



Paris, France
31 Oct–3 Nov 2016

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2016 World Cancer Congress Master Courses

Master Course N°8: Tailored Master Course for SPARC Grantees

To provide grantees with the specific skills to maximize their impact, increase their visibility, and ensure the sustainability of their projects.

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Course description:

The SPARC Metastatic Breast Cancer (MBC) Challenge was launched in 2015 to address the unique challenges facing women with metastatic breast cancer.

20 organisations from 18 countries received grants to implement a diverse range of projects that provide resources and support for women with metastatic breast cancer and their loved ones, increase awareness of metastatic disease, and influence policies within their local communities.

As SPARC grantees come from very diverse backgrounds and will deliver different type of projects the Master course has been designed to address learning needs that the grantees themselves have identified as being required for optimal implementation of their projects.

Course objectives:

To equip the SPARC grantees with the knowledge and skills to leverage their project impact and ensure their sustainability. In particular they will be taught how to use awareness campaigns as an ideal platform to multiply the impact of their initiative. They will learn how to deploy effective monitoring and evaluation techniques (M&E) and how to use them for their own advocacy and fund-raising messages.

SPARC grantees will also learn about the individual needs of MBC patients, how to address them in an optimal way and ensure a high quality of life.

Target audience:

The course is exclusively available to participants from SPARC grantee organisations.

Teaching methods:

The Master course comprises 20 hours of private study time over a four-month period from July to October 2016, culminating in a one-day face-to-face workshop at the Palais des Congrès de Paris, on 31 October 2016 at the World Cancer Congress.

The distance learning will be facilitated by an online e-learning platform, hosting different learning approaches including reading materials and links, presentations, assignments, webinars, quizzes etc.

The distance-learning will comprise:

1. Monitoring & Evaluation for Advocacy
 - a. Why is M&E essential for advocacy and why is it so hard?
 - b. How to track and show progress?
 - c. How to gather data for your M&E review progress and report
2. Key Clinical MBC Concepts for Advocates
 - a. An overview of Core Concepts for Metastatic and Locally Advanced Breast Cancer
 - b. Locally Advanced Breast Cancer (Case 1)
 - c. Metastatic Breast Cancer (Case 2)
 - d. Supportive and Palliative Care, Hospice and Advocