



Paris, France  
31 Oct–3 Nov 2016

Mobilising  
Action  
Inspiring  
Change



## 2016 WORLD CANCER CONGRESS SUMMARY REPORT



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“The 2016 World Cancer Congress was without doubt the best conference I have ever attended. It was outstanding in so many ways: amazing content, exceptional speakers, a good choice of topics, inspiring presentations and a great opportunity to network with diverse organisations and industry leaders around the globe. I am extremely proud to be a member of UICC, and I remain committed and inspired to ‘Stop Cancer Now’ in my country and region.”

**Carl Niamatali, President, Guyana Cancer Prevention Society**

Organised by



Hosted by



For the past few years, we referred to the World Cancer Congress as an emerging success story in the global cancer control space. In 2016, we realised that wasn't entirely true.

The Congress was awarded 'Best Conference Development' at the 2016 International & European Associations Awards in April. In November 2016 in Paris, it mobilised 3,260 registered participants from 139 countries (a 20% increase from the 2014 Congress), engaged 500 renowned speakers who shared their unique know-how across 144 multidisciplinary sessions, and generated 50 million tweet impressions in only three days (28 million in 2014). 40 sponsors and 57 organisations in the Global Village (48 exhibitors in 2014) actively supported the event. Overall, there was a 16% increase in attendance by UICC membership.

It is therefore with great pride that we report that the World Cancer Congress is no longer an emerging success story but rather a recognised and established must-attend cancer control event which contributes to more effective health and cancer strategies through best-practice sharing.

This year's conference placed greater emphasis upon regional and patient perspectives, including a programme in French, sessions in Spanish and innovative capacity building schemes designed to enhance participants' expertise, knowledge and impact. The traditional **Plenary sessions, Big Debates, Abstract presentations, Master Courses** and the **Global Village** also enjoyed high popularity.

According to participants' feedback, the 2016 Congress provided countless occasions to network and an increasingly stimulating learning environment amongst a multicultural community.



"Participants were truly engaged in all sessions and offerings, and the layout of the event was very conducive to networking."

**The Hon. Nicola Roxon, Former Minister of Health of Australia**

"From my perspective, this year's conference was a step-up from my first Congress experience in 2014. Many discussions around access to treatment and care had a solution-driven approach, and were articulated in a very concrete way."

**Kelly Butterworth, Senior International Health Policy Leader Oncology, Roche**

## Best of the Paris Congress

### We are pleased to share a selection of the Congress best moments

The Congress opened on a high note, welcoming to stage the **President of France, François Hollande, Her Majesty the Queen of Spain and Michel Sidibé, Executive Director of UNAIDS and Under-Secretary-General of the United Nations** at the Opening Ceremony. As notable leaders, they outlined opportunities for greater multi-stakeholder cooperation and a more integrated approach to cancer care as key drivers to deliver sustainable and high-value care for patients. Other prestigious attendees included **HRH Princess Lalla Salma from Morocco, the First Ladies from Niger, Congo and Burkina Faso**, and no less than **nine ministers of health and six ambassadors from Europe, Africa and the Middle East** – a first for the Congress.

**Health, equity, and women's cancers** were highly profiled through 22 dedicated sessions and a plenary. **HRH Princess Reema bint Bandar Al-Saud**, CEO Alf Khair & Vice President for Women's Affairs in the Saudi Arabian General Sports Authority, and **Ana Langer**, from Harvard Public School of Health, shared inspiring insights on how to translate evidence into policy and action in these often neglected areas of the global health agenda. **The International Agency for Research on Cancer (IARC)** and **The Lancet** presented key findings and recommendations to help reduce the divide between low- and middle-income countries and high-income countries for women with breast and cervical cancer.



### TOP 5 PARTICIPANTS' AREAS OF INTEREST

1

Innovations in prevention, early detection and screening

2

Quality cancer treatment, diagnosis for all and overcoming inequalities in cancer care

3

Improving patient and family experiences

4

Education and training

5

Advocacy, policy and optimising outcomes of health systems



### Paris puts cancer on the political agenda: UICC call to action on cancer resolution in 2017 excites global health leaders and participants

The biggest challenge on the 'Journey to 2025' is to build and ensure a robust health systems response for cancer control as stated by UICC's members in the **World Cancer Declaration Progress Report 2016**, and the health leaders and experts who participated in the Paris events.

**Hermann Gröhe, Federal Minister of Health of Germany**, spoke on behalf of other European ministers present when he explained that while a national cancer plan was instrumental in optimising the access and treatment for cancer patients in-country, getting the right balance between the cost of innovation and sustainability for continued affordable access to innovative cancer treatments remains critical.

Equally, **Coll-Seck, Minister of Health of Senegal**, showcased the improvements made in accessing equitable cancer care in Senegal, and stressed the huge need for technical, financial and human resources support for countries just starting out on building a national health systems response to the cancer burden.

