



# World Cancer Leaders' Summit 2017

## Cities driving change

14 November - Mexico City, Mexico

On 14th November 2017, 350 global leaders from 60 countries gathered at the World Cancer Leaders' Summit in Mexico City, Mexico. Hosted by the Ministry of Health of Mexico and UICC member organisation National Cancer Institute of Mexico (INCan), the event was opened by UICC President Prof. Sanchia Aranda and welcomed a highly distinguished programme of attendees including President Enrique Peña Nieto, President of Mexico; President Tabaré Vázquez, President of Uruguay; Her Majesty Queen Letizia of Spain; H.E. Mrs Angélica Rivera de Peña, First Lady of Mexico; H.E. Ms Gabriela Michetti, Vice President of Argentina; H.E. Mrs Kim Simplis Barrow, First Lady of Belize; HRH Princess Dina Mired of Jordan, President-elect of UICC.

Also in attendance were a number of Ministers of Health, alongside prominent global health and development leaders and Mayors from numerous cities. For the first time, UICC members accounted for more than one-third of Summit participants, representing 123 members across 45 countries. Master of Ceremonies for the day was TV journalist Paola Rojas, from Televisa.

Summit participants discussed how best to move from global commitments to fully operational, comprehensive cancer solutions that reach the world's population. Following on from the 2017 cancer resolution this provided participants with a timely forum to discuss effective implementation of cancer control nationally. The theme of the summit 'Cities driving change' was an opportunity to showcase inspiring examples of how cities can take the lead in delivering sustainable solutions to improve access to cancer treatment and care in their countries.

The discussions were dynamic and optimistic; focusing on how countries and cities around the world can respond to the 2017 cancer resolution, accelerating impact on cancer control and, in doing so, make important progress towards achieving the global target of a 25% reduction in premature mortality from cancer and other non-communicable diseases (NCDs) by 2025.

In addition to the Summit's hosts, the Union for International Control (UICC) partnered with the International Agency for Research on Cancer (IARC), the International Atomic Energy Agency (IAEA), the World Health Organization (WHO), and was supported through the sponsorship of 20 key leading health organisations, all of whom contributed to a productive and successful event.





## Opening Addresses

President of Uruguay and Ambassador of C/Can 2025: City Cancer Challenge (C/Can 2025), President Tabaré Vázquez gave the opening keynote address by articulating how cancer is the most pressing health challenge of our time, disproportionately impacting the most vulnerable in the world. He emphasised the power of cities to reduce mortality through improved information, early diagnosis, clinical research, optimal treatment and palliative care, particularly noting the importance of tobacco control and improved awareness and education.

President Enrique Peña Nieto, President of Mexico, drew themes together in his special address, underlining the value of government willingness and readiness to work with civil society and the international health community to ensure public policy that fights cancer, at the city and national level. "Health is a fundamental human right, so guaranteeing universal access to health services is one of our duties as the state," he said.

The President reminded all that last June, Mexico created a national cancer registry. As a second step, in line with the country's national priorities and international commitments, a comprehensive national cancer control plan should be launched imminently.



*"An integrated, comprehensive cancer control strategy is the best alternative for a more balanced, efficient and equitable use of limited resources. In low- and middle-income countries - with scarce human and infrastructure resources - a cancer control plan that considers primary, secondary and tertiary healthcare for cancer patients will have the best opportunity of moving into effective action and control of these diseases."*

**Dr Abelardo Meneses García,  
Director General of the National  
Cancer Institute of Mexico**

*"The most important lesson learned is the impact of collective work. The SDGs offer us a new opportunity for cancer."*

**H.E. Ms Gabriela Michetti,  
Vice President of Argentina**

Building these efforts into the global cancer control landscape, H.E. Ms Gabriela Michetti, Vice President of Argentina introduced the importance of including the Sustainable Development Goals (SDGs) in the design of policies. This framework allows governments to speak the same language in improving quality of life and wellbeing through greater cohesion and collaboration at all levels of government and with a suite of new partners.



