



EXECUTIVE SUMMARY: NATIONAL CANCER CONTROL PLANNING (NCCP) TOOLKIT

WHAT?

The Toolkit is grouped into 3 sections for easy use:

KEY ADVOCACY MESSAGES

- A guide to understand how the Political Declaration of the 2011 UN High-Level Meeting on NCDs aligns with the targets of the World Cancer Declaration
- How to get involved in global cancer advocacy
- A visual guide to assist with presentation of key messages

A SERIES OF PRACTICAL TOOLS TO GUIDE YOUR ADVOCACY

- How to work with media
- How to influence your government
- How to build an advocacy plan

EVIDENCE SHEETS

A series of 15 Evidence Sheets that summarise the supporting data for actions that are aligned with achieving the World Cancer Declaration targets and a bibliography of materials referred to in the toolkit is included.

WHY USE THIS TOOLKIT?

The toolkit aims to respond to some of the many challenges for cancer advocates in influencing change in public perception, practice and policy.

CREDIBILITY

Evidence is powerful. While the UN High-Level Meeting on NCDs placed cancer on the global political agenda, the challenge remains to convince governments that proven cost-effective solutions exist to reduce the cancer burden. The toolkit provides evidence sheets in 15 key areas in cancer prevention and control to help you support your case for action.

SUSTAINABILITY

Keep up momentum. It is essential that the promises made by governments in the UN Political Declaration on NCDs be turned into action for people affected by cancer. Understanding these promises, how they can be used in cancer advocacy and communicating these messages to government and the media are key to ensuring that momentum is not lost in taking action at country, regional and global levels.



CAPACITY

Be part of the global movement for action. Assisting UICC in its global advocacy campaign is a key way to build capacity for cancer advocacy and ensure that cancer is addressed as part of the global public health and development agenda.

HOW?

The components of this toolkit can be selected depending on your needs and priorities.

**A copy of the full advocacy toolkit can be downloaded as a pdf document [here](#).

If you have any questions, or would like to provide feedback on the toolkit please contact: advocacy@uicc.org