



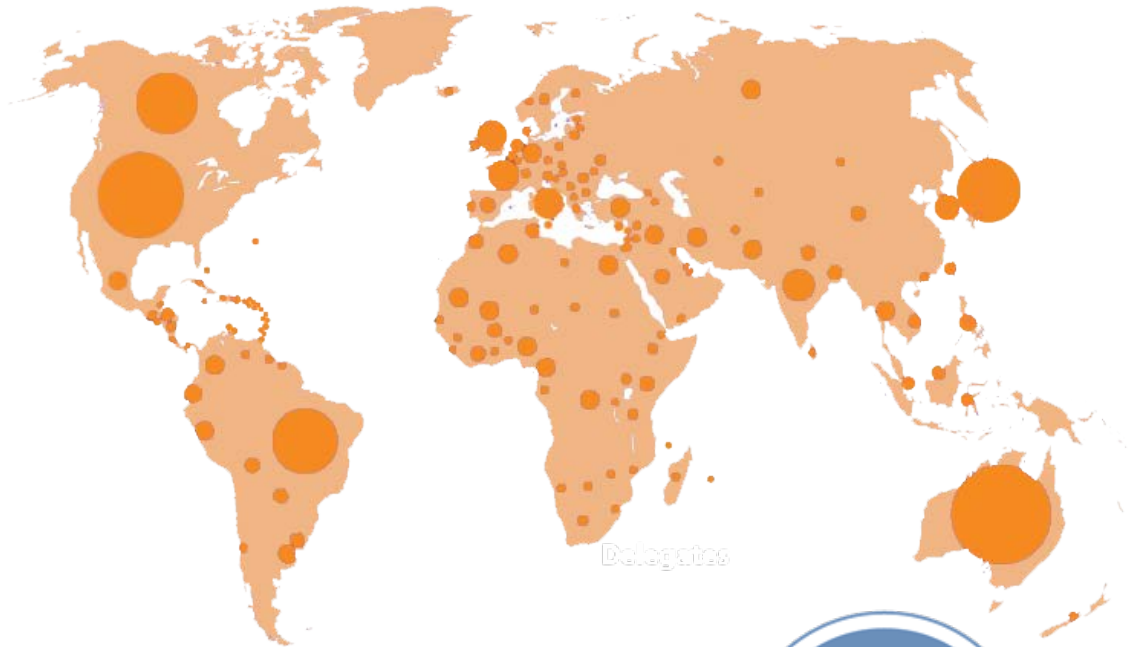
A MEMBERSHIP ORGANISATION  
**FIGHTING CANCER TOGETHER**

## 2014 UICC Master Courses

May, 2015

*"We unite the cancer community to reduce the global cancer burden, to promote greater equity, and to integrate cancer control into the world health and development agenda."*

# Master courses build capacity of UICC growing membership



UICC membership includes the world's major cancer societies; research institutes; treatment and comprehensive centres, universities, hospitals, scientific and professional societies; ministries of health, public health agencies and patient support groups



# Key evaluation messages in alignment with UICC strategy



## Convening:

- 2 of every 3 participants said they expanded their professional networks and have continued interaction since Melbourne

## Capacity building:

- 2 of every 3 participants say they have developed new ways to solve and manage cancer control challenges within their organizations

## Knowledge transfer:

- 1 in 2 participants plan to develop new research/programs for their organizations using knowledge acquired in Melbourne

Source: GETI online evaluation questionnaire (Dec 2014)

# 2014 Master Courses Overview



## Aims:

1. to provide a formal education component to drive the profile of and interest in attending the World Cancer Congress
2. to build capacity in UICC member organizations

## Format:

- 6 months distant learning course + 1 day in person workshop

## The Courses:

- 11 courses (see slide 4)
- Mixed topics: cancer control, campaigning and program management
- Led by 30 expert trainers from around the world

