



World Cancer Leaders' Summit

2011
DUBLIN, IRELAND

From Resolution  To Action

SUMMARY REPORT



18 NOVEMBER 2011 MANSION HOUSE DUBLIN, IRELAND

On 18 November 2011, The Union for International Cancer Control (UICC) hosted the 2011 World Cancer Leaders' Summit in Dublin, Ireland, in partnership with the Irish Cancer Society, World Economic Forum and the World Health Organization. Summit sponsors included several UICC member organisations, such as the American, Norwegian and South African Cancer Societies, Cancer Council Australia, Cancer Research UK, the European School of Oncology and Macmillan Cancer Support.

Themed From Resolution to Action, the Leaders' Summit was the first opportunity since the United Nations (UN) High-level Meeting on Non-communicable Diseases (NCDs) for health, government, philanthropic and corporate leaders from around the world to come together and develop strategies to ensure that governments implement the commitments made at the High-level Meeting.

"Ireland has benefited greatly from political support and has learned from best practices from other countries including Canada and Australia. Fostering international partnerships and exchange of knowledge will be vital to the successful implementation of the actions declared in the Political Declaration."

**DR SUSAN O'REILLY, NATIONAL DIRECTOR,
IRELAND'S NATIONAL CANCER CONTROL
PROGRAMME, IRELAND**



KEYNOTE REMARKS

European Union Officials provided an overview of the potential impact of the Political Declaration adopted at the UN High-level Meeting on regional cancer control policy.

DR ISABEL DE LA MATA, PRINCIPAL ADVISOR, EUROPEAN COMMISSION

"The World Cancer Leaders' Summit is a timely event, but has been organised in a difficult climate with general austerity and budget restrictions, which means that health and well-being are not top priorities on the political agenda. The UN High-level Meeting reminded the world of the magnitude of NCDs and challenges to all societies."

MR ALOJZ PETERLE, MEMBER OF THE EUROPEAN PARLIAMENT, PRESIDENT, MEPS AGAINST CANCER

"Our strategic objective is to diminish the influx of patients - there must be an emphasis on prevention."

We should share knowledge much more than has been done previously, and we know enough to do more. Differential survival rates suggest that we are not doing enough to share what we know. Within the EU, changes in outcomes can differ by 50% across borders. We need to address these inequalities – the so-called 'cancer iron curtain'."

SPECIAL ADDRESS NCD ALLIANCE WORKING IN PARTNERSHIP

Dr Sidney Smith, President of the World Heart Federation and member of the NCD Alliance, discussed the importance of working in partnership with other organisations to achieve shared goals.

"The message is simple. If the way we live does not give us cancer, it will give us a heart attack or a stroke. We need to rapidly change the way we live... The burden of NCDs outstrips communicable disease. The Political Declaration is important because without UN endorsement, we would just have our own projects. With the Political Declaration, it is ordained as central to the work of the UN and WHO... To achieve 25% relative reduction in premature mortality, we must work together. Together we will travel further: governments, civil society, UN, and the private sector."



1st PANEL DISCUSSION IMPLEMENTING THE POLITICAL DECLARATION OF THE UN SUMMIT ON NCDs: LESSONS LEARNED FROM PREVIOUS UN SUMMITS

Senior leaders from other disease-specific agencies and institutions discussed how best to roll-out the Political Declaration of the UN High-level Meeting on NCDs, based on past experience. Discussion topics included the integration of new institutional partnerships: diagonal vs vertical approaches to programme development; identifying hurdles to implementation and how to mobilise civil society.

PANEL MODERATOR: Professor David Kerr, President, European Society for Medical Oncology

PANELISTS: Professor Rifat Atun, Senior Director, Global Fund to Fight AIDS, Tuberculosis and Malaria; Dr Lucica Ditu, Executive Secretary, Stop TB Partnership; Professor Judith Mackay, Senior Advisor, World Lung Foundation and Senior Policy Advisor, World Health Organization

DISCUSSION HIGHLIGHTS

- The development of global HIV/AIDS, malaria and TB initiatives have been effective due to strong global leadership from the global north and south; clear goals and targets; innovative financing solutions; establishment of new institutional structures and partnerships; well defined evidence base; clear strategies and evaluation.
- The NCD Alliance is needed to maintain and take forward a unified voice, feeding in at country and regional levels... Philanthropists need to understand that NCDs are a major killer. Funding for the WHO Secretariat is required as it will coordinate and take forward the Political Declaration.
- We need to go beyond Ministries of Health at the World Health Assembly and empower people to promote cancer prevention. Perhaps we should call for the naming of a UN Envoy for NCDs and Cancer.
- There are opportunities to do things [for NCD control] at many levels, but there are things that only governments can do – tax structures, labels, etc. We need national policies, but local implementation.





