

# CEO Programme

## 2018 World Cancer Congress



A MEMBERSHIP ORGANISATION  
FIGHTING CANCER TOGETHER

2-4 October  
Kuala Lumpur, Malaysia

### Overview

The CEO Programme, UICC's flagship leadership development initiative, aims to build a community, and strengthen leadership and management capacities of senior executives from across the UICC membership.

A total of 105 CEOs from 53 countries signed up to participate in the activities on offer at the 2018 World Cancer Congress: three exclusive lunch-time sessions and a dedicated CEO networking breakfast.

Initially launched at the 2016 World Cancer Congress in Paris, the CEO Programme is fast becoming an invaluable platform for cancer control leaders looking to improve their performance and build their networks.

Besides the Congress, the Programme also features regular regional 'Leadership in Action' meetings, addressing needs and themes relevant to the host region.

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*"As head of a patient group, I face challenging situations daily. The CEO programme is a unique opportunity to share and reflect on the knowledge, mindsets, skills, capabilities and actions required to lead and to meet the needs of our organisation. It is a very good tool for our leadership development."*

**Mary Wong, Chairman, Global Chinese Breast Cancer Organizations Alliance (China)**



### Sessions and speakers

#### Lessons in leadership: Uncovering the stories behind the leaders

- Kara Magsanoc-Alikpala, Founding President, ICANSERVE Foundation (Chair)
- Anne Lise Ryel, Secretary General, Norwegian Cancer Society
- Emmanuel Luyirika, Executive Director, African Palliative Care Association
- Pat Garcia-Gonzalez, Chief Executive Officer, The Max Foundation

#### Walk the talk: Translating global commitments into national action

- Arnie Purushotham, Director, King's Health Partners Comprehensive Cancer Centre and Medical Director, Tata Trusts (Chair)
- Grace Injene, Executive Director, Kenya Cancer Association
- Isabelle Aloï Timeus, President, Salvati A.C.
- Todd Harper, Chief Executive Officer, Cancer Council Victoria

#### Innovation in fundraising: Exploring creative resource mobilisation strategies

- Owen Sharp, Chief Executive Officer, Movember Foundation (Chair)
- Alejandra de Cima, President, Fundación CIMA
- Maria Fatima Garcia-Lorenzo, Executive Director, Kythe Foundation
- MJ DeCoteau, Executive Director, Rethink Breast Cancer



### Lessons in leadership: Uncovering the stories behind the leaders

**Lessons in leadership** set to explore themes around leadership in a talk-show style format. Kara Magsanoc-Alikpala, a broadcast journalist by profession as well as Founding President of a cancer support network in the Philippines, probed into the professional lives of the three speakers to draw out their stories and individual approaches to leadership.

Supported by the informal format of the session, the panellists were generous in sharing the challenges and learning from their personal experiences of leadership and the session soon opened up to CEOs in the audience who lent their points of view in a seamless and wide-ranging open discussion.

The conversation touched on a variety of topics, shining a light on the complex demands CEOs face in their role: the pressure of constantly being the face of the organisation (and sometimes its story, when personally affected by cancer); the difficult, but essential, relationships with media and policy-makers; the frequent blurring of personal and professional lives; the importance of planning for succession, particularly for founders; and the need to have a professional structure in place, including a solid governance framework.

At the end of the session, the panellists shared their top recommendations to help CEOs build the resilience necessary to cope with the demands they face:

- **Work hard, but don't forget to take care of yourself**
- **Have patience and don't refrain from making tough decisions**
- **Be humble and don't consider yourself indispensable**



*"It was an enriching experience for me to interact and network with fellow CEOs and leaders from across the world for the first time"*

Maud Mwakasungula, Executive Director, Women Coalition Against Cancer (Malawi)

### Walk the talk: Translating global commitments into national action

**Walk the talk** provided an opportunity to hear about strategies implemented by CEOs in different health and policy settings to translate global cancer commitments into effective national action.

Arnie Purushotham set the scene by sharing his experience of running and implementing a "hub-and-spoke" model of cancer care delivery in settings at the opposing ends of health system development: at the King's Health Partners Comprehensive Cancer Centre in London, where a satellite centre run by trained healthcare professionals rather than medical oncologists serves the population in the south of the city; and in North East India, where Tata Trusts, in partnership with multiple State Governments, is rolling out a distributed cancer care model with the vision to deliver standardized and affordable care closer to patients' homes.

