



Paris, France
31 Oct – 3 Nov 2016

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2016 World Cancer Congress Master Courses

Master Course N°5: Global Scholars Advocacy Course: How to plan and execute a successful advocacy campaign

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Course description:

This master course will introduce a powerful, proven training on how to earn the change that your constituents need to improve the lives of people in their community. Through our partnership with the Young Professionals Chronic Disease Network (YP-CDN) and the NCD Alliance, we will be focusing on youth advocacy and the power of partnerships. Experienced advocates and trainers from the American Cancer Society Cancer Action Network will teach participants about advocacy: what it is, why it works and how to do it. We will be practicing tenets of Direct Action Organizing (DAO), a well-known practice of grouping like-minded people together to deliver a consistent, thoughtful and deliverable request to those who have the ability to make change.

Course objectives:

Through a combination of online courses and a full-day in person workshop at the 2016 World Cancer Congress, you will learn all vital components of a successful issue campaign

1. how to plan and implement issue campaigns;
2. how to clarify goals;
3. identify organizational needs;
4. assess persons who can affect change;
5. put together effective campaign tactics.

Target audience:

Early- to mid-career professionals from low and middle income countries who demonstrate passion and serious commitment to becoming local champions and cancer control advocates in their home communities.

Course leader:

Joy Ginsburg (Senior Director, Program Integration, American Cancer Society Cancer Action Network, American Cancer Society)