# 11 courses, covering a wide range of topics



1. System Performance Measurement and Reporting
2. Distress Screening in Clinical Cancer Care
3. Best Practices in Publishing Biomedical and Public Health Research
4. Best Practice in the Delivery of Cancer Prevention Campaigns
5. Using Social Media for Public Education and Advocacy
6. Effective financial management of NGOs
7. Essential Skills for Developing Successful Cancer Consumer Advocacy Strategies
8. Implementation Science - Principles and Practice
9. Peer Support
10. Best Practice in Fundraising and Granting
11. Sexuality Issues in Cancer Care

**All successful participants received a UICC certificate**

# The 2014 format



- Each course included 6 months of distant learning + 1 day face to face workshop
- Email was the most widely employed form on communication, but courses also relied on webinars, Wikispaces, conference calls, DropBox, and Google Groups
- Pre-reading material was required to ensure homogeneous preparation among participation
- Some courses required participants to complete compulsory assignments

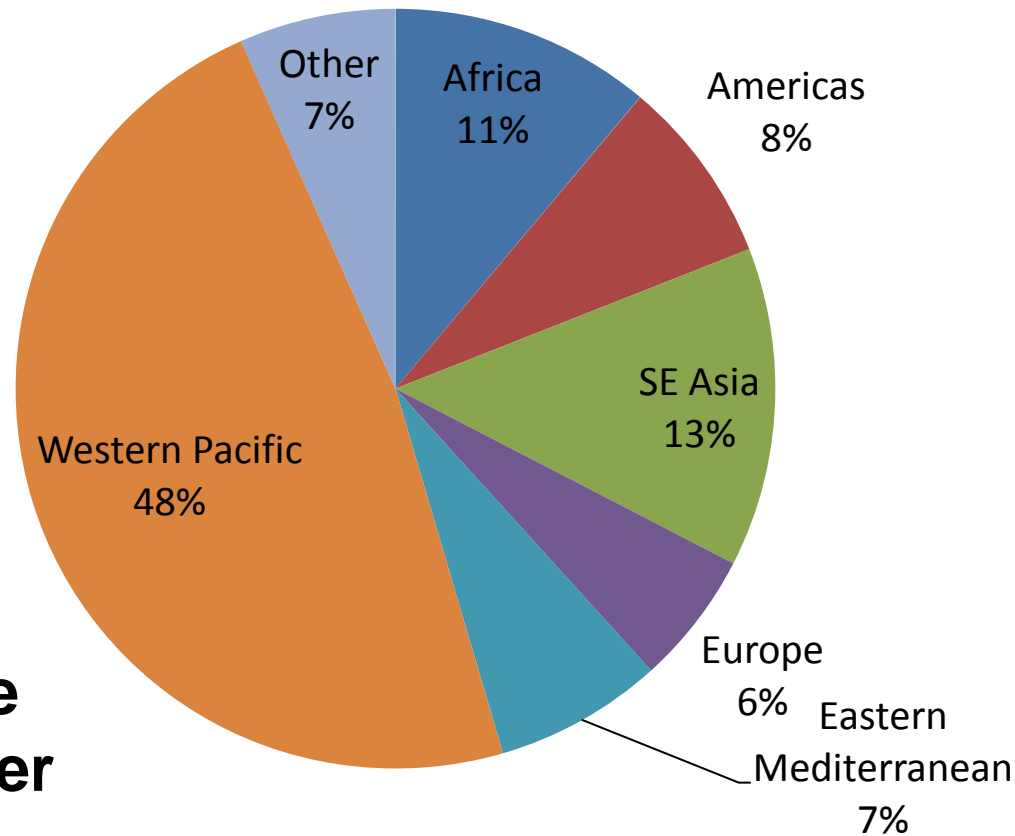
# 2014 attendance

- Participation subject to:
  1. completed registration to Congress
  2. selection based on merit
- Applications for Master Courses opened 14 months before and closed 8 months before the Congress
- 400 applicants (30% of Congress registrants\*) signed up for a Master Course
- 250 participants were selected based on the opportunity for a long term impact and transfer of knowledge to their home organizations
- 20 travel grants were available for LMIC participants

