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 lunchtime 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.

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 Aloi 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

“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)
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

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 Aloi-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.

“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)
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.
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 Weldemariam, Executive Director of Mathiws Wondu-YeEthiopia Cancer Society (Ethiopia).

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.

“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)
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 Cancerología
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
Mathiwo Wondo 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
Palliafarmili Association
Persatuan Kanser Network Selangor dan Wilayah Persekutuan
PinkDrive
Piramal Swasthya Management and Research Institute
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)

For further information about the CEO Programme, please contact the UICC Capacity Building team at education@uicc.org