## Global perspectives

### on advancing

### cancer control

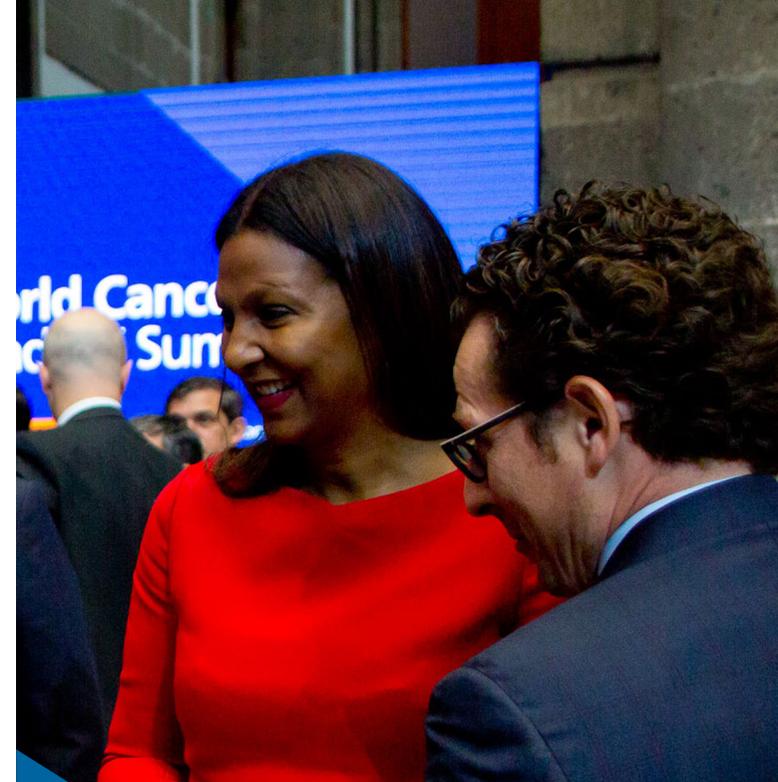


In his introduction to the address by the Director-General of WHO, Dr Etienne Krug highlighted the critical need for action on cancer, given that over the course of the morning's discussions around 3,000 people globally would have received a cancer diagnosis and a further 2,000 would have died. "The marked global inequalities in access to early detection, treatment and care services for cancer are unacceptable" and Dr Krug urged Summit participants to act to translate global pledges into actions. Spotlighting the advice and guidelines WHO provides to governments to implement cost-effective cancer interventions, Dr Krug announced that WHO is working on a costing tool and policy-focused Global Report on Cancer for release in 2019.

Dr Tedros Adhanom Ghebreyesus, Director General of the WHO, speaking via video message, highlighted the critical importance of developing universal health coverage (UHC) as the platform for ensuring that all people, irrespective of location or income, can access the services they require. He suggested that "our cities are uniquely placed to transform the fight against cancer and other NCDs. They are incubators for innovative policies to deliver accessible and affordable care for all".

Noting the particular successes in addressing a number of cancer risk factors, Dr Tedros called on Summit participants to invest in primary health care to improve the early detection of cancers, linked to treatment, to improve the chance for successful outcomes at lower costs.

Reflecting on cancer control across the Americas, Dr Francisco Becerra, Assistant Director of the Pan American Health Organization, highlighted successes in the development of national cancer control plans and registries, implementation of the human papillomavirus vaccine, and scale-up of screening programmes. Looking ahead to 2025 and 2030, he emphasised the importance of coherent national policies to ensure that nobody is left behind and the power of partnerships beyond the health sector, such as those being developed as part of C/Can 2025, in delivering the services and care needed.



*"Proper, timely diagnosis and treatment of cancer is imperative, as it can greatly reduce the morbidity of treatment, lessen costs of care and increase the chances for successful treatment, resulting in a greater likelihood of survival."*

**H.E. Mrs Kim Simplis Barrow,  
First Lady of Belize**



BB

*"We need to change the narrative. Health is not a cost. It is an investment. Investing in health is the most important thing a city or a country can do for the future of its population."*

**Dr Salomón Chertorivski, Secretary of Economic Development for Mexico City, and former Minister of Health for Mexico**

## Learning from global leaders to accelerate impact for cities

### Learning from the success of the C40 cities

In an interview with Dr Rachel Nugent of RTI International, Dr Armando Ahued, Secretary of Health for Mexico City, shared key insights from his experience working with C40, a city-focused climate change initiative that engages a global network of city mayors and their governments to drive environmental improvements, which can help inform the success of C/Can 2025: City Cancer Challenge. "The C40 experience can serve as a mechanism to share and replicate the experiences of what we have all done. There is a great opportunity to create a C40 for cancer." On the topic of Mexico City's commitment to tackling cancer, Dr Ahued highlighted his government's experience advancing HPV vaccination policy at a city level, which was later expanded to cover the entire country, and implementing tobacco control policies.

