

Treatment

for All

National Activation



A MEMBERSHIP ORGANISATION
FIGHTING CANCER TOGETHER

Global call for collective action

In 2018, the number of new cancer cases reached 18.1 million, with current projections indicating that the burden of cancer will grow to 29.4 million cases by 2040. These stark figures are a clear and urgent call to action to address cancer as a global threat to health and development. While all countries are tackling the impact of cancer on population health and on health systems, the burden is greatest in low- and middle-income countries (LMICs) where cancer incidence and mortality rates are rising most rapidly. We must act now to reverse this trend.

Following the adoption of the **2017 cancer resolution**, which provides governments with guidance for national action to improve integrated cancer prevention and control, UICC launched 'Treatment for All'. Treatment for All is UICC's flagship advocacy campaign that calls on the international cancer community to address the global equity gap in access to cancer services by advocating across four key pillars:



Improving the **quality of cancer data** for public health use



Increasing the number of people with **access to early detection and accurate cancer diagnosis**



Providing **timely and quality treatment** for early and metastatic disease for all



Ensuring at a minimum a basic **supportive and palliative care** service for all.

Action towards addressing these pillars is critical if the global cancer community aims to meet its agreed targets, including a 25% and 33% reduction in premature mortality from cancer and noncommunicable diseases (NCD) by 2025 and 2030, respectively, as reflected in the Global Action Plan for the Prevention and Control of NCDs, and goal 3.4 of the 2030 Sustainable Development Goals (SDGs).

All stakeholders are invited to support and unite behind the Treatment for All campaign. UICC particularly calls on UICC members and civil society in LMICs to commit to joining Treatment for All through our targeted national activation efforts to improve cancer outcomes. Equipped with global commitments and policy recommendations, now is the time for national action to reduce premature mortality from cancer.

What is national activation?

The national activation of Treatment for All involves the mobilisation and equipping of civil society at the national level in order that they can collectively identify advocacy priorities in line with the four pillars of Treatment for All and work meaningfully with governments to translate global cancer commitments into national action, thereby improving patient outcomes through strengthened cancer services and interventions that are integrated into the health system. Through UICC's support, UICC member organisations, particularly in LMICs, will engage national-level civil society, identify key strengths and gaps in their country's health system, and define priority areas of action to deliver a strong national civil society advocacy campaign on Treatment for All.



Our vision is that through national activation, UICC members will be:

- Equipped with both knowledge and skills to advocate for cancer control and raise the profile of cancer within their national context
- Have a clear strategy in place to influence the advocacy priorities they have identified
- Have stronger relationships with other organisations focused on cancer control, working together to achieve the objectives defined within their national advocacy campaigns.

In 2018, there were 9.6 million cancer deaths, where 64.7% of these deaths occurred in Asia and Africa. Late-stage presentation and inaccessible diagnosis and treatment are common in low- and middle-income countries. For instance, in 2017, only 26% of low-income countries reported having pathology services available in the public sector and only 30% of these countries reported that treatment services were available following diagnosis. These countries need adequate policy frameworks and infrastructure in place for cancer control, with an active and mobilised civil society to hold government to account. By focusing our attention on LMICs, we have the opportunity to create long-term, sustainable solutions in those parts of the world that we anticipate will experience the greatest burden and contribute meaningfully to the delivery of the NCD and SDG global targets to reduce premature deaths caused by cancer and other NCDs.

In 2018, three countries embarked on the journey to develop and implement their national Treatment for All advocacy campaigns: **Uganda Cancer Society, Uganda; Salvati A.C., Mexico; and Indonesian Cancer Foundation, Indonesia.** By 2020, UICC aspires to engage as many of 40 member organisations in LMICs and guide them through a comprehensive process to develop their own Treatment for All campaigns, building the capacity of civil society to harness global policy and existing knowledge to advocate for improved information, availability and access to cancer services for whole-of-population progress.

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"What we want to say to all countries is, if we all work together towards the same goal, we will work more efficiently and have better outcomes."

Isabelle Aloï-Timeus, Founder, Salvati A.C.

Regardless of age, sex, economic and social circumstances, the Treatment for All campaign captures the importance of detecting cancer early and providing cost-effective, timely and quality treatment and care for all those who need it.

In 2025, when the United Nations measures progress against NCD targets agreed by Member States as part of the 2011 Declaration on NCDs, we hope that the cancer community will be proud to report their collective action has not only helped prioritise cancer control and shape effective national policies, securing better outcomes for patients, but also contributed to a solid foundation for sustainable growth, in line with the ambitions of the 2030 Agenda for Sustainable Development.

This requires everyone's participation, beginning today. Join Treatment for All.

Join the online discourse by visiting our **Social Media Hub**, and learn more about Treatment for All by visiting uicc.org/TreatmentforAll.

Join Treatment for All



Become a Country Champion

UICC member organisations interested in joining Treatment for All, and being supported to champion the national advocacy efforts in their respective countries are invited to submit an expression of interest, available on the UICC website.

Selected UICC members will be expected to launch their own national Treatment for All campaigns on World Cancer Day 2020, with the support, guidance and the provision of relevant tools, mentorship and expertise from UICC. They will be expected to participate in an online course in the months leading up to the 2019 World Cancer Leaders' Summit, during which there will be a one-day in-person workshop. In so doing, Country Champions become leaders of the global Treatment for All movement.

Country Champions are expected to meet the following criteria:

- UICC member representing in a low-income or lower-middle income country

- Willingness to make an organisation-wide commitment to the Treatment for All programme, with the kick off of a national Treatment for All campaign in 2020 and with prospective activities through to 2025
- Commit to a comprehensive approach to cancer care in your home country, with collaborative stakeholder engagement across government, clinical and civil society groups
- Commitment to engage in monitoring and tracking of the campaign efforts
- Respect of the core principles on which UICC is founded.

For more information about becoming a Country Champion, please visit uicc.org/BecomeaCountryChampion.



Become a Mentor

Mentors will be asked to support UICC member organisations and activities relating to their engagement with Treatment for All, in particular the Treatment for All online course and in-person workshop at the 2019 World Cancer Leaders' Summit, and the launch of a national Treatment for All campaign on World Cancer Day 2020. Support may take the form of technical expertise, explanatory phone calls or webinars, and project management guidance.

Mentors are expected to meet the following criteria:

- Track record of implementing advocacy campaigns, and strengths in advocacy, communication, fundraising, coalition building or policy shaping
- Willingness to make an organisation-wide commitment to the national activation of Treatment for All, and the Country Champions, with prospective to support through 2025

- Commitment to support the Country Champions with monitoring and tracking of their campaign efforts
- Commitment to a holistic approach to cancer care, with collaborative stakeholder engagement across government, clinical and civil society groups
- Respect of the core principles on which UICC is founded.

For more information about becoming a Mentor, please visit uicc.org/BecomeaMentor.

Express your interest by 30 Nov. 2018

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