

Meeting summary from Mexico City Mexico, 13 November 2017

The 'Leadership in Action: Cancer control in Latin America' meeting brought together 43 senior executives from 19 countries, each one representing a different organisation, to:

1. Provide a platform for peer-to-peer learning between senior executives of UICC member organisations in the region
2. Offer a unique opportunity to build key regional networks and connect with leaders from across the cancer control spectrum.

Background

The meeting took place as part of the [2017 World Cancer Leaders' Summit](#) in Mexico City, bringing together in a closed event leaders from UICC full membership organisations from the [Latin-American](#) region.

This meeting was the second Leadership in Action event, which has been developed to provide a biennial regional forum for leadership from UICC member organisations to draw on their expertise and address key issues, challenges, best practices and opportunities to strengthen regional cancer control. The Leadership in Action meetings are part of UICC's [CEO Programme](#), and are sponsored by MSD.

Key findings from presentations and discussions

Developing sustainable funding models

Presentations

Two sessions were held during the four-hour meeting, both expertly moderated by Ms Irene Mia.

The first session was jointly led by Mr Nick Grant and Mr Diego Paonessa. Drawing on experiences from Cancer Research UK, Mr Grant highlighted strategies and opportunities to support and develop individual

donations, including regular giving, volunteer fundraising and legacy programmes. Engaging with individual donors using social media was emphasised as a major opportunity moving forward.



Presentations and speakers

1. Developing sustainable funding models

- Nick Grant, Executive Director of International Partnerships at Cancer Research UK and member of UICC's Board of Directors
- Diego Paonessa, Executive Director at LALCEC

2. The role of cancer registries in improving cancer control

- Dr Marion Piñeros, scientist in the Cancer Surveillance Unit at International Agency for Research on Cancer (IARC)
- Dr Luis Eduardo Bravo, Director at Registro Poblacional de Cáncer de Cali

Meeting moderated by Irene Mia, Global Editorial Director at The Economist Intelligence Unit



Building on this, the second session emphasised the importance of understanding regional context when developing funding models, reflecting on their own challenges and strengths. The importance of transparency and collaborations with trustworthy actors was highlighted as fundamental to improving the sustainability of funding for organisations.

Discussion

The presentations were followed by interactive round-table discussions, during which participants identified challenges to securing sustainable funding, with emphasis on the importance of creating trust and transparency with individuals and partners, the lack of fiscal incentives to donate, and the competition between NGOs providing cancer service when those are delegated to them by governments. A large number of best practices to overcome the above challenges were presented, including the use of champions or ambassadors to build trust, engage sensitised youth to change mindsets through social media and education programmes, give representation and a voice to patient groups, or conduct and share publically regular financial audits.

The role of cancer registries in improving cancer control

Presentations

The second session was led by Dr. Marion Piñeros and Dr Luis Eduardo Bravo. Dr. Piñeros discussed the need to connect civil society groups with local and national cancer registries to help translate data into meaningful policies. The presentation also showcased the work of IARC in supporting registry development and growth through the [Global Initiative for Cancer Registries \(GICR\)](#), which has developed a network of regional hubs with support from organisations like UICC.

Dr Bravo focused specifically on the cancer registry in Cali and the impact it has had on the process of drafting cancer plans and formulating policies in Colombia over the past 55 years.

Discussion

When asked about how civil society can better engage with cancer registries and vice versa, participants emphasised the need to have national principles and a standardised process to better understand what data they need to provide to populate cancer registries. Improving communications and mutual understanding on how civil society groups and cancer registries work were also identified as the foundation for building more effective collaborations.

Moving forward

Follow-up visits

As a follow-up to this meeting, and to continue fostering regional collaborations, five '[Short-term Leadership Development Grants](#)' have been offered through sponsorship from Prevent Cancer Foundation. These have been awarded to attendees wishing to visit another organisation within the region for mentoring in order to learn more about a specific topic.

Regional engagement during WCC 2018

First feedback showed that attendants felt their regional perspectives and contributions were recognised, and that they grew closer as a regional group, which is especially relevant in the lead up to the next [World Cancer Congress \(WCC\)](#), to be held in Kuala Lumpur, Malaysia, 1-4 October 2018.



