

# Become a

# C/Can 2025

## Challenge City

### Call for Applications

#### What is C/Can 2025?

Launched in January 2017, C/Can 2025: City Cancer Challenge is a multi-sectoral initiative supporting cities to take the lead in the design, planning and implementation of cancer treatment solutions.

Led by the **Union for International Cancer Control (UICC)** with the support and involvement of many of its key members and partners, C/Can 2025 aims to increase the number of people with access to quality cancer treatment in cities around the world through a network of motivated partners including city leaders, governments, NGOs, UN agencies, and domestic and international businesses.

C/Can 2025 is already working with a small group of Key Learning Cities (KLCs), including Cali, Asunción, Yangon, and Kumasi. Beginning in 2018, the ambition is to scale-up support to a wide network of cities that have a population greater than 1 million, in every region. To this end, on the occasion of the 2017 World Cancer Leaders' Summit, UICC is launching a call to action to cities inviting them to take a lead in reducing inequities to cancer care for their citizens, by joining the initiative as a **C/Can 2025 Challenge City**.



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FIGHTING CANCER TOGETHER



You can learn more about C/Can 2025: City Cancer Challenge [here](#), and download our latest **Progress Report** for updates from the Key Learning Cities, and news on our other workstreams.

#### What is a C/Can 2025 Challenge City?

Challenge cities are cities with populations greater than 1 million that are committed to improving access to quality cancer treatment and care through a multi-sectoral approach.

They will be supported to:

- Design and implement sustainable cancer care solutions
- Catalyse and strengthen broader cancer control interventions including prevention and screening
- Learn from and contribute to a global knowledge-sharing hub
- Engage in a unique multisectoral health partnership model
- Contribute to the generation of a robust evidence-base for investment in cancer care in cities.

# Why become a C/Can 2025 Challenge City?

14 million new cancer cases are diagnosed each year globally, and 8.8 million cancer deaths (more than HIV/AIDS, malaria and tuberculosis combined). These figures are projected to rise rapidly over the next 10 years, together with the devastating social and economic costs of the cancer epidemic – particularly in low resource settings.

With 54% of the world's populations already living in urban environments, cities offer a critical opportunity to expand access to health services, including cancer quality cancer care for large numbers of the population in a sustainable way.



## Design and implement sustainable cancer care solutions for your city

With technical assistance from the world's leading cancer experts<sup>1</sup>, and assessed<sup>2</sup> financial support from C/Can 2025 and its network of partners, C/Can 2025 Challenge Cities will be supported for a two year-period to:

1. Map, identify and convene key stakeholders in the delivery of cancer care in the city
2. Undertake a comprehensive self-assessment of cancer care needs with key city stakeholders to identify gaps, inequities, and areas of priority. A self-assessment tool for this purpose has been developed based on the **Guiding Principles for Quality Cancer Treatment in Cities** and is already being piloted in the Key Learning Cities. Based on feedback from the Key Learning Cities, and further consultation with experts, this tool is being refined and a new iteration will be launched for use by Challenge Cities in May 2018. Challenge Cities will also receive regular technical support from the C/Can 2025 Special Advisor on the Needs Assessment process which could include on-site support at critical milestones in the process.
3. Based on agreed priorities, develop a costed implementation plan including a monitoring and evaluation (M&E) framework, and identify sustainable financing solutions. Cities will have access to a C/Can 2025 'health financing technical assistance facility' (currently under development) to support them to cost their cancer plans, identify and attract new sources of financing, including return-seeking capital.
4. Implement an initial set of activities outlined in the city implementation plan (known as phase 1<sup>3</sup> of the city implementation plan).



## Catalyse and strengthen broader cancer control interventions including prevention and screening

The global community has committed to reduce premature deaths from non-communicable diseases (NCDs) by 25% by 2025 and by 33% by 2030 (Sustainable Development Goal 3.4), but, to date, much of the effort to reduce mortality has focused on addressing shared risk factors for cancer and other NCDs. C/Can 2025's focus on treatment and care is underpinned by the recognition that even if we are able to reduce all cancer risk factors, there will still be a growing number of cancer cases over time that must be tackled, and is closely aligned with priorities identified by governments from all over the world in the recently adopted 2017 [World Health Assembly Resolution on Cancer](#).

By raising the profile of cancer in a city, we see C/Can 2025 as a trailblazer initiative that can catalyse a more general response to cancer and NCD prevention and control including addressing prevention, screening, diagnosis, improvements in primary healthcare as well as general population awareness.



*"We hope that by the year 2025, when the United Nations (UN) will measure progress against the non-communicable disease (NCD) targets agreed by UN Member States in 2012, that the cancer community will be able to show how cities around the world are curing more cancer patients than ever before."*

**Dr Cary Adams, CEO, UICC**



## Learn from and contribute to a global knowledge-sharing hub

Aside from identifying gaps in access to cancer care, the C/Can 2025 needs assessment process is also key to underlining areas of strength, high capacity and innovation in a city (regardless of its size, region or income setting) that can be shared, and used as a learning opportunity for other cities. Challenge Cities will have access to a suite of C/Can 2025 capacity building and convening opportunities including:

- World Cancer Leaders' Summit
- World Cancer Congress
- Regional C/Can 2025 workshops
- Peer-to-peer learning opportunities

Download our [Progress Report](#) to read about an example of city-to-city learning already taking place in Latin America.



## Engage in a unique multisectoral health partnership model

UICC has partners across all industry sectors and through its UN Economic and Social Council (ECOSOC) status, it enjoys formal and productive relationships with many UN agencies, including the World Health Organization (WHO), the International Agency for Research on Cancer (IARC), the International Atomic Energy Agency (IAEA) and others.

