



A MEMBERSHIP ORGANISATION  
**FIGHTING CANCER TOGETHER**

# Course Syllabus

## Advocacy for improved cancer control



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## Course Description

This Master course leverages the learning, resources and tools developed through the Cancer Advocates programme to equip civil society organisations with skills and knowledge to develop national advocacy campaigns calling for improved cancer control, and access to cancer services.

This course also provides specific insights and resources to support organisations to engage with advocacy specifically in relation to cervical cancer, and the elimination agenda.

Following completion of this course, further support will be available through the Cancer Advocates programme to selected individuals and organisations. More information is to be provided in due course.

This course is accredited by the Accreditation Council of Oncology in Europe (ACOE) and its completion gives 6 European CME Credits.

## Learning Outcomes

On completion of this course, participants will be able to:

1. Describe key principles in mapping potential coalition members and shaping a shared coalition agenda.
2. Describe the key stages involved in developing an advocacy strategy
3. Develop a compelling advocacy message and identify relevant advocacy activities.
4. Define budget advocacy, and understand how to engage in budget advocacy at the national level.
5. Recognise the importance of M&E to achieve your advocacy goal

## Target Audience

UICC member organisations who would like to strengthen their ability to advocate for improved cancer control in their countries.

The Master course will also be of particular interest to individuals who are looking to progress or develop advocacy efforts in response to the cervical cancer elimination agenda and Global Strategy.

This course is delivered mainly in English, however, resources and support will be available in Spanish and French.

## Course Syllabus

In the table below you will find the course syllabus including an overview of each module, its contents and release dates as well as the names of the course contributors and their organisations.

The course will take approximately 6 hours to complete with one module being launched every 2 weeks.

Some modules include optional live Q&A sessions. Live activities are marked below with the symbol ((•))

Module	Course Material	Speaker, Organisation	Release date	Estimated time (minutes)
Introduction to the course	Entry Survey		9 May 2022	10'
	Discussion forum activity			10'
	Live webinar Introduction to the Master course and related resources	Fanny Bauer, Capacity Building Manager, UICC	12 May 2022 ((•))	45'
	Additional resources Cancer Advocates toolkit: Self-assessment			
Module 1 Coalition building <b>Outcomes:</b>  Define the added value of working as a coalition.	Webinar 1.1 Introduction to the Coalition building module	Fanny Bauer, Capacity Building Manager, UICC	9 May 2022	15'
	Webinar 1.2 Effective collaboration: Insights from the Cancer Coalition Philippines	Carmen Auste, CEO Cancer Warriors Foundation, Philippines		16'

Describe key principles in mapping potential coalition members and shaping a shared coalition agenda.	Video Resource Coalition building for effective advocacy	Cristina Parsons Perez (ENG/SP), Capacity Development Director		12'
	Assessment 1			10'
	Discussion forum activity			10'
	Live Q&A session		25 May 2022 ((•))	60'
	Additional resources Cancer Advocates toolkit: Coalition Building  Case study: Knowing your coalitions' strengths and weaknesses	UICC  Mamadou Mansour Niang Senegalese league against cancer		
<b>Module 2</b> Advocacy goals and key stakeholders  <b>Outcomes</b> Describe the key stages involved in developing an advocacy strategy  Identify and develop a relevant advocacy goal and objectives  Identify key decision-makers and stakeholders to engage to achieve your objectives	Webinar 2.1 How to identify and develop your advocacy goal and objectives -TBC	Sonali Johnson, Head, Knowledge, Advocacy and Policy, UICC	1 June 2022	10'
	Webinar 2.2 Mapping and identifying key stakeholders	UICC		15'
	Podcast Political advocacy: How to engage with decision and policy makers – TBC	Paul Ebusu, CEO Uganda Cancer Society		10'
	Assessment 2			10'

	Discussion forum activity			10'
	Live Q&A session		15 June 2022 ((•))	60'
	Additional resources Cancer Advocates toolkit: Advocacy (p1-21) Case study: The 30-Day Law/Brazil	UICC FEMAMA		
<b>Module 3</b> Developing and delivering compelling advocacy messages <b>Outcomes</b> Develop a compelling advocacy message Identify relevant advocacy activities.	Webinar 3.1 Key elements to consider when building up your national advocacy strategy		22 June 2022	15'
	Webinar 3.2 Strategic advocacy and communication	Nicole Engelbrecht, Head of Communications and Marketing at UICC		20'
	Webinar 3.3 Leverage World Cancer Day for advocacy	Janine Huguenin, World Cancer Day Campaign Manager at UICC		20'
	Assessment 3			10'
	Discussion forum activity			10'
	Live Q&A session		6 July 2022 ((•))	60'
	Additional resources Cancer Advocates toolkit: Advocacy (p22-31)	UICC		

