



2020-2021 Master Course

Multisectoral Approaches to Patient Engagement for Better Cancer Control

Course Description

Towards Patient-centred cancer control: Patient engagement in decision-making processes along the care continuum is a key aspect of patients' rights and, as such, it is an essential prerequisite of the quality of cancer care in all health systems. Achieving a patient-centred system requires that all stakeholders take into consideration the patient perspective in their activities related to cancer research and care. It is also of utmost importance that patient organisations get the necessary knowledge regarding the opportunities to voice their perspectives and feel empowered to have their say in research, care, and support as well as survivorship programmes and be considered as a driver for change in all health systems.

Sharing best practices across sectors: This course will draw on practical examples and approaches from across sectors to outline how the engagement of patients in decision-making processes along the cancer control continuum leads to better quality in cancer care. Reflecting multisectoral perspectives is critical to ensure that this landscape of patient engagement is comprehensive, and that the patients' voice is considered at every step of the cancer care continuum. This Master Course will take advantage of the unique position of UICC as the "Union" of the global cancer community to gather all in one place the expertise of its members, partners and other stakeholders, therefore offering a multifaceted learning journey to its audience.

A learning journey for practical impact: The methodology of this Master Course will combine: an online series of webinars (12 recorded presentations with Q&As of 15 min) by experts from all sectors (civil society, patient groups, public and private sector), complemented by the "Cancer Patient's Voices" podcasts, consisting of 5 min inspiring interviews with a representative of a patient, survivor, or caregiver, on the specific topic discussed by the experts. The online component will also benefit from advanced education technologies offered by UICC's eCampus platform, providing a one-stop shop with key resources, interactive content and link to opportunities for each topic. A follow-up workshop will be offered at the World Cancer Congress in Oman on 16 March 2021, with a highly interactive format (the "solution room") to provide Delegates with first-hand experience of patient engagement strategies and tools. All materials from the Master Course will be designed for a sustainable use as a comprehensive introduction to Patient engagement in cancer control

Learning objectives

After completion of the course participants will be able to:

1. Provide participants with the latest findings and knowledge about strategies and tools to reinforce patients' engagement in cancer care and beyond

2. Ensure a People-Public-Private Partnership approach through the contribution of experts from all sectors to provide their insights on various aspects of patient engagement
3. Engage participants in concrete practical exercises in order to experience situations and opportunities to voice the patient or caregiver's perspective

Course leader

This Master Course will be led by UICC with guest speakers for the online and in-person sections of the course, representing all sectors - patients, caregivers, advocates, regulators, policymakers.

Preliminary Online Course Syllabus

**Titles are tentative, and speakers are currently contacted.*

Module	Topic
Module 1 - Strategies July 2020	Topic 1. Basics of Patient Engagement (recorded presentations) Webinar 1. The Rights of Cancer Patients Webinar 2. The importance of patient-centred approaches Cancer Patients Voices Podcast 1 - Why my engagement is important? Interview with a cancer patient / survivor activist
	Topic 2. Evidence for Patient Engagement Webinar 1. Research to voice patients' perspective – All.Can Survey Webinar 2. Making the case: the power of data for patient groups Cancer Patients Voices Podcast 2 - How my experience can inform others? Interview with a patient / survivor about sharing his/her data.
Module 2 - Tools August-September 2020	Topic 3. Using Narratives for Representing the Patient voice Webinar 1. Storytelling / building narratives to share the patient voice Webinar 2. The Power of Stories: Crafting personalised healthcare narratives Cancer Patients Voices Podcast 3 - Why and how I am sharing my stories to inspire and support others?
	Topic 4. Developing Tools for Scaling up patient support Webinar 1. Digitalising patients support: the patient group experience Webinar 2. How to ensure that virtual means inspirational: the “We are patients” experience Cancer Patients Voices Podcast 4 - Digitalising cancer patient support in the times of Covid-19: my experience
Module 3 – Opportunities October 2020	Topic 5. Patients Engagement for better access to quality care Webinar 1. Patient engagement in HTAs Webinar 2. Patient Reported Outcomes Cancer Patients Voices Podcast 5 - How I became a patient-expert in cancer quality of care

Topic 6. Patients as Leaders for Change

Webinar 1. Engaging Survivors as Leaders - Findings for latest research

Webinar 2. Programmes for young cancer patients: Youth leadership

Cancer Patients Voices Podcast 6 - *Interview of a childhood cancer survivor engaged in the champions circle programme in Lebanon*