C/Can 2025 is a first for cancer in that it is supported by all relevant industry sectors (pharmaceutical, radiotherapy, imaging and diagnostics, hospital builders, finance), a group of leading NGOs, local and national political leadership, and has the backing of the UN. Drawing on UICC's network of partners and expertise, Challenge Cities will be supported to develop and strengthen multisectoral partnerships that can help advance the design and implementation of city plans to scale-up access to quality cancer care.



## Contribute to the generation of a robust evidence-base for investment in cancer care in cities

In consultation with city stakeholders and partners, C/Can 2025 is in the process of developing a monitoring and evaluation (M&E) framework that can track how strengthening the delivery of cancer care through tailored city solutions can improve access to quality cancer care to: build a robust evidence base, support the case for further investment, and create a sustainable pathway for continuous improvement based on the experiences of people at the core of delivering cancer care in their cities.

Challenge Cities will be supported to develop and implement their own M&E framework that will be integrated with the city implementation plan, and also feed into C/Can 2025's global monitoring and evaluation efforts.



## How to become a C/Can 2025 Challenge City?

Cities wishing to join C/Can 2025 as a Challenge City are expected to:

1. Subscribe to C/Can 2025's Principles of Engagement
2. Meet the basic eligibility criteria as outlined below
3. Participate in a two-stage application process, comprising an "Expression of Interest" and "Full Application" – details of which are provided in this document.

### C/Can 2025 Principles of engagement

A Challenge City must be willing to:

- Make an initial 2-year commitment to the Challenge City process
- Partner with the private sector, UN agencies, multi-lateral organisations and financing institutions, civil society, patients and caregivers, to adopt and implement the reforms needed to improve cancer care
- Take a participatory approach to decision-making in the planning and implementation process including the local community and patient representatives
- Adopt the key elements of a **core package of cancer interventions**
- Take an open and transparent approach to monitoring and evaluation of outcomes
- Invest its own resources - technical, financial and human, as appropriate, in the C/Can 2025 process.

### Eligibility Criteria

All applicant cities must meet the below requirements:

- Applicant cities must have a population greater than 1 million<sup>4</sup>
- The city must commit to the C/Can 2025 Principles of Engagement
- The submission of an application to become a Challenge City must be led by the city leadership<sup>5</sup>, and be supported by at least one civil society organisation (CSO). This CSO must be either a UICC member or a CSO that is **eligible** and willing to become a UICC member. Private sector organisations can also support a city application (in collaboration with the city leadership and a CSO). To support a city application at the "Expression of Interest" stage, a private sector organisation must be a C/Can 2025 partner, or be **eligible** and willing to become a C/Can 2025 partner. To support a city application at the "Full Application" stage, a private sector organisation must be a C/Can 2025 partner.
- Applicant cities must be able to demonstrate commitment to the implementation of core cancer and NCD control measures; and
- Be able to provide evidence of an engaged cancer and NCD community who can support and advise on planning and implementation.



## Application Process

Applications to become a C/Can 2025 Challenge City follow a two-stage process:

1. Expression of Interest (EOI) (open to all cities that meet the eligibility requirements);
2. Full application (by invitation only based on review of the EOI).

All application materials and attachments must be submitted electronically to the UICC C/Can 2025 team: [ccan2025@uicc.org](mailto:ccan2025@uicc.org).

Please note that a maximum of 5 Challenge Cities will be selected in 2018; with another call for applications to be announced in late 2018.

## Application Timeline

### 2017

14 November:  
Expression of Interest submission opens

### 2018

4 February:  
Expression of Interest submission closes

26 February:  
Shortlist announced, applicants notified

26 March:  
Full Application deadline for shortlisted cities

May – October:  
Public announcement of successful cities

## Information requested from applicants at Expression of Interest stage

At this initial stage, applicant cities are asked to submit an Expression of Interest including basic information on the city and applicant organisations, a statement of need, and confirmation of meeting the eligibility criteria. **A full template for the EOI is provided.**

## Information requested from Applicants at full proposal stage

Shortlisted cities will be invited to complete a full application form, providing supporting evidence against a comprehensive set of selection criteria, and expanding on the information that has already been provided in the EOI including:

- Description of main challenges related to cancer treatment and care
- Overview of core cancer services
- Initial mapping of cancer and NCD community who could engage in the Challenge City process
- Evidence of progress achieved in the implementation of national commitments to cancer and NCD control measures
- Evidence of city track record in actively promoting health for their citizens and demonstrating leadership in this area.

## Review and selection of Challenge Cities

The Challenge City application process, and review of all applications will be undertaken by the “C/Can 2025 Taskforce” a sub-committee of the UICC Board of Directors, with support from the C/Can 2025 senior leadership team.

## Footnotes

1. C/Can 2025 partners include American Society of Clinical Oncology (ASCO), American Society for Clinical Pathology (ASCP), ICON Group, National Cancer Institute, US (NCI) and University of Pittsburgh Medical Centre (UPMC)
2. C/Can 2025 will provide cities with an assessed financial contribution to ensure effective coordination of the needs assessment and planning process at city level over 2 years

3. Note that Phase 1 of the city implementation will cover a small subset of activities that can be financed/addressed through C/Can's partner network, and can be feasibly implemented within 2 years of the needs assessment
4. As classified by the World Bank (2015)
5. Office of the highest ranking city or regional government leader, e.g. City Mayor or Governor



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