



A MEMBERSHIP ORGANISATION
FIGHTING CANCER TOGETHER

Course Syllabus

Raising the voices of patient advocates



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Course Description

Patients, survivors and caregivers are best positioned to advocate for change in cancer prevention and control policies. Their voices are essential in ensuring patients are at the centre of decision making in cancer control prevention, treatment and support services.

Through webinars and first-hand experiences from patient advocates, this course will provide an overview of what is required to be a patient advocate: a willingness to learn, the capacity to communicate and the confidence to deliver clear and powerful messages.

This course will build on knowledge from UICC's previous course on patient engagement, with a focus on how to move from experience to expertise.

Learning Outcomes

By following this course participants will be able to:

1. Describe the role of patients as advocates
2. Identify the knowledge required to become an empowered patient advocate
3. Apply the soft skills needed to voice an advocacy message
4. Analyse ways to better reach, communicate and cooperate with the broader cancer control community

Target Audience

This course is suitable for all staff and volunteers from patient support groups, cancer societies, hospitals and any other organisation willing to engage patients in advocacy. It will be of particular interest to any patients, caregivers and survivors engaged through UICC member organisations who are willing to advance in their role as a cancer advocate.

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 speakers and their organisations.

The course will take approximately 9 hours to complete (including live sessions) with each module being launched every 3 weeks.

All modules include optional live Q&As with the speakers, marked below with the symbol ((•))




Module	Course Material	Speaker, Organisation	Release date	Estimated time (minutes)
Introduction	Entry Survey		9 May 2022	5
	Introduction to the course (Zoom)	Marta Pazos Belart Capacity Building Manager, Union for International Cancer Control (UICC)	10 May 2022 ((•)) 13:00 CET	45
Module 1 Understanding patient advocacy	Webinar 1.1: 'Moving from intention to action - Meaningful Engagement of Individuals with Lived Experience of NCDs and Mental Health Conditions	Jack Fisher Technical Officer, GCM/NCD, World Health Organization (WHO)	16 May 2022	20
	Webinar 1.2: Why patient partnership could be a catalyst for a power shift in the healthcare ecosystem?	Alexandre Berkese Centre of Excellence on Partnership with Patients and the Public		30
	Discussion/Padlet activity			10




	Live Q&A (Zoom)	All speakers from the module	24 May 2022 ((•)) 14:30 CET	45
Module 2 Equipping advocates with knowledge	Webinar 2.1: Empowering patients through the rule of law	Kwanele Asante-Shongwe Lawyer, and Former Chairperson, Ministerial Advisory Committee on Cancer Prevention and Control, South Africa	30 May 2022	20
	Webinar 2.2: Using epidemiological and health financing data to support advocacy asks	Rosie Tasker Global Advocacy Manager, UICC		20
	Webinar 2.3: Technical knowledge to improve advocacy outcomes	Anna Cabanes Consultant, Global Focus on Cancer		20
	Assessment – quiz			10
	Discussion/Padlet activity			10
	Live Q&A (Zoom)	All speakers from the module	14 June 2022 ((•)) 13:00 CET	45
Module 3 Building confidence to speak up	Webinar 3.1: Drafting compelling messages, mastering public speaking	Claire Doole Communications Consultant	20 June 2022	30
	Assessment – multiple choice questions			10

	Discussion/Padlet activity			10
	Live Workshop – Prepare your pitch (Zoom)	Claire Doole Communications Consultant	5 July 2022 13:00 CET	(••) 60
Module 4 Amplifying voices	Webinar 4.1: Exploring communications channels to amplify patient voices: media relations and social media	Eric Grant, Communications Manager, UICC Alexandra La Guardia, Social Media Specialist, UICC	11 July 2022	20
	Webinar 4.2: Communicating in a virtual world: spotlight on audio-visual media	Mike Hill Founder, Moonshine Agency		20
	Live Q&A (Zoom)		26 July 2022 13:00 CET	(••) 45
	Final Assignment – Padlet activity			60
End of course	Exit survey			5
	Final date to complete course & download certificate		31 August 2022	
Total duration of course				5 hours (excluding live sessions)