**UICC** took advantage of this opportune time to further mobilise national engagement around the adoption of a **cancer resolution by Member States at the 2017 World Health Assembly**, and **C/Can 2025: City Cancer Challenge** – an innovative project which calls upon city leaders to establish cancer solutions in cities with a population of one million or more. Both initiatives were endorsed by representatives from the 1,000 member organisations of UICC at the **General Assembly**.



"For both AIDS and cancer, community mobilisation, activism and advocacy play a key role. Cross disease collaboration and a better integration of cancer diagnosis into other health services are also fundamental to accelerating progress against the cancer epidemic."

**Michel Sidibé, Executive Director of UNAIDS and Under-Secretary-General of the United Nations**

The **Patient Group Pavilion** in the Global Village shone as a new feature in this years' programme. Patient group representatives shared experiences and **moving stories of the challenges faced** addressing cancer in all countries. We heard about how children in Malaysia affected by cancer express their feelings and frustrations and how access to hospital treatment in Palestine is so difficult for many.

Building on the success of their launch in 2014, the **UICC Members' Regional Meetings** during this edition were standing room only. Used as a platform to leverage collaboration amongst UICC members from the same region, the seven interactive sessions provided in-depth country perspectives and unique regional insights. The call for engagement in **UICC's global advocacy and capacity building priorities** was supported by all participants who applauded the **new regionalisation plans**.

 <b>PARTICIPANTS' AREAS OF WORK</b>	
1	Cancer care
2	Advocacy, planning and policy
3	Research and clinical oncology
4	Prevention
5	Cancer in low- and middle-income countries



"We are returning home with new connections, renewed energy and new possibilities for the future. As a sponsor and exhibitor in the Global Village, the Canadian Partnership Against Cancer had the opportunity to interact with global experts and gather ideas to accelerate progress in Canada."

**Shelly Jamieson, Chief Executive Officer, Canadian Partnership Against Cancer**



## Building capacity for sustainable change

Expanding on UICC's capacity building strategy, the Congress hosted a series of innovative sessions and targeted development initiatives, designed to empower individuals and organisations to better respond to today's challenges and changing contexts.

**Over 120 chief executive officers (CEOs) of cancer organisations joined the new UICC CEO Programme** to meet their peers and learn from each other on topics such as sustainable funding models, strategic planning, organisational change, and more, creating a powerful and influential leaders' network. Participating CEOs were also invited to contribute to **a guidebook on collaboration between non-profit organisations and businesses**. Given the enthusiasm generated and the positive feedback received, you can expect to see the UICC CEO Programme at the 2018 World Cancer Congress in Kuala Lumpur, Malaysia. In the meantime, UICC will also organise regional CEO forums in French-speaking Africa, Latin America, and South-East Asia, based on context-specific needs.

More than 220 participants enrolled in continuing education via the very popular **Master Courses** which, through the nine on offer, focused on project management for metastatic breast cancer, advocacy or effective partnership, amongst other topics.

**The Cancer Atlas 2nd Edition was launched in Arabic** and will be used to support cancer awareness and programme development in the region.

**28 partners from the International Cancer Control Partnership** exchanged on opportunities for countries to have well-resourced, optimal cancer control plans.

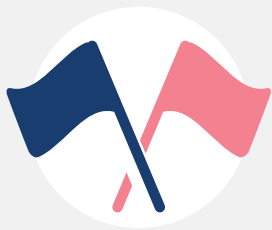
Finally, at the Meet'in Café, UICC launched its **capacity building offer for Francophone Africa**, including peer-to-peer learning, online education and resources for leadership development, palliative care, advocacy, and more.



"It was a great honour for me to be a speaker at the Congress. The idea of the Patient Group Pavilion was excellent and the debates were really vivid and interesting!"

**Dan Cimpoeu, Board Member, European Cancer Patient Coalition**



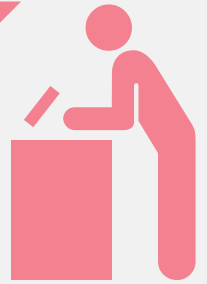


**40** SPONSORS

**57** exhibiting organisations  
in the Global Village

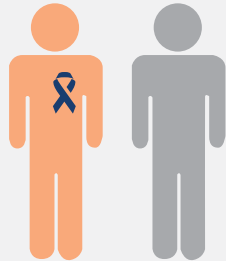
up from 48 in 2014

**144 SESSIONS**  
PRESENTED BY  
**500 SPEAKERS**



**1 in 2** delegates were  
from a **UICC** member  
organisation

16% increase in UICC  
membership attendance  
since 2014



**85%**

of delegates rated their  
Congress experience  
from **very good** to  
**outstanding**