This was followed by three case studies:

- Grace Injene described the Kenya Cancer Association's efforts to push a 'Cancer Fund' bill through parliament, with the aim to extend coverage of cancer treatment in the national health insurance system.
- Isabelle Aloï-Timeus of Salvati A.C. talked about the organisational challenges of putting together and running effective advocacy coalitions.
- Todd Harper outlined how Cancer Council Victoria works to shift attention of policymakers towards some of the most neglected issues in cancer control in the state, i.e. care for Aboriginal communities, research on rare cancers, and the obesity epidemic.

The Q&A session touched on issues such as mobilising funds for alliances and ways to develop a case for government investment in cancer control. The key learning from the discussion was best summarised by one of the speakers who stated that **only by building a strong evidence base, including proof of return on investment, can cancer organisations bring governments on board** to address the key gaps in their countries' cancer control efforts.

## Innovation in fundraising: Exploring creative resource mobilisation strategies

**Innovation in fundraising** tackled a topic at the top of every CEO's agenda: how to mobilise the necessary resources to fund the operations of their organisations.

The session was chaired by Owen Sharp of Movember Foundation, a fitting example of how a small creative idea can, if executed with excellence, scale up to truly global levels. Speakers followed with three case studies on innovative approaches to fundraising.

The first described how Rethink Breast Cancer (RBC) is turning the discourse on cancer in Canada upside down, while at the same time raising funds for the organisation. Targeted mainly at a young audience, RBC's empowering and energetic campaigns serve not only to raise funds, but also create awareness by encouraging younger generations to better understand and talk about cancer. From creating their own product line of gifts, 'give-a-care', which addresses real practical needs of young women with breast cancer, to streaming their successful fundraiser party events, 'boobyballs', and selling advertising slots through Facebook Live, RBC are **pushing the boundaries of content- and event- fundraising**. Their latest pilot is to produce a YouTube edutainment show following the story of a young woman with cancer, which they hope will attract and educate a large number of online followers and create revenue opportunities for the organisation.

In the second case study, Kythe Foundation's Executive Director shared some tips on how the organisation tries to build a successful and sustainable funding model:

- **Create consistent branding and messaging** – for example all of Kythe's activities are characterised by a positive and uplifting ethos in line with their belief that every child has the right to learn, play, and grow even while confined in a hospital

- **Provide donors with an experience beyond the act of giving** – in fact Kythe's annual kite-flying event, its flagship fundraiser, is also used by sponsoring corporations as a team-building exercise for their staff
- **Nurture your volunteers** - far from simply engaging in one-off events and activities, Kythe's volunteers develop a strong attachment to the organisation through regular involvement in both fundraising efforts as well as outreach activities. This creates a long-term virtuous cycle whereby the young volunteers of today become the corporate champions of tomorrow

The last case study centred on Fundación CIMA, a breast cancer group in Mexico, and the challenge it faces every October, during breast cancer awareness month, to stand out in a competitive market where over 150 breast cancer organisations vie to make their pink brighter and catch the eye of the Mexican donor. To ensure its message doesn't get lost, CIMA's strategies include: spreading support across the year by running its 'pink' marketing campaigns in conjunction with other key dates, such as Mother's Day or International Women's Day; and targeting new segments of the population by looking for unlikely allies, for example when it teamed up with a famous all-male Mexican music band to sensitise their 'macho' fan-base to the issue of breast cancer.

The most effective strategy to grow awareness and attract resources for cancer control in the long term though, CIMA's President ultimately emphasised, was for organisations to join arms with their 'competitors', as the benefits of reaching greater exposure by leveraging different organisational strengths in joint activities, ultimately overshadowed any downsides for individual organisations. **To make sure we truly stand out, it is better to stand together**, she concluded.





## Moving forward

The CEO Programme will continue throughout 2019 with a series of activities, including regional 'Leadership in Action' meetings in Africa, the Eastern Mediterranean, Asia-Pacific and Latin America regions, as well as dedicated sessions at the World Cancer Leaders' Summit in Kazakhstan.

Next event: Middle East, North and East Africa regional 'Leadership in Action' meeting in Muscat, Oman, 1-3 April 2019.

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*"Participation in the CEO Programme was the most helpful experience to me at the World Cancer Congress. It was both inspiring and informative."*

**Issarang Nuchprayoon, Secretary General, Wishing Well Fondation (Thailand)**



## UICC CEO Award

The 2018 World Cancer Congress also saw the launch of the UICC Awards which aim to identify and celebrate exceptional contributions made by UICC members and inspire the cancer control community through their efforts. The CEO Award recognises excellence in leadership and management of a cancer organisation.

The UICC CEO community congratulates Pat Garcia-Gonzalez, Chief Executive Officer of The Max Foundation (USA), for winning the inaugural CEO Award.

The judges praised Pat's leadership and drive to mobilise people and build partnerships across sectors and borders, and her ability in transforming a grassroots organisation into an international movement impacting the lives of tens of thousands of patients worldwide.