Biographies

Guest Speakers

	<p>Jack Fisher</p> <p>Jack Fisher is a Technical Officer with the World Health Organization's Global Coordination Mechanism on NCDs and is leading their activities in knowledge collaboration and meaningful engagement of people living with NCDs and mental health conditions.</p> <p>Jack holds an MSc in Global Health from the University of Copenhagen and has a variety of technical, communications and advocacy experiences working within academia, intergovernmental organisations and non-governmental organisations covering topics such as noncommunicable diseases, climate change and environmental health.</p>
	<p>Alexander Berkesse</p> <p>Alexandre is strategic advisor and Europe branch manager at the Center of Excellence on Partnership with Patients and the Public (CEPPP) and Associate Professor at the French School of Public Health (EHESP).</p> <p>Since 2010 in Canada and since 2018 in Europe, Alexandre has been contributing to the cultural and organizational transformation of healthcare both through working on health professionals' education (project leader for the MD program reform integrating patients-as-teachers, then director of the Partnership School at Université de Montréal and now through working with health schools and faculties to elaborate and implement patient engagement strategy) but also through the major continuous improvement movement in care in Quebec and in France (he supported the integration of +120 patients-as-partners for improving relevance, quality and security in care in hospitals and community centers).</p> <p>Alexandre also studied (master diploma and doctoral education) political philosophy, teaches critical thinking in organizational transformation (HEC Montreal between 2014 and 2019 and now at Paris-Dauphine University) and conducts research projects in epistemology, medical education and patient partnership.</p>
	<p>Kwanele Asante-Shongwe</p> <p>Kwanele Asante is the Former Chairperson of the Ministerial Advisory Committee on Cancer Prevention and Control, Republic South Africa. She is the Secretary-General of the African Organization of Research and Training in Cancer (AORTIC). Asante taught and was the Unit Head of the Health Law module at the Steve Biko Centre for Bioethics, at the University of the Witwatersrand in South Africa. She has received several awards for her African health equity activism, including the Harvard Global Health Catalyst – 2016 African Ambassador Award.</p> <p>She serves in several health and human rights advisory positions in South Africa, Africa and internationally.</p>

	<p>Asante holds a B. A. Liberal Arts (Psychology-Sociology major) degree from Wesleyan University in Middletown, Connecticut, USA. LLB and MSc Medicine: Bioethics and Health Law degrees from the University of the Witwatersrand, South Africa.</p>
	<p>Anna Cabanes</p> <p>Anna Cabanes is a cancer epidemiologist and non-profit executive with 20+ years of experience in research, epidemiology, health systems strengthening, community mobilization and evidence-based advocacy. A strategic thinker, she is passionate about disease prevention and provision of care for cancer control globally.</p> <p>Cabanes is currently research advisor at Global Focus on Cancer. She worked 9 years with the non-profit Susan G. Komen (USA) directing all community health and global programs. Prior, she held positions in cancer research (Georgetown University, USA) and cancer surveillance (Centro Nacional de Epidemiologia, Spain).</p> <p>She has a record of leadership and achievements in public health. Her goal is to maximize the impact of scientific research leading to innovations in policy and practice for global cancer control. She has worked with advocates, healthcare organizations, and governments, to innovate and integrate new cancer programs within healthcare systems or in new environments; to develop national policies and establish successful care delivery models; and to mobilize communities through evidence-based advocacy.</p>
	<p>Rosie Tasker</p> <p>Rosie Tasker is the Global Advocacy Manager in the Knowledge, Advocacy and Policy Team at the Union for International Cancer Control (UICC) where she focuses on global health discussions, particularly follow-up to the UN High-level Meeting on UHC. Rosie holds a Master's in Global Health and Development from University College London and a Bachelors in Geography from the University of Oxford.</p>
	<p>Claire Doole</p> <p>Claire Doole is a former BBC correspondent (Berlin, Brussels, Geneva, London), UN Refugee Agency/International Federation of the Red Cross spokeswoman, and head of media at WWF International.</p> <p>Since 2006 she has been coaching and training senior executives of major companies and international organisations in the art of pitching and public speaking.</p> <p>A sought-after conference moderator, Claire has moderated many panel discussions on health and healthcare related issues. Claire also trains in speaking to the media, storytelling and panel moderating, virtually and face to face.</p> <p>Full biography here</p>



Eric Grant

Eric Grant is the Communications and Media Manager at the Union for International Cancer Control (UICC), responsible for the organisation's editorial content and press relations. He has worked in Communications for over ten years after a career in journalism and publishing.



Mike Hill

Mike Hill is Founder, Filmmaker, Writer and Director for the Moonshine Agency.

Mike is a multi-skilled filmmaker who has directed, produced, written and shot over 1000 films - from feature length to short - in a wide range of genres and formats. His work has attracted over 40 awards and he's also a graduate of the Australian Film, TV and Radio School (AFTRS).

Full biography [here](#).



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