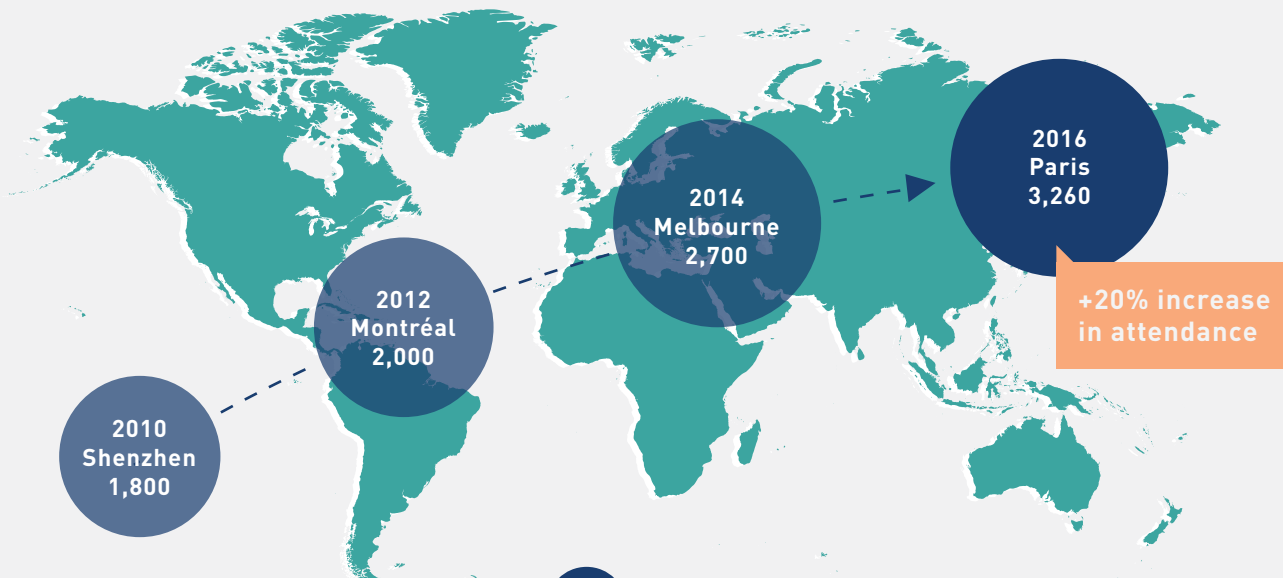


**96%**



of delegates would  
**recommend the Congress**  
to a colleague

**3,260** registered participants from **139** countries



**1,122**  
media articles  
published  
across **81 countries**  
in **15 languages**



#### SOCIAL MEDIA

**94%**  
engagement  
rate of **@UICC's**  
Congress-related  
tweets

**50 million**  
tweet impressions

**76%**  
increase in exposure  
since 2014

#### TOP 3 FACTORS IN DECIDING TO ATTEND

1

Networking  
opportunities

2

Listening to experts

3

Learning and sharing  
best practices



**The Break-Ice-Fast** was an inventive networking exercise for UICC Members and Partners which was introduced for the first time this year. Guided by a professional moderator, around 250 participants learnt how to make easy and quick connections with each other, moving around, asking questions, and above all having great fun.

**The Meet'in Café and the NCD Café** became two of the most bustling areas of the Congress. Held in casual settings, each Café staged lively interactions between the speakers and the audience. A great variety of topics were addressed, ranging from sustainable financing for cancer and NCDs, lessons learnt from the HIV/AIDS movement, to expanding access to cancer treatment with a particular focus on radiotherapy - building on the recent Lancet Oncology commissions.

We would like to thank all of the 2016 World Cancer Congress sponsors, in particular our Platinum supporters - Canadian Partnership Against Cancer, Merck, MSD, National Cancer Institute US, Pfizer and Roche - for their engagement and endeavour to make the event such a success.

We look forward to seeing you at the next World Cancer Congress in Kuala Lumpur, Malaysia from 1- 4 October 2018.



## REGIONAL SPREAD OF ATTENDEES



- 48% Europe
- 14% North America
- 12% Africa
- 7% China & North Asia
- 7% South East Asia
- 5% Latin America
- 4% Australia, New Zealand & South Pacific
- 3% Middle East



"I really liked the variety of the programme, with cafe talks, debates and rapid fire sessions. I only had the chance to stay for two days but long enough to see how everything was managed to interest such a large gathering without making the event feel too big or alienating."

**Anne Jones, Technical Advisor Tobacco Control, International Union Against Tuberculosis and Lung Disease (The Union)**

"The experience was priceless. I gained valuable new friends and saw old ones. We now partner to advance our advocacy work and accelerate the fight against cancer across the Philippines."

**Maria Jocelyn Kara Alikpala, Founding President, ICanServe Foundation**



A MEMBERSHIP ORGANISATION  
FIGHTING CANCER TOGETHER

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[www.worldcancercongress.org](http://www.worldcancercongress.org)

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