\* At 8 months before the Congress

# Majority of 2014 participants were from Australia, followed by India and Malaysia

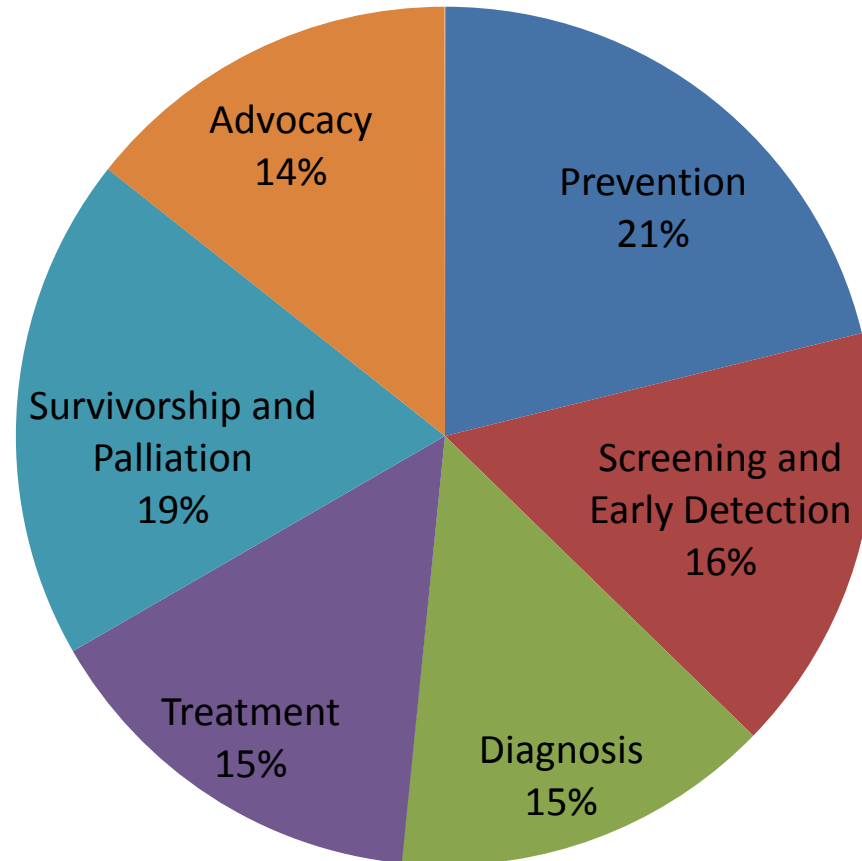
Applicants by region



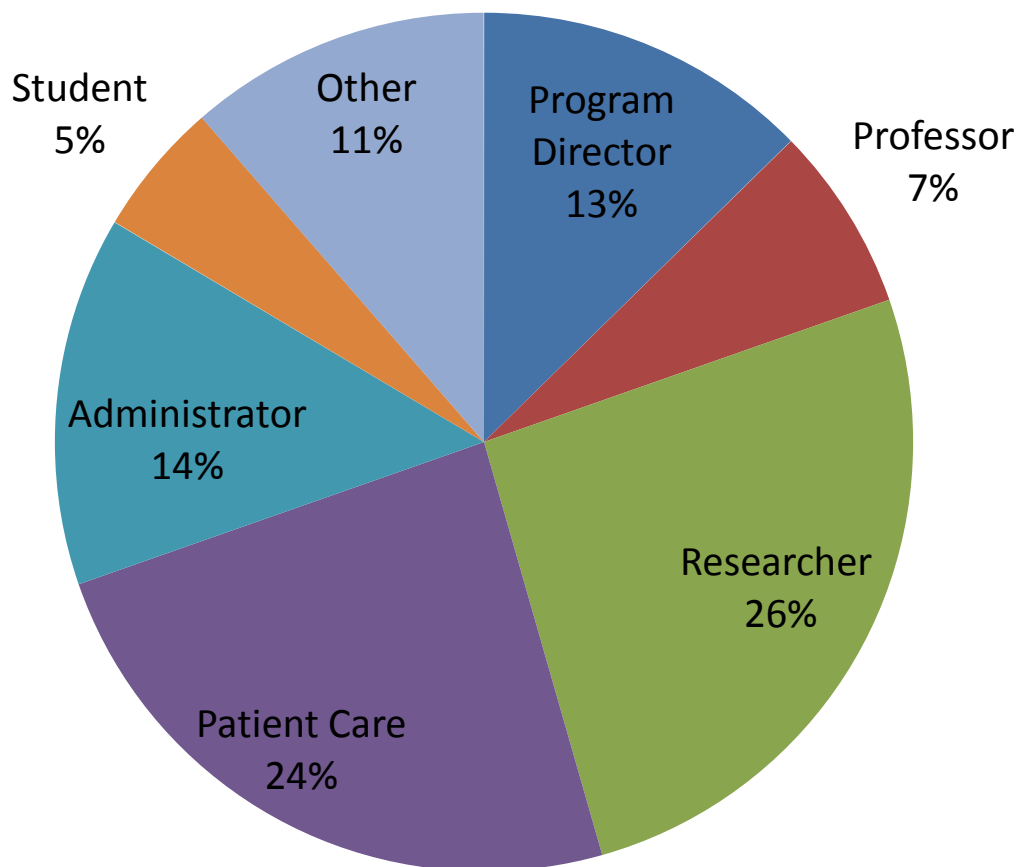
**1 out of 2  
participants come  
from UICC member  
organisation**



# 2014 participants came from all areas of Cancer Control



# Participant profiles were diverse



# Participant expectations prior to the 2014 Master Courses



- 99% of participants expected to meet and interact with classmates and course leaders
- 80% expected to brainstorm and develop ideas for future projects
- 60% expected to discuss ideas and gather stimulation for finalisation of proposals for future projects

