



The commitment to conquer cancer would not have been possible without the Strategic Plan development work of the 2012–2014 Board of Directors. Thank you.

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20YRS

to Change the World





We unite
the cancer
community

to reduce the global cancer burden

to promote greater equity, and

to integrate cancer control

into the global health and development agenda.

UICC is a global membership organization advancing cancer control. Currently, our over 840 member organizations across 155 countries save lives and eliminate suffering from cancer daily, everywhere. We are science and evidence based, disseminating knowledge for advocacy and policy development. Over the next 20 years, we will address the challenges and harness the opportunities anywhere.

UICC promotes global solidarity in cancer control and is a catalyst for accelerating progress and monitoring and measuring that progress. We shall contribute to healthcare development around the world by being synergistic with other organizations, and partnering and leveraging interdependence to create a global multiplier effect.

We fulfill our purpose by achieving three goals:

- 1. Mobilizing Global Resources**
- 2. Measuring Progress**
- 3. Inspiring a Movement**

This all starts now, with you. The target is 2035.

THE WORLD IN 2035

Greatly reduced
disparities
in cancer care
across
the world

Greatly reduced
suffering
from cancer

Better,
longer lives,
cancer free

Fewer/reduced
deaths
from cancer

THE PATH TO 2035

These are the starting points to infuse energy and focus into our purpose over the next 20 years.

WE UNITE THE CANCER COMMUNITY

- More members of UICC
 - Better coverage
 - Broader networks
- Connect the public & the professional community
- Engage the corporate sector, engage their CSR
- New technologies & social media will reach out & mobilize

- Develop a World Cancer Scorecard
- Measure progress against the World Cancer Declaration targets
- Monitor

TO REDUCE THE GLOBAL CANCER BURDEN

- Get cancer on the Global Health Agenda now
 - Influence Global organizations
 - Work with UN Agencies, WHO
 - Influence World Economic Forum
- Seize immediate opportunities
 - Prevention measures — Tobacco control
 - Alleviate pain
- Build health systems

TO PROMOTE GREATER EQUITY

- Expose inequity at the country level
- Engage cities & regions as drivers & leaders
- World Cancer Leaders' Summit to promote greater equity
- Engage local experts to work regionally across borders
- Grow capacity — particularly national cancer societies & cancer professionals
- Create tools to measure equity & promote models for change
- Empower the public to drive change
- UICC — a clearing house for information & advocacy

AND TO INTEGRATE CANCER CONTROL INTO THE GLOBAL HEALTH AND DEVELOPMENT AGENDA

MOBILIZE

- Standards & norms
- Toolkits
- Economic case
- National cancer control planning (NCCPs)
- Position statements
- Training & education

We mobilize global resources.
We are a network of networks.



MEASURE

- Stimulate action
- Country scorecard, partner with IARC
- Public & community communication > Membership
- Leverage World Cancer Day & World Cancer Leaders' Summit
- Link with UN, support Non Communicable Diseases (NCD) control

We shall measure progress & stimulate action through data & evidence-driven communications.

Convening – empower existing platforms (e.g. General Assembly) to be the places to have a voice

Engage membership base to grow our voice

Collaborate with academic partners – IARC

Develop regional networks & data collection

Annual report – World Cancer Scorecard

INSPIRE

- Key people in governments
- Young leaders
- Members, partners and volunteers
- Social media movement
- Private sector

We will mobilize our membership & inspire a movement.

Rapid growth in Membership

Volunteer expertise as a core competency

Structure points of engagement for members & volunteers

Utilize all UICC & other health/development events

Uniform messages & strategic partnerships

Encourage & enable young leaders

Increase Social Media activity

CONQUER CANCER

2035 GET THE DATA.
PROMOTE THE MESSAGE.
CONTROL CANCER.

TOGETHER WE ARE STRONGER

Yes, we can conquer cancer. Not eliminate it – but through enhanced prevention, treatment and support to alleviate suffering – we will conquer it.

Cancer is a growing crisis on a global scale. But our 840 strong member organizations across 155 countries are saving lives, accelerating progress, and innovating treatments and new supports to conquer cancer daily. Every day. Everywhere. For everyone.

Together we can inspire and support a global movement that makes cancer control central to the global health and development agenda. Together we will conquer cancer by 2035.

And yes, our goals are very ambitious. But anything less is unthinkable.

We are committed to acting, to mobilizing our networks – personal and professional, regional and national – to deliver on these ambitious goals.

**The commitment is here. The time is now.
The target is tomorrow.**

**Join us in uniting to conquer cancer by 2035.
Because, together we are stronger.**



Cary Adams
CEO



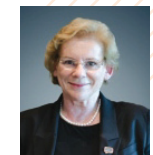
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