



C/Can 2025: City

Cancer Challenge

Changing the future of cancer in urban populations

A concrete response to the Sustainable Development Goals



The challenge

The Union for International Cancer Control (UICC) is spearheading an ambitious new challenge to support cities to accelerate equitable access to quality cancer services.

C/Can 2025: City Cancer Challenge is engaging all city stakeholders in the design, planning and implementation of cancer care solutions, meeting the urgent need to move beyond political commitments made at the global level, to improve access to essential cancer medicines and technologies.

The global target for a 25% reduction in premature deaths from non-communicable diseases (NCDs) by 2025 has been a call to mobilise community and nations around the world. However, focusing on NCD risk factors alone will not reduce cancer mortality rates by 2025. Improving access to quality cancer care is critical.

The ambition

C/Can 2025 will transform the global cancer treatment paradigm and build a collective movement of partners that can deliver sustainable, robust cancer treatment solutions in the majority of the world's cities.

Between now and 2025, the challenge will target over 200 cities to improve the health of at least 500 million people worldwide.

By engaging cities with a population greater than one million, C/Can 2025 will dramatically increase the number of people with access to quality cancer services around the world.

Why major cities

Today, **54% of the world's population live in urban environments**, and this is expected to rise to 66% by 2050. The global population living in medium-sized cities nearly doubled between 1990 and 2014, and is projected to increase by another 36% between 2014 and 2030, growing from 827m to 1.1bn.

As the world continues to urbanise, sustainable development challenges will be increasingly concentrated in cities, particularly in emerging cities experiencing rapid growth. At the same time, cities offer important opportunities to expand access to health services.

Which cities are eligible to become C/Can 2025 cities

There are two groups of participating cities:

1. **'Key learning cities'**: From 2017 to 2019, five to ten cities will be supported to undertake a comprehensive needs assessment of cancer services and develop a strategic implementation plan to fill gaps in quality cancer care.
2. **Simultaneously, all cities with populations greater than one million** will be invited to join C/Can 2025. In order to be part of the challenge, cities must agree to the principles of the C/Can 2025 and complete the self-assessment of cancer care services.

Each city solution will

- Build on existing clinical services
- Assess infrastructural needs
- Offer multidisciplinary treatment and palliation, including surgery, radiation therapy and chemotherapy
- Be integrated into and develop the existing health systems referral network, including engaging with prevention activities and care planning in the community
- Provide centres of expertise for professional development and training
- Integrate patient data into a cancer registry

In January 2017, UICC introduced the first three key learning cities committed to the challenge: **Asunción** in **Paraguay**, **Cali** in **Colombia** and **Yangon** in **Myanmar**.

These cities will undertake a comprehensive needs assessment to identify gaps in the delivery of cancer services, work towards addressing them and serve as models of progress for future cities.

Who's involved

Key partners of C/Can 2025 represent stakeholder groups essential to the success of the challenge, including UICC members, other NGOs, UN agencies, international businesses, governments and city leaders.

C/Can 2025 supporters include Access Accelerated, AdvaMed, the American Society of Clinical Oncology (ASCO), Icon Group, the National Cancer Institute - US, the University of Pittsburgh Medical Center (UPMC), the World Bank and the World Economic Forum.

How to get involved

UICC seeks to engage a truly multi-sectoral group of stakeholders, which will provide financial, in-kind resources and expertise during all phases of its design, development and implementation.

Next steps

1. **Refine the challenge:** Identify cities with populations greater than one million that do not have an adequate cancer treatment solution for their population.
2. **Evaluate needs:** Identify gaps in the delivery of a comprehensive cancer treatment solution in each city.
3. **Engineer a sustainable solution:** Engage key stakeholders, including patients, to commit to fill the gaps and generate a solution within their own area of expertise and sphere of influence.
4. **Scale the solution:** Use the lessons learned from key learning city sites to roll out tailored solutions to cities worldwide.

Timeline

2017

- Develop city tools for financing and assessing gaps in quality cancer care
- Define a framework for measuring impact
- Complete needs assessment in first key learning cities
- Recruit cities of 1m+ population from around the world to the challenge

2018

- Launch a spin-off organisation to accelerate support for city activities
- Finalise implementation plans in first key learning cities

Why UICC

- UICC has a unique ability to convene all necessary stakeholders from different industries, backgrounds and disciplines and respond to the needs of cancer patients and their caretakers.
- Cities will benefit from UICC's track record of bringing cancer and other non-communicable disease (NCD) civil society organisations together at local, national and regional levels. Grassroots support to cities for NCD prevention activities, policies and programmes that will promote healthy city environments can be offered.



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