# Feedback on the 2014 Master Courses



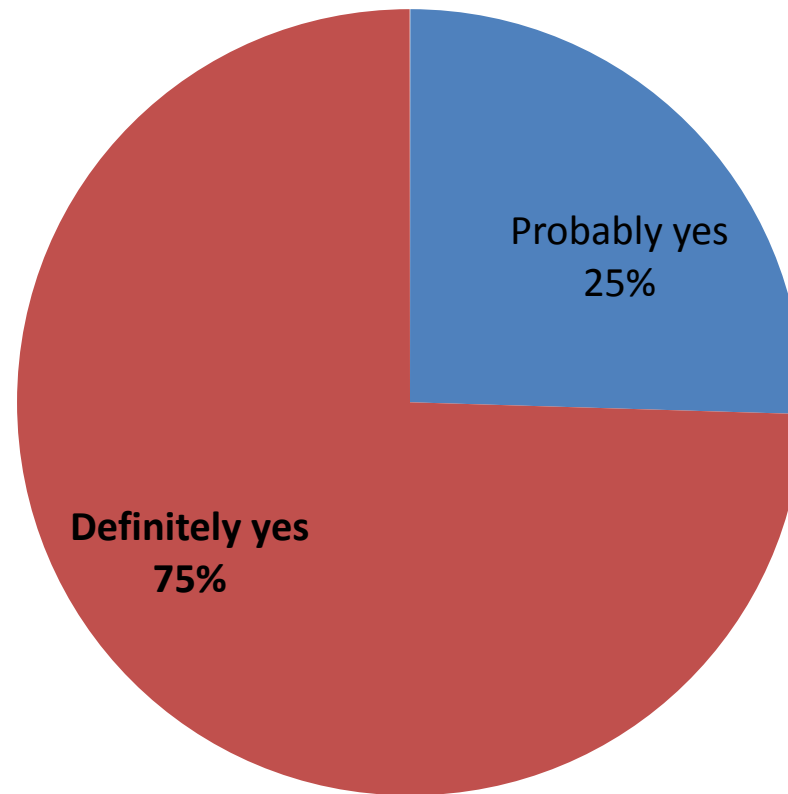
# Online Feedback Survey



- Survey was carried out by Global Education & Training Initiative (GETI) team in December 2014, 2-3 weeks after the final workshop
- 107 (42%) out of 250 participants provided feedback