<p>Module 4</p> <p>Budget advocacy</p> <p><b>Outcomes</b></p> <p>Define budget advocacy, and understand how to engage in budget advocacy at the national level.</p>	<p>Webinar 4</p> <p>Health financing for cervical cancer elimination: An illustration of how to develop advocacy messages for health financing.</p>	<p>Margaret Cornelius, Former Deputy Director, Thinkwell.</p>	<p>13 July 2022</p>	<p>8'</p>
	<p>Video Resource</p> <p>Interview with Nhlanhla Ndlovu on effective health budget advocacy</p>	<p>Nhlanhla Ndlovu, Director of the Centre for Economic Governance and Accountability in Africa</p>		<p>25'</p>
	<p>Assessment 4</p>			<p>10'</p>
	<p>Discussion forum activity</p>			<p>15'</p>
	<p>Live Q&amp;A session</p>			<p>27 July 2022 (••)</p>
	<p>Additional resources</p> <p>Cancer Advocates toolkit: Advocacy p.32-35</p> <p>EIU report</p> <p>Thinkwell country profiles</p>	<p>UICC</p>		
<p>Module 5</p> <p>Monitoring &amp; Evaluation</p> <p><b>Outcomes:</b></p> <p>Recognise the importance of M&amp;E to achieve your advocacy goal</p>	<p>Webinar 5.1</p> <p>Introduction to the Monitoring &amp; Evaluation module</p>		<p>3 August 2022</p>	<p>15'</p>
	<p>Video Resource</p> <p>An introduction to monitoring, evaluation, and learning</p>			<p>50'</p>

Develop and identify relevant M&E indicators to assess progress against your advocacy goal.		Jade Chakowa, Former Monitoring and Learning Manager, C/Can		
	Discussion forum activity			10'
	Assessment 5			10'
	Live Q&A session		17 August 2022 ((•))	60'
	Additional resources Cancer Advocates toolkit: Monitoring and Evaluation Case study: TBC	UICC		
Course completion	Exit survey			10'
End of course	Final date to complete course & download certificate		31 August 2022	
	<b>Total duration of course</b>			Approx. 6 hours (excluding live sessions)

## Biographies

In this section, you can add biographies and professional headshots of the course leaders and guest speakers. It is useful to have this in advance so that participants can see who will be contributing to the course and it is also required for the ACOE accreditation.

### Course Leaders

	<p><b>Fanny Bauer</b></p> <p>Fanny Bauer, Capacity Building Manager, joined UICC in 2019. She leads the Cancer Advocates programme, which seeks to support UICC members in their advocacy efforts around the world, through access to UICC's network, development of resources and learning opportunities. Fanny has international experience in programme management and advocacy for Human Rights and Public Health, and holds a Master of Business Administration and a Bachelor in International Relations from the University of Geneva. She speaks French, English, Spanish and Portuguese.</p>
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### Guest Speakers

	<p><b>Carmen Auste</b></p> <p>Carmen Auste is the Vice President of the Cancer Coalition Philippines and CEO of Cancer Warriors Foundation (Philippines). She led her organisation's collaborative efforts with Cancer Coalition Philippines on the passage of the country's National Integrated Cancer Control Act and played a key role in developing the implementing rules and regulations to support the Act. Carmen has extensive advocacy experience and has worked collaboratively with Filipino law makers, and lawyers at the McCabe Centre for Law and &amp; Cancer to achieve legal reform to reduce the cancer burden in the Philippines.</p>
	<p><b>Cristina Parsons Pérez</b></p> <p>Capacity Development Director at NCD Alliance.</p>
	<p><b>Sonali Johnson</b></p> <p>Sonali Johnson is Head of Knowledge, Advocacy and Policy at the Union for International Cancer Control (UICC). Her main area of work is to ensure that cancer prevention, treatment, and care is positioned within the global health and development agenda, including plans for universal health coverage (UHC). During her professional career, Dr Johnson has worked on a range of public health issues including cancer control, gender and HIV/AIDS, reproductive and sexual health, gender-based violence, knowledge translation, research ethics and health and human rights. In addition, she served twice as a member of the Ethics Review</p>