2nd PANEL DISCUSSION

POTENTIAL IMPACT OF THE POLITICAL DECLARATION AT THE COUNTRY LEVEL: MINISTERIAL PERSPECTIVE

Ministers of Health and ministerial officials from key regions discussed how they intend to support implementation of the Political Declaration at the national level. Discussion topics included how to elevate the NCD agenda within all levels of government; specific NCD and economic challenges at the country level; specific actions panelists intend to take to support the Political Declaration; how best to improve the relationship between government and civil society; what is the roadmap to achieving results and how we can improve communicating the global NCD epidemic.

PANEL MODERATOR: Dr José M^a Martín-Moreno, Director of Programme Management, World Health Organization Regional Office for Europe

PANELISTS: Dr Adam Fronczak, Undersecretary of State, Ministry of Health, Poland; Dr Abdullah Noor Hisham, Deputy Director General, Ministry of Health, Malaysia; Mr Salomón Chertorivski Woldenberg, Secretary of Health, Mexico

DISCUSSION HIGHLIGHTS

- We [Mexico] are putting numbers into it and we have a clear idea of what we are going to do. Two-thirds of all deaths [in Mexico] are from NCDs and 80% are avoidable. We need clear objectives... We need specific country plans with metrics, compromises and objectives. We need a language that is plausible for finance ministers in order for them to understand that combating cancer is not a cost, it's an investment.
- In terms of the National Health Programme within Poland, the Political Declaration will help strengthen political resolve and potentially accelerate implementation.
- Integration [in Malaysia] must be strong across levels of care and working closely with other Ministries including education and finance. We need to ensure transparency in working with NGOs and private partners to improve the quality of care.
- Ministries from low-income countries face special challenges in implementing the Political Declaration. We need to have an understanding of what works in these settings and adapt the Political Declaration to country priorities.



3rd PANEL DISCUSSION

NEXT STEPS MOVING FROM RESOLUTION TO ACTION: PERSPECTIVES FROM THE UICC MEMBERSHIP

Chief Executives from several UICC member organisations were invited to discuss how they could support government efforts to implement the Political Declaration among their constituencies. Discussion topics included the potential effect of the Political Declaration on their organisational activities; how panelists intend to bring their organisations on-board the NCD movement; does working within the NCD framework dilute or benefit the cancer message; how we can help take populations to a different mindset; and, priorities for resource allocation.

MODERATOR: Mr Tom Kean, Executive Director, C-Change

PANELISTS: Mr John McCormack, Chief Executive Officer, Irish Cancer Society; Professor Ian Olver, Chief Executive Officer, Cancer Council Australia; Dr John Seffrin, Chief Executive Officer, American Cancer Society; Dr Saunthari Somasundaram, President, National Cancer Society of Malaysia; Ms Sue Janse van Rensburg, Chief Executive Officer, Cancer Association of South Africa

DISCUSSION HIGHLIGHTS

- In Malaysia, there is no cancer control plan or domestic strategy for cancer. In the absence of clear policies and goals resulting in the influence of particular stakeholders, the Political Declaration offers a line of sight for domestic cancer control plans. It validates the basis of adopted agendas and legitimises the programmes that we want to do.
- Organisations have to set the right goals. The American Cancer Society sets targets that are reasonable and ambitious '1000 lives per day'; CEOs have to set the agenda.
- The reality [in South Africa] is that there is disbelief that cancer can be prevented because there is only a 50% success rate. Bundling cancer with NCDs gives us a new platform to talk about cancer.
- Funding cancer research is essential. The cancer research agenda is not balanced at the moment. We require a balance between basic and implementation research.