- All courses leaders also provided comments

# All participants would recommend the Master Courses

Question: would you recommend the Master Courses to others?



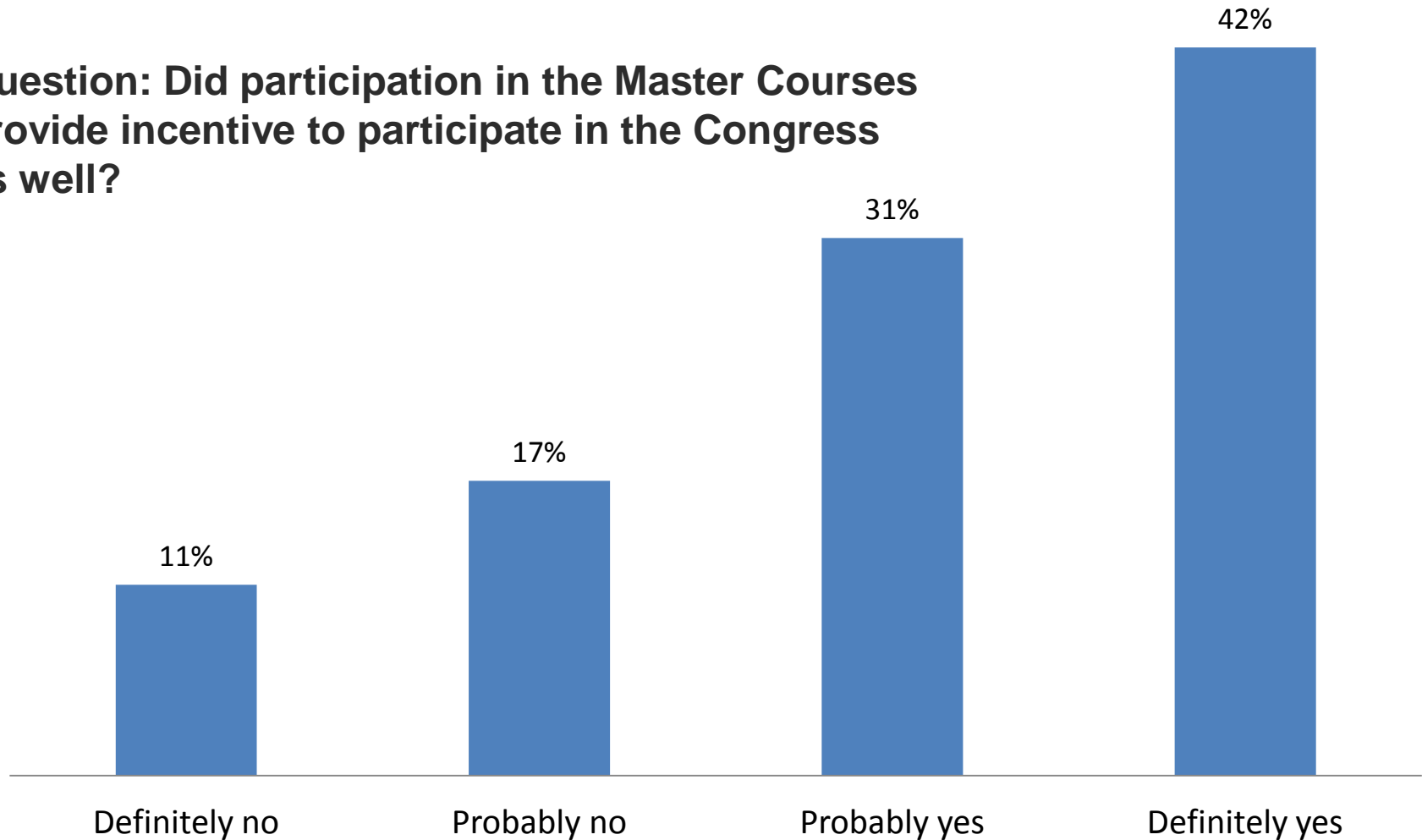
Source: GETI online evaluation questionnaire (Dec 2014)