	<p>Committee (ERC) of the World Health Organization (WHO).</p> <p>Dr Johnson holds a PhD and post-doctorate diploma in public health and policy from the London School of Hygiene and Tropical Medicine and an MSc in Gender and Development from the London School of Economics and Political Science.</p>
	<p><b>Paul Ebusu</b></p> <p>Paul Ebusu is the Executive Director of the Uganda Cancer Society. He is a strong advocate of and advances cancer and tobacco control on Uganda’s public health agenda. He is a member of the National Steering Committee of the Uganda National Cancer Control Program and is a member of the Uganda Technical Working Group on NCDs and Cancer Diagnostics. In 2017, Paul was selected as a UICC Young Leader.</p>
	<p><b>Nicole Engelbrecht</b></p> <p>Nicole Engelbrecht is Head of Communications and Marketing at the Union for International Cancer Control (UICC). Leading a team of communication specialists, she is responsible for creating and managing communications strategies in the areas of public relations, marketing, press and media, social media, brand, digital and membership communication. Nicole is a public and internal communications professional with more than 20 years of experience, including as a journalist and spokesperson. She previously worked for the International Committee of the Red Cross (ICRC) and UNICEF where she also managed multidisciplinary communications teams.</p> <p>Nicole holds a Master’s degree in Political Science, Public Law and Spanish Literature from the Rheinische Friedrich Wilhelm University in Bonn, Germany and a Certificate in Radio Broadcasting from the Deutsche Hörfunk Akademie. Nicole speaks German, English, French and Spanish.</p>
	<p><b>Janine Huguenin</b></p> <p>Janine Huguenin, Campaign Manager, UICC</p> <p>Born in Washington DC, United States Janine holds a BA in government and politics from the University of Maryland, College Park and an MA in International Affairs from the Graduate Institute, Geneva, having also spent a research semester at the Seoul National University, in Seoul, South Korea during that time.</p> <p>Janine has experience working in multiple and diverse sectors, including the House of Representatives at the United States Congress, Care International, the International Committee of the Red Cross, as well as a journalist at various media outlets. Before joining the team at UICC, Janine drove global campaigns—most notably the #EqualGame campaign—and global communications projects at UEFA, the European football governing body for five years.</p> <p>On a voluntary basis, Janine is acting as General Secretary of Auxilius, a Geneva-based NGO with the mission to provide support, advice and assistance to the elderly and people with disabilities. She is also involved</p>

	<p>politically and ran for the 2020 elections of municipal councillor at the village of her residence in the canton of Geneva.</p>
	<p><b>Nhlanhla Ndlovu</b></p> <p>Mr Nhlanhla Ndlovu “NN” is a Director at CEGAA, where he works to promote good economic governance, budget transparency, accountability and public participation in government policy and budget development processes.</p> <p>NN holds a Master of Philosophy Degree in Public Policy from the University of Cape Town, an Honours Degree in Commerce and a Bachelor’s Degree in Social Sciences, both from the University of KwaZulu-Natal. He has over 18 years of working on budget monitoring and expenditure tracking (BMET) programmes in Africa and elsewhere, with a special interest in health, education, food security and community development.</p>
	<p><b>Margaret Cornelius</b></p> <p>Margaret Cornelius is a former Deputy Director for the Private Sector Unit at ThinkWell, a global health systems research organisation that aims to accelerate universal health coverage around the world. Since joining ThinkWell in 2020, Margaret has been advising public and private sector organizations on how to improve the overall financing environment for cancer and access to cancer care and treatment. She also manages ThinkWell’s partnerships with pharmaceutical clients where she works on policy and financing challenges for health technologies and products, including financing vaccines. From 2007 to 2018, she was Senior Program Officer at the Bill &amp; Melinda Gates Foundation, where she managed global and country-level health systems strengthening initiatives and grants. Prior to the Foundation, she was a health policy analyst at RTI International, where she led analytical work on health financing in Rwanda and developed costing indicators for a large USAID program to control neglected tropical diseases. Early in her career in global health systems and financing, she spent two years at the World Bank, analysing health financing trends to inform policy and programming in the Middle East and North Africa Region Human Development Unit and the Bank’s central Health, Nutrition and Population Unit.</p> <p>She holds a BA from the University of New Mexico and a Master of Science of Public Health degree from the Gillings School of Global Public Health at the University of North Carolina at Chapel Hill.</p>
	<p><b>Jade Chakowa</b></p> <p>Jade Chakowa is a Senior Manager for Monitoring, Evaluation and Learning at City Cancer Challenge Foundation.</p>



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