### The impact of investing in the health of cities

Dr Nugent opened discussion by highlighting the importance of focusing on financing in any discussion of cancer and healthcare, given its critical role in ensuring sustainable impact. Dr Salomón Chertorivski joined her on stage to share his experiences as Secretary of Economic Development for Mexico City and previously as Mexico's Minister of Health.

On the topic of addressing NCDs, he asked, "How do we shift a health system which was designed to deliver care in hospitals to a preventive system that needs to get to the streets, the working place, to the people? This is one of the challenge for non-communicable diseases." Health delivery systems need to change from a predominantly curative system to also embrace prevention and early detection. While policies can help advance these changes, action and implementation is required to deliver sustainable impact for people.

Ms Erin Barringer joined the discussion to offer a global perspective on health financing based on the experiences and research of Dalberg Global Development Advisors, noting that in order to reach the WHO's global health infrastructure targets, an additional US\$600 billion in financing will be required. Ms Barringer highlighted the role of both private and public financing to advance the universal health coverage agenda, and in particular the role that the private sector can play to fill key gaps and advance equitable access to care. At the same time, the critical role of domestic financing to achieving sustainable impact was noted.

## City leaders panel:

## Implementing cancer

## control in urban environments

Mrs Vanessa Candeias kicked off discussions with a question to representatives of the three C/Can 2025 key learning cities about the status of cancer control within their cities and experiences so far. Representing the City Executive Committee of Cali, Dr Maria Cristina Lesmes described the formative process of engaging stakeholders from across the city, many of whom had not previously been engaged or worked together, to assess Cali's cancer services and determine key priorities for strengthening quality cancer care. Echoing this, Prof. Yin Yin Htun and Dr Eva Lezcano, of the Yangon and Asunción City Executive Committees respectively, reiterated the importance of bringing together city, regional and national stakeholders to shape discussions.

In response, Mr Chuck Bogosta, from the University of Pittsburgh Medical Center, applauded the courage that the cities had shown in taking up the challenge and emphasised the importance of developing platforms like C/Can 2025 to support cities to drive change.

Looking ahead to the next steps, Mr Bogosta called on the creativity and expertise of the C/Can 2025 cities and partners to develop innovative strategies to help finance these activities.

Dr Dan Milner from fellow C/Can 2025 partner organisation, the American Society for Clinical Pathology, discussed the role of technical cooperation within the C/Can 2025 initiative, reflecting on the role of his organisation in supporting cities to develop their pathology services through capacity building over the coming months.

Inviting questions from the audience, the speakers were asked what they felt cities could accomplish that couldn't be done nationally. Dr Milner talked about the critical mass of infrastructure needed to support a cancer centre, which is often present and can be coordinated in cities. Drawing on experiences from Colombia, Dr Lesmes discussed how their plans will need to reflect the fact that cancer centres in Cali serve not only the urban population but the surrounding department of Valle del Cauca.



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 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 and regional leaders, governments, NGOs, UN agencies, and domestic and international businesses.

For more information, please visit [uicc.org/CCan2025](http://uicc.org/CCan2025)

### Announcement of Kumasi as first Key Learning City in Africa

The Hon. Kwaku Agyeman-Manu, Minister of Health of the Republic of Ghana, announced to the attendees of the World Cancer Leaders' Summit that Kumasi will join C/Can 2025 as the fourth Key Learning City and the first in Africa. Minister Agyeman-Manu told the audience, *"The past two days at the World Cancer Leaders' Summit have been very insightful for me and the members of my team from Ghana. I have come to appreciate the gains made in other parts of the world and I am leaving here energised to support my technical staff in Ghana's teaching hospitals and the Ghana Health Service to take cancer control to greater heights in Ghana."*