# High degree of satisfaction

- 67% strongly agree that they have expanded their professional networks and will continue interaction
- 63% deeply believe they have developed new ways to solve and manage cancer control challenges within their organizations
- 50% plan to develop new research initiatives and programs for their organizations
- Most participants would attend another MC

# Master Courses are a strong incentive to attend the Congress

**Question: Did participation in the Master Courses provide incentive to participate in the Congress as well?**





# Participant Testimonials



- ***The master class was the highlight of the Congress for me***
- *More people from developing countries involved in cancer work need a lot more exposures like this*
- *I am so grateful for this course and addressing these issues and functionality in a way that is informative and also dispels the beliefs and taboos language and process around sexuality. so good to openly discuss and have good questions to ask. thank you to team who put this together and to the lecturers who gave their time and experience - such a well rounded course*
- *A fantastic learning opportunity*
- *The class time was ALL that I could have hoped for and more!*
- *Realising the importance of these, our Medical Director assigned each one of us attending the WCC to go for specific Master Courses\*.*

# Most trainers will definitely repeat the Master Course if asked



## Trainers' testimonials

- “I found the session rewarding and would be likely to volunteer again for future sessions if requested to do so”  
**H. Fred Mickelson**, President of Corral Creek Consultants, Inc.
- “The group we had gained great benefit and were definitely up-skilled by attending the course.”
- **Doreen Akkerman**, Director of Cancer Council Victoria

# Master Courses in the News



CAMBERWELL

## Working together brings hope to global audience

Greg Gliddon

IT DOES not matter what part of the world you are from, cancer does not discriminate.

This is why meetings that bring together people from all around the world – such

as the UICC World Cancer Congress, held in Melbourne from December 3-6 – are so important.

Delegates last week visited the Camberwell-based Breast Cancer Network

Australia (BCNA) to undertake a one-day course.

BCNA chief executive Maxine Morand said the course was designed to help participants run a successful advocacy campaign to as-

sist people in their countries affected by cancer.

“We hope the participants return confident to apply the lessons we have learnt here in Australia to the situation in their own country,” Ms



International cancer delegates in Camberwell last week.

## Congress boosts confidence

DELEGATES from across the world who were in Melbourne last week for the UICC World Cancer Congress visited the Camberwell-based Breast Cancer Network Australia (BCNA).

BCNA chief executive Maxine Morand said the one-day course was de-

signed to help participants run a successful advocacy campaign to assist people affected by cancer.

“We hope the participants return confident to apply the lessons we have learnt here in Australia to the situation in their own country,” Ms Morand said.

Master Course: Essential skills for developing cancer consumer advocacy strategies

# 2016 Master Courses



- Cutting edge topics
- More interactive learning
- More networking opportunities
- Full day F2F workshops on Nov 4<sup>th</sup>
- Many sessions for capacity building during the 2016 World Cancer Congress
- Accreditation by ACOE

# SEE YOU IN PARIS FOR THE 2016 WORLD CANCER CONGRESS

This summary was prepared by the UICC Global Education and Training Initiative (GETI). With special thanks to the NCI-CGH team for their support in the drafting of the evaluation questionnaire and Priscilla Suzal-Wright for executing the survey during her internship at UICC