Congratulations also to the two other finalists: Asem Mansour, Director General of the King Hussein Cancer Center (Jordan), and Wondu Bekele Woldemariam, Executive Director of Mathiwos Wondu-YeEthiopia Cancer Society (Ethiopia).

# List of participating organisations

- African Cancer Institute  
 African Organisation for Research and Training in Cancer (AORTIC)  
 African Palliative Care Association  
 Alamelu Charitable Foundation  
 Américas Amigas  
 Amref Health Africa  
 Aparajita Society of Cancer  
 Asociación de Pacientes con Cáncer Fe Y Esperanza  
 Asociación Guatemalteca Héroes de Esperanza  
 Asociación Nacional Contra el Cáncer Panama  
 Asociación Salvadoreña para la Prevención del Cancer  
 Asociación Tour Rosa de Costa Rica  
 Association Pulmonaire du Québec  
 Breast Cancer Network Australia  
 Breast Cancer Welfare Association  
 Cancer Council Australian Capital Territory  
 Cancer Council Victoria  
 Cancer Epigenetics Society  
 Cancer Foundation of India  
 Cancer Research Malaysia  
 Cancer Society of Madhya Pradesh  
 Cancer Society of Maldives  
 Cancer Warriors Foundation  
 Children's Cancer Center of Lebanon (CCCL)  
 City of Smile Charitable Foundation  
 Danish Cancer Society  
 Eliminate Cancer Initiative – Minderoo Foundation  
 European CanCer Organisation (ECCO)  
 Foundation Kimi  
 Fundación Cima  
 Friends of Cancer Patients  
 Global Chinese Breast Cancer Organizations Alliance  
 Help Those With Cancer Association  
 Hong Kong Anti-Cancer Society  
 I Can Serve Foundation  
 Indian Cancer Society  
 Indonesian Cancer Foundation  
 Indonesian Cancer Information and Support Center Association  
 Innovating Health International  
 Instituto Desiderata  
 Instituto Nacional de Cancer - Brazil (INCA)  
 Instituto Nacional de Cancerologia  
 International Cancer Expert Corps (ICEC)  
 International Society of Geriatric Oncology  
 Irish Cancer Society  
 Japan Cancer Society  
 Kenya Cancer Association  
 King's Health Partners Comprehensive Cancer Centre  
 Kuwait Society for Preventing Smoking and Cancer  
 Kythe Foundation  
 Leah Cancer Centre  
 Life Again Foundation  
 Liga Contra el Cancer Peru  
 MacMillan Cancer Support MAHAK  
 Malaysia National Cancer Council (MAKNA)  
 Mass Medical Mission  
 Mathiwos Wondu Ye-Ethiopia Cancer Society  
 McTonne Cancer Care Foundation  
 Medicaid Cancer Foundation  
 Ministry of Health Saudi Arabia Cancer Control Programme  
 Movember Foundation  
 National Cancer Control Committee Indonesia  
 National Cancer Control Program Afghanistan  
 National Cancer Society of Malaysia  
 National Comprehensive Cancer Network  
 National Institute of Cancer Prevention and Research  
 National Taiwan University  
 Nepal Cancer Relief Society  
 New Sunshine Charity Foundation  
 Nigerian Cancer Society  
 Norwegian Cancer Society  
 Oman Cancer Association  
 Palliafamilli Association  
 Persatuan Kanser Network Selangor dan Wilayah Persekutuan  
 PinkDrive  
 Piramal Swasthya Management and Research Institute  
 Prevent Cancer Foundation  
 Project PINK BLUE  
 Prostate Cancer Society of Malaysia  
 Raise Foundation Minna  
 Rethink Breast Cancer  
 Salvati A.C.  
 Save a Life Cancer Awareness and Support Network  
 Shwe Yang Hnin Si Cancer Foundation  
 Sihanouk Hospital Center of Hope  
 Singapore Cancer Society  
 Society of Surgical Oncology  
 Swedish Cancer Society - Cancerfonden  
 Tata Trusts  
 The Cancer Association of South Africa  
 The Dorcas Cancer Foundation  
 The Max Foundation  
 The Non Communicable Diseases Alliance (NCDA)  
 The Wishing Well Foundation  
 Turkish Society for Radiation Oncology  
 Uganda Cancer Society  
 Uganda Women's Cancer Support Organization (UWOCASO)  
 University of Malaya  
 V Care Foundation  
 Women Coalition Against Cancer in Malawi (WOCACA)

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For further information about the CEO Programme, please contact the UICC Capacity Building team at [education@uicc.org](mailto:education@uicc.org)