## Challenges of prioritising cancer

### treatment and care on

### national health agendas

Two dynamic high-level panel discussions moderated by television journalist, Mrs Shiulie Ghosh, emphasised the opportunities and priorities for cancer control in light of the 2017 cancer resolution. During the first panel, Dr Dolors Montserrat, Minister of Health, Social Services and Equality of Spain, highlighted the health system challenges of managing a growing burden of cancer across an ageing population given that cancer is now the second cause of death nationally. While Spain is taking significant steps to reduce cancer risk factors, particularly focusing on healthy diet, physical activity and tobacco control, Minister Montserrat emphasised that detecting cancer early is critical to ensuring better outcomes for patients. To deliver this the health system must work effectively to support patients in accessing timely treatment and care.

Continuing on this, the Hon. Kwaku Agyeman-Manu, Minister of Health of the Republic of Ghana stressed that, "We the Government have to deliver equitable treatment and care for the people of Ghana as both a health and development priority". A key focus for Ghana is the training of cancer specialists and general health practitioners to improve the early detection and timely referral suspected cancer cases for diagnosis and treatment. The Minister highlighted the importance that Ghana places on working with civil society organisations and that this engagement has been a fundamental principle of Ghana's approach to cancer control.

Recognising the many challenges that countries face with regard to NCDs, Dr Krug acknowledged the 2017 cancer resolution as a valuable framework to support countries in planning the implementation of cancer services and an opportunity for WHO to step up its work on cancer and NCDs to support governments across different levels of the organisation.

Drawing on the challenges of implementing better care, Dr Belén Garijo, CEO of Healthcare at Merck, emphasised the importance of cross-sector collaborations which will be essential to the successful implementation of the cancer resolution, and welcomed new multi-sectoral global initiatives such as C/Can 2025. Building on the theme of partnerships, Dr Cary Adams, CEO of UICC, noted the crucial role of civil society organisations like UICC members to drive national action, working in partnership with governments to improve understanding about the need for cancer services, and to hold governments accountable to their commitments.

Throughout the discussion, panellists emphasised the importance of thinking about cancer control as an investment in the health system and the health of populations. Mr Mark Middleton, Chief Executive Officer of ICON Group, drew on experiences of working with public and private sector organisations in Australia and South-East Asia to harness innovation that new technologies offer in delivering better and more equitable access to cancer care, driven by a focus on the value for cancer patients and improved outcomes. He urged that all partners should be held accountable as this helps to deliver better services.

BB

*"Closing the global cancer divide cannot be tackled alone. Collaboration between different sectors is absolutely key."*

**Dr Belén Garijo, CEO Healthcare, Merck**

## Call to action

Drawing together discussions from the day, Professor Sanchia Aranda stressed that we are at a critical time for cancer control. The 2025 deadline to reduce premature mortality from NCDs by 25% is just eight years away and the commitments made in the intervening time will lay the foundations for future generations. With this in mind Professor Aranda urged all Summit participants to ensure that the 2018 High-level Meeting on NCDs delivers Heads of State commitments to NCDs to reinvigorate national action and make the core investment to scale up access to quality cancer treatment and care.

Citing Cali, Asunción and Yangon as inspiring examples, Professor Aranda emphasised the power of cities in taking the lead in developing sustainable solutions to improve access to cancer services. Working hand-in-hand with national governments and the global cancer community, cities can be key drivers for change, and recognising the uniqueness of each city, Professor Aranda emphasised the potential to share best practices and lessons learned across C/Can 2025 cities and with the UICC membership to help drive progress.

Professor Aranda announced an exciting new phase of C/Can 2025 with the call for applications for Challenge Cities to join the initiative. Establishing a network of Challenge Cities is part of a broader ambition to scale-up C/Can 2025 support from the Key Learning Cities to a wider group of cities that have a population greater than 1 million. Challenge Cities will be committed to improving access to quality cancer treatment and care through a multi-sectoral approach. In joining, cities will become part of a new community of stakeholders who, with support from one another, from UICC and its members and partners, can take a lead in improving the health of their citizens. For more information on C/Can 2025 Challenge Cities and how to apply, visit [uicc.org/challenge-cities](http://uicc.org/challenge-cities).



