



Leadership in Action: Cancer Control in the Asia-Pacific Region

Background

Following the success of the launch of the CEO programme at the World Cancer Congress in Paris in 2016, UICC has invited senior executives of UICC member organisations to connect through regional fora in this non-Congress year. These fora, entitled 'Leadership in Action' provide an opportunity for individuals to network and engage on regionally relevant issues; challenges, opportunities, and best practices, to strengthen cancer control in the region.

The first of these regional fora, 'Leadership in Action: Cancer Control in the Asia-Pacific Region', took place on 21 June in Seoul, Republic of Korea, on the occasion of the 24th Asia Pacific Cancer Conference (APCC 2017).

Summary of the discussions

A total of 25 participants from 21 different UICC member organisations from the Asia-Pacific region attended the meeting. 15 countries were represented, achieving a balanced geographical representation.

The participants, senior executives of cancer organisations (CEOs, Presidents, Medical Directors or Board Members), actively participated in the three-hour meeting consisting of three plenary sessions followed by a reception.

Dr. Saunthari Somasundaram, National Cancer Society Malaysia (NCSM) President and Medical Director and host of the next World Cancer Congress 2018 in Kuala Lumpur, welcomed the participants for this half-day of discussion. The sessions focused on Partnership, Advocacy and Prevention in Action, each aimed at sparking discussions on creative solutions, lived experiences, case studies and best practices. The first session, entitled '**Partnership in Action**' was led by Dr. Cary Adams, UICC CEO. Using the **Partnership Toolkit: 'Better Together'**, Dr. Adams introduced how to work with different stakeholders, design and deliver a successful partnership, and address conflicts of interest.

The following sessions were introduced by one speaker providing a global perspective on the topic, followed by a second speaker exploring the issue from a regional perspective. The second session, '**Advocacy in Action**', led by Prof. Sanchia Aranda, UICC President and Cancer Council Australia CEO, and Dr. Rachael Rosario, Philippine Cancer Society Executive Director, focused on the critical role NGOs play in advocating for policy initiatives that improve the health of the population. This session outlined key concepts in successful advocacy, using examples of tobacco control from Australia and the Philippines.

The last session, '**Prevention in Action**', was presented by Prof. Jeff Dunn, UICC Board member and Cancer Council Queensland Strategic Leader in Social and Behavioural Sciences, and Priscillar Napoleon, Papua New Guinea Cancer Foundation Programs Manager. Prof. Dunn discussed the different levels of cancer prevention, highlighting the use of media and engagement of communities to raise awareness, debunk myths and change social patterns that exist in the region. Ms. Napoleon shared lessons learned and best practices of the HPV vaccination pilot program in Papua New Guinea as an example of what could be achieved at the primary health care level.

The meeting ended with a closing reception, during which participants expressed their continued desire to participate in relevant events, like this Leadership in Action forum. This meeting was the first of its kind,

engaging a spread of participants from a range of countries in the region. Initial feedback showed that attendees valued the opportunity to discuss and share their regional perspective, and that they grew closer as a regional group, which is especially relevant in the lead up to the next **World Cancer Congress**, to be held in Kuala Lumpur, Malaysia, 1-4 October 2018.

The meeting in images

