Using the template letter

# Overview

Step 1: Identify who the letter should be addressed to – your Head of State/Government

Step 2: Update the letter with your organisational logo, relevant national data (using the link provided) and Senior Management representative signature.

Step 3: Identify who the letter needs to be sent to – your head of State/Government’s Chief of Staff or Assistant

Step 4: Reach out through contacts or use formal mechanisms to send the letter to the individual above

# Why are Heads of State/Government being asked to attend?

We are asking Heads of State/Government to attend the meeting in order to:

* **Take advantage of Heads of State/Government’s ability to drive national priorities** we have found that when Heads of State/Government attend these meetings we have a much greater chance of developing the strong international and national commitments that we need to improve cancer and NCD prevention and care nationally. 2018 is the second report back on progress since the High Level Meeting and declaration in 2011 and so now is the opportunity to draw leaders’ attention back to the issues
* **Signal a whole-of-Government commitment** **to tackle NCDs**. Strong representation by Governments beyond just the Health Ministry will demonstrates that NCDs are a national priority that requires all Government departments to play their part in reducing the national burden. This will also be a clear signal to the national cancer and NCD community that the Government is committed to action and, as cancer advocates, will give you a renewed opportunity for national advocacy work
* **Continue the UN’s leadership of the work on NCDs**. This is critical to maintain the global momentum around NCDs that has been achieved so far. We will need this to maintain a strong NCD voice and focus on cancer in the implementation of the Sustainable Development Goals – we don’t want cancer to be left out.

# How do I identify the right person?

The right person to send this letter to will be that individual which leads how government policy is developed in your country. Most often, these are the individuals who lead the representation of your country in major international fora, such as the UN General Assembly in New York each year. This individual will, in the majority of cases, be the head of government, such as a President or Prime Minister; however in other countries this may be a member of a Royal Family or leading party.

# Where do I find the right contact details?

Given the volume of correspondence that many Heads of State/ Government receive, these letters are unlikely to be read by them directly; instead we need to work to ensure that the message does reach the desk of the individual who coordinates the Head of State / Government’s engagements to ensure it is placed into their calendar.

The most effective method of ensuring this letter reaches the right person is to work through your organisation’s network of contacts within your Government. Reach out to these individuals to identify who, within the Head of State/Government’s office, would be the best person to receive this letter for it to be added into the appropriate calendar of engagements. Ideally this message should be sent using that persons direct email address.

Alternatively, the majority of Heads of State/Government will have public email address or online platform where you can formally submit letters to their office. This is a good option if your organisation does not have the kind of route in identified above, and can be a useful way to establish these links to reach out in future.

# What happens next?

The aim of this letter is really to place the 2018 HLM on the horizons of heads of States/ Government, as such we would not envisage any intensive follow up at this point. However, if your organisation has a strong working relationship with your Ministry of Health and broader Government, it might be a good opportunity to start to position your organisation as an advisor for the 2018 HLM process and a potential delegate at the meeting. In previous years, UICC members have been able to take part in the meetings on the delegations of their country, as advisors on specific cancer issues. If you feel that you have the relationship with your government to make this kind of offer, please feel free to edit the letter below to include a request of this type.

# Where can I find out more?

Over the coming year, the UICC will strive to keep you informed of any major updates in the 2018 HLM process. If you are interested in finding out more about the 2018 HLM preparatory process and how your organisation can get involved, please join the Can25x25 group by emailing advocacy@uicc.org. Alternatively, the UICC Advocacy team will be posting periodic updated on the key meetings, consultations etc. on the [www.uicc.org/advocacy](http://www.uicc.org/advocacy)

President/ Prime Minister [XXXXX]

Address line 1

Address line 2

City

Monday, 26 March 2018

Dear [HEAD OF GOVERNMENT]

I am writing to you on behalf of [INSERT ORGANISATION NAME HERE] and the Union for International Cancer Control (UICC) to kindly urge your participation in the upcoming 2018 UN High-Level Meeting on Non-Communicable Diseases (NCDs). Your attendance at this meeting will be critical to developing a meaningful outcome document to support [INSERT COUNTRY NAME HERE]’s work to curb the health, social and economic burden of cancer and NCDs nationally.

Globally, NCDs are responsible for around 70% of mortality[[1]](#footnote-1) with cancer alone accounting for 8.8 million deaths annually. By 2012 cancer was already responsible for [INSERT RELELVANT CANCER FIGURES FROM [**CANCER TODAY**](http://gco.iarc.fr/today/home) HERE] in [INSERT COUNTRY NAME HERE], and the burden of cancers has continued to grow significantly due to increasing exposure to tobacco, physical inactivity, harmful use of alcohol, unhealthy diets, and cancer causing infections.

Alongside the social costs, NCD are responsible for significant economic costs from death and disability from which are being borne by individuals, families and national health systems. The World Economic Forum estimates that between 2010 and 2030 NCDs will cost the global economy more than US$30 trillion, and the estimated cost of cancer alone will reach US$458 billion over this time[[2]](#footnote-2). By comparison, there is a wealth of evidence demonstrating the economic returns on investing in cost-effective cancer and NCD prevention, early diagnosis and treatment interventions.

In response to the rising social and economic costs of NCDs, national governments came together at the first High-Level Meeting on NCDs in 2011 to set the goal of reducing premature mortality from NCDs by 25% by 2025. However, since 2011 national action to reduce NCD mortality and morbidity has been uneven and the impacts for those living with NCDs have fallen far short of potential.

With this in mind, 2018 offers an important opportunity to demonstrate the importance of cancer and NCDs as a health and development priority and [INSERT COUNTRY NAME HERE]’s leadership in this arena. Your participation at the High-Level Meeting, will also signal to the cancer community and the population at large, that you stand ready to galvanise national action to [further reduce/kick-start action to tackle] the national cancer and NCD burden by identifying it as a national priority. We firmly believe every country will yield significant economic and social benefits from investing in cancer and NCD control.

On behalf of [INSERT ORGANISATION NAME HERE] and UICC many thanks for your kind consideration of this request, and as members of the global cancer community we stand ready to support actions to reduce [COUNTRY NAME]’s NCD burden.

[SENIOR ORGANISATION REPRESENTATIVE]

 [ORGANISATION NAME]

1. http://www.who.int/mediacentre/factsheets/fs355/en/ [↑](#footnote-ref-1)
2. Bloom DE, et al. (2011). The Global Economic Burden of Non-communicable Diseases. World Economic Forum. Geneva: World Economic Forum [↑](#footnote-ref-2)