDs goes to the drive from the Caribbean countries, and specifically the Jamaican Government, who stimulated United Nations Member States to agree to the Meeting in the first place. Civil Society through the NCD Alliance was quick to support the case for a High-Level Meeting. Such coordinated action was essential."

**Sir George Alleyne, Director Emeritus, Pan American Health Organization**



## LEADERS IN THE GLOBAL CANCER COMMUNITY



**The American Cancer Society** committed USD 2 million towards fighting cancer and impacting cancer control internationally. Working with UICC the investment will be used to support three priority areas – improving access to pain relief worldwide, making non-communicable diseases a priority on the global health and development agenda, and supporting the development of cancer leaders to build cancer control capacity worldwide.

“The American Cancer Society has supported the fight against cancer since our founding nearly 100 years ago, and this investment represents a critical step forward in eliminating global suffering from this disease. This crucial commitment of new and significant financial, executive and staff resources will help address an urgent need as the Society and UICC work together to help save even more lives from cancer worldwide.”

*Dr John Seffrin, CEO, American Cancer Society*



**The Dutch Cancer Society** announced an investment of USD 1.8 million to support the cancer community in three high-impact areas. Their investment will help drive activities to tackle

cervical cancer, improve cancer registries and help nurture leaders within the cancer community.

“We have achieved a great deal in the Netherlands. Overall the five-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*

“Our partnership includes a long-term financial commitment, as well as commitment to provide expertise and advice.”

*Cora Honing, International Relations Officer, Dutch Cancer Society*

**L I V E S T R O N G**

**The Lance Armstrong Foundation** announced a USD 500,000 commitment to expand global access to essential medicines and technologies in collaboration with UICC. Working with UICC, the Lance Armstrong Foundation’s commitment focuses on three areas:

- Advocating for ambitious but achievable targets to be set for essential medicines at global and national levels

- Creating an on-the-ground success story for access to essential medicines, by developing a replicable, cost-effective model for improving access to pain relief in beginning with two hospitals in Haiti.
- Elevating patient voices, by providing key roles for cancer survivors at major conferences and in public awareness campaigns around the world.

“We believe improving access to essential medicines is crucial for helping cancer patients worldwide live longer, healthier lives, free from pain,”

*Lance Armstrong, Chairman and Founder, Lance Armstrong Foundation*



**Canadian Cancer Society** **Société canadienne du cancer**

**The Canadian Cancer Society**, a long-time member of UICC, announced a three-year partnership commitment of USD 300,000 to helping UICC’s global advocacy work and Cervical Cancer Initiative (CCI) programme.

“Our work with UICC and global cancer control is not new, but we believe this type of sustained collaboration with committed partners will help us achieve the greatest impact against cancer in communities around the world.”

*Anne Vézina, Acting President and CEO, Canadian Cancer Society*

SPECIAL THANKS TO THE UICC CHAMPIONS THAT SPONSORED THE CONGRESS

**American Cancer Society**

**Canadian Cancer Society**

**Pfizer**

**Roche**

**Novartis**

**Varian**

**GlaxoSmithKline**

**Elekta**

**Livestrong**

**National Cancer Institute, US**

**Norwegian Cancer Society**

**Swiss Cancer League**



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