Her Majesty Queen Letizia of Spain, Honorary President of the Asociación Española Contra el Cáncer, drew the Summit to a close with a call to countries and cities to ensure that they create health-promoting environments in which exposure to key cancer risk factors, including tobacco, are minimised. Applauding the ambition and dedication of C/Can 2025 cities, including Kumasi, Her Majesty stressed that health must be a political priority and that all partners, including civil society organisations, take up their role in prevention, early detection, treatment, care and research.



*"All of you assembled that are from cities with populations greater than 1 million - take the lessons you have learned and shared here today home to your own cities and implore your leaders - yourselves - to do what you can to impact the 2025 targets by making a commitment to join the City Cancer Challenge."*

**Professor Sanchia Aranda,  
President, UICC**



*"The approach to cancer involves countless elements, many of which have been acknowledged by the leaders speaking here today. I would like to congratulate UICC for the challenge they have raised at this Summit to reduce premature deaths due to non-communicable diseases in cities across the world. And, to all of you, thank you for your ideas and efforts in one matter, health, which is always the main concern and longing of every human being."*

**Her Majesty Queen Letizia of Spain**



## Showcasing partnerships and collaboration



Complementing the Summit programme, a number of official side sessions were organised from 13-15 November by the Summit hosts, partners and supporters to explore the future of cancer control and how we can tackle some of today's most pressing issues to achieve our shared goal of reducing premature mortality from cancer and non-communicable diseases (NCDs).

### Leadership in Action: Cancer control in Latin America

More than 40 CEOs (including Managing Directors, Secretary Generals and Director Generals) of UICC member organisations from 19 countries came together for this tailored half-day workshop designed to address specific opportunities and challenges cancer organisations in the regions face. It was an occasion for the sharing of expertise, best practices and strengthening regional networks across the cancer control spectrum.

### Mexican civil societies meeting on National Cancer Control Planning

The National Cancer Institute of Mexico (INCan) convened Mexican civil societies and other national stakeholders for a final workshop on "collaboration and engagement" of all sectors of society in establishing a National Cancer Control Plan and setting it as a national public health priority.

### Astellas Oncology C3 Prize Finalist Pitches

Astellas Oncology hosted the second edition of the C3 Prize competition, a global challenge designed to acknowledge and support non-medical innovations to improve the cancer care experience for patients, caregivers and their loved ones. On the following day, during the Summit's closing reception, Mr Hernâni Oliveira from Portugal was announced as the C3 Prize winner with his HOPE PROJECT, a two-part app developed to help paediatric cancer patients and their parents solve issues related to medication adherence and the sedentary lifestyle of children diagnosed with cancer.

### Looking ahead: How to deliver sustainable cancer care despite resource constraints

*Breakfast organised by Amgen*

The discussion kicked off with reflections on the need for urgent action to improve access to quality cancer prevention, early detection, and treatment and care services if we are to meet global targets on reducing premature mortality from cancer and NCDs globally. The point was made that to address cancer sustainably the whole health system needed to be strengthened. Tackling inefficiencies in financing is also critical to deliver better patient outcomes.

*"We need to see combating the burden of women's cancer as an investment in the future. We have an opportunity to make a difference that has never been more relevant for the lives of women in Latin America and holds the potential to transform the lives of millions and millions of women."*

**Dr Arnold M. Baskies,  
American Cancer Society**

### Working locally to combat the burden of cancer in women in Latin America

*Breakfast organised by Merck*

Nearly 300,000 women die from cancer in Latin America each year. This not only places significant burden on health systems but also on patients and their families. This session highlighted how action to prevent, detect and treat women's cancer in the region poses significant challenges, but also brings with it fantastic opportunities for improved outcomes.



“Building trust among all the sectors involved and being open to think differently will support the cancer community to develop partnerships, which can bring transformational improvements in how we deliver cancer care, and help provide a brighter future for patients around the world.”

**Mr José Manuel Caamaño,**  
Takeda Mexico

### **Bridging the cancer care divide through innovative partnership models**

*Breakfast organised by Takeda*

The merits of multi-stakeholder partnerships for cancer and other NCDs are well recognised and we are increasingly seeing new partners engaged to improve access to quality cancer services. The aim of this session was to explore how these partnerships have been developed and how we can sustain these in the long-term.