List of participants



Senior executives from UICC full member organisations

Arturo Prins, Fundación SALES, Argentina
Luiz Maltoni, Fundação do Câncer, Brazil
Roberta Marques, Instituto Desiderata, Brazil
Vivien Rosso, Fundação Antonio Prudente - A.C. Camargo Cancer Center, Brazil
Gustavo Werutsky, Latin American Cooperative Oncology Group (LACOG), Brazil
Jorge Gallardo, Fundación Cáncer Chile, Chile
Gustavo Adolfo Campillo, Fundación Red de Apoyo Social de Antioquia (RASA), Colombia
Carlos Jose Castro, Liga Colombiana Contra el Cáncer, Colombia
Adriana Garzon, Fundación SIMMON, Colombia
Fabiola Gamboa Ross, Fundación Dra. Anna Gabriela Ross, Costa Rica
Alexandra Núñez, Asociación Tour Rosa de Costa Rica, Costa Rica
Rebeca Solano Cantillo, Asociación nacional venciendo los obstáculos de la vida (ANASOVI), Costa Rica
Teresa de la Caridad Romero Pérez, Sección Independiente del Control del Cáncer, Cuba
Edwin Pérezmella, Liga Dominicana Contra el Cáncer, Dominican Republic
Wilson Merino, Fundación Cecilia Rivadeneira, Ecuador
Guillermo Paulson, Sociedad de Lucha contra el Cáncer (SOLCA), Ecuador
Marcella Carrillo, Fundación Edificando Vidas El Salvador, El Salvador
Lisbeth Ruiz de Campos, Asociación Salvadoreña para la Prevención del Cáncer, El Salvador
Mirna Jeaneth Montenegro Rangel, Instancia por la salud y el desarrollo de las mujeres OSAR, Guatemala
Alma Argentina Robles Ávila, Asociación Guatemalteca Héroes de Esperanza, Guatemala
Vincent DeGennaro, Innovating Health International, Haiti
Sandra Aquino, Asociación de Pacientes con Cáncer, Fe y Esperanza, Honduras
Flora Duarte, Asociación Hondureña de Lucha contra el Cáncer, Honduras
Enrique Bargallo Rocha, Asociación Mexicana de Mastología, Mexico
Rafael Castro, COI Centro Oncológico Internacional, Mexico
María Teresa Beorlegui, Grupo Reto Recuperación Total, Mexico

Maria Elizabeth Lavín Diaz, Asociación Mexicana de Sobrevivientes al Cáncer Oncoayuda A.C, Mexico
Abelardo Meneses Garcia, Instituto Nacional de Cancerología de México (INCan), Mexico
Francisco Javier Ochoa Carrillo, Asociación Mexicana de Lucha Contra el Cáncer A.C., Mexico
Sonia X. Ortega, Tómatelo a Pecho A.C., Mexico
Adela Poitevin Chacón, Sociedad Mexicana de Radioterapeutas AC (SOMERA), Mexico
Samuel Rivera, Sociedad Mexicana de Oncología (SMEO), Mexico
Mayra Galindo, Coalición Juntos Contra el Cáncer, Mexico
Alberto G. Torres Durazo, Casa de la Amistad para Niños con Cancer, Mexico
Orlando Benito Martínez Granera, Fundación Movimiento Contra el Cáncer (Movicancer-Nicaragua), Nicaragua
Vanessa Olarte de Cruz, Asociación Nacional Contra el Cáncer (ANCEC), Panama
Raúl Doria, Grupo San Roque, Paraguay
Iván Chávez, Instituto Nacional de Enfermedades Neoplásicas (INEN), Peru
Adolfo Dammert, Liga Peruana de Lucha contra el cáncer, Peru
Álvaro Luongo, Comisión Honoraria de lucha contra el Cáncer, Uruguay
Javier Soteldo, Sociedad Anticancerosa de Venezuela, Venezuela
George Alleyne, Pan American Health Organisation (PAHO), Barbados
Gary Reedy, American Cancer Society (ACS), United States

The UICC CEO Programme and Leadership in Action meetings are supported by



For further information about the Leadership in Action meetings, please, contact the UICC Capacity Building regional team at regionalcba@uicc.org



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