SPECIAL REPORT FROM THE CORPORATE ROUNDTABLE

Mr Doug Ulman, UICC Board Member and CEO/President of the Lance Armstrong Foundation, provided a report on discussions held during the Corporate Roundtable session, which took place the day prior to the Leaders' Summit. The Roundtable explored the role of private sector leadership in moving the Political Declaration forward into concrete actions. Panelists included UICC corporate partners Varian, Sanofi-Aventis, and GlaxoSmithKline, as well as PepsiCo and Aura Biosciences.

DISCUSSION HIGHLIGHTS

- Over the last two to three decades, there has been growth of a natural partnership between the corporate and medical communities.
- There is no way for any one company to deal with the size of the global cancer burden. Over the coming years, we will see a trend of companies partnering with cancer organisations to attack this issue together.
- We have to bring innovation to developing and developed countries... During the development of cancer products, we need to keep in mind particular challenges for developing countries.

REMARKS BY DR JAMES REILLY, MINISTER OF HEALTH, IRELAND

Dr Reilly reiterated the urgency of eliminating NCDs and the need for improvements in care. He discussed Ireland's achievements and challenges in reducing the cancer burden and improving overall health outcomes. He stressed the Ministry's commitment to both the Political Declaration and the Dublin Resolution.

OFFICIAL PRESENTATION AND SIGNING OF THE DUBLIN RESOLUTION

Global cancer leaders attending the Summit ratified the Dublin Resolution pledging to support the UN Political Declaration and to work together in helping achieve a 25% reduction in premature mortality from non-communicable diseases by 2025. The Resolution was officially presented at the end of the event by Dr Eduardo Cazap, President of UICC and Mr John McCormack, Chief Executive Officer of the Irish Cancer Society.



ANNOUNCEMENTS AND COMMITMENTS

WORLD CANCER RESEARCH FUND

- ✓ Launch of Diet and Cancer Website
- ✓ Publication of report on Nutrition, Physical Activity, Alcohol and NCD Prevention

AMERICAN CANCER SOCIETY

- ✓ Launch of multi-stakeholder task force on NCDs and Women's Health
- ✓ Launch of Global Workplace Smoke-free Challenge

GLOBAL ACCESS TO VACCINES INITIATIVE (GAVI)

- ✓ Introduction of human papillomavirus (HPV) vaccine in developing countries in the GAVI funding portfolio

CANCER COUNCIL VICTORIA AND UNION FOR INTERNATIONAL CANCER CONTROL

- ✓ Launch of The McCabe Centre for Law and Cancer

CANCER COUNCIL AUSTRALIA

- ✓ Funding of the first Fellowship for the McCabe Centre for Law and Cancer for a lawyer from a developing country to train at the Centre

NATIONAL CANCER CONTROL PROGRAMME IRELAND

- ✓ Expansion of the capital funding of the radiation programme as part of the national plan that will allow delivery of radiotherapy to six centres around the country

INTERNATIONAL AGENCY FOR RESEARCH ON CANCER

- ✓ Launch of the Global Initiative for Cancer Registry Development in Low- and Middle-Income Countries

CANCER RESEARCH UK

- ✓ Launch of the International Rare Cancers Initiative

GLOBAL ACCESS TO PAIN RELIEF INITIATIVE

- ✓ Launch of documentary 'Life Before Death'

HARVARD GLOBAL EQUITY INITIATIVE

- ✓ Significant expansion of training opportunities in Mexico with financial support from the Ministry of Health and several Mexican state governments
- ✓ Release of the Report by HGEI's Global Task Force on Cancer Care and Control in Spanish

AMERICAN SOCIETY FOR CLINICAL ONCOLOGY

- ✓ Expansion of international cancer core activities to Africa and South-East Asia to provide hands-on training
- ✓ Expanding training courses in palliative and cancer management
- ✓ Exploring cancer management training for primary care workers

INTERNATIONAL PSYCHO-ONCOLOGY SOCIETY

- ✓ Participants invited to endorse the IPOS statement of International Standard of Quality Cancer Care

LONDON SCHOOL OF TROPICAL MEDICINE AND HYGIENE

- ✓ Presentation of the CONCORD-2 Project to collect and analyse survival patterns and trends using individual patient data for 10 major adult cancers and childhood leukaemia from up to 160 cancer registries in 56 countries

UNION FOR INTERNATIONAL CANCER CONTROL AND STAND UP TO CANCER

- ✓ Announcement on behalf of Stand Up to Cancer of new partnership with UICC to support World Cancer Day activities