### **Action instead of reaction: The Latin American Cancer Scorecard**

*Breakfast organised by Roche*

The Economic Intelligence Unit's Latin American Cancer Control Scorecard (LACCS) recently launched a tool which supports governments and stakeholders in identifying cancer control implementation successes and gaps, and helps guide and refine further action. During the session, panellists discussed ways cancer advocates could use the scorecard to help frame cancer planning debates and discuss cancer priorities across the region.

### **Building sustainable access to medicines: Lessons learned**

*Breakfast organised by Novartis*

Globally, countries are examining how they can build safe, quality and equitable cancer services, and ensuring access to medicines is a key part of this effort. In low- and middle-income countries particularly, patients' access to medicines varies significantly. Poorer patients or those living in rural or remote areas find it most difficult to access treatment and care and often experience poorer health outcomes. With this in mind, the panel explored how different stakeholders can play their role in bridging the gap between services that patients need and what the health system can provide.

### **How can the promise of personalised healthcare impact cancer control in low- and middle-income countries?**

*Breakfast organised by MSD*

Improving the effectiveness and cost-efficiency of cancer treatments is critical to meet the needs of the growing number of cancer patients. Personalised medicine offers the possibility of increased survival and potentially more cost-effective treatment. Despite many remaining challenges, there have been significant advances in the use of personalised medicines across high-income countries, and questions are now being posed about their roles within low- and middle-income settings. The panel provided several perspectives on identified needs, challenges and key learning points linked to the increased use of personalised medicine in their own contexts.

### **Creating an ecosystem that facilitates cancer research: City perspectives**

*Workshop organised by Abbvie*

This workshop examined relevant questions around how a research-friendly environment can be fostered in cities, including discussions on how local research agendas are set, how they fit with global agendas and how partners can better work together to address research challenges.

### **The challenge of diagnostics in cancer treatment**

*Workshop organised by the American Society for  
Clinical Pathology*

During the one-day workshop, participants had the opportunity to address the topics of traditional approaches to cancer diagnostics and the challenge of implementation across the globe, as well as the role of advanced diagnostics in meeting the needs of oncologists to tailor treatment for best outcomes.

### **The Cervical Cancer Prevention Initiative (CCPI): Collaborative efforts to increase HPV vaccine and cervical cancer screening rates in LMICs**

*Workshop organised by the American Cancer Society*

This workshop provided a unique opportunity for cancer leaders around the world to exchange knowledge, skills and experience on current efforts in low- and middle-income countries to increase HPV vaccine and cervical cancer screening rates. Cancer leaders discussed working together to create immediate concrete steps on how to work more effectively together and forge the appropriate collaborations to scale up these critical prevention services.

### **Clinical research: an opportunity to access innovation in Latin America**

*Workshop organised by the National Cancer  
Institute of Mexico*

Highlighting the value of clinical research as a gateway to innovation for cancer patients in Mexico and Latin America, the days' sessions focused on sharing experiences from the government, academia and civil society to facilitate access to the latest cancer treatments and identify how to bridge patients' therapeutic needs with the most innovative medicines for their treatment.



## The 2017 Summit in numbers



**350 participants**  
from **60 countries**



### Social media

**8,605 tweets** with a potential  
reach of **36.1 million users**

**3,780 users** contributed to  
the online conversation



### Press and media

**824 articles** published with  
a media reach of **over 70 billion**

**110 journalists** attended on-site

**16 onsite** interviews

The Summit's official dinner was held at the Club de Banqueros on the evening of the 13 November, hosted by Mexico City and the National Cancer Institute of Mexico (INCan), whose Director General Dr Abelardo Meneses convened the evening. Speaking at the event were HRH Princess Dina Mired, President-elect of UICC, H.E. Mrs Kim Simplis Barrow, First Lady of Belize, H.E. Mrs Angelica Rivera de Peña, First Lady of Mexico and President Enrique Peña Nieto, President of Mexico. The evening closed with a special performance from Taboo of the Black Eyed Peas and Ambassador of the American Cancer Society.

## Thank you



With thanks to the 2017 World Cancer Leaders'  
Summit Partners and Supporters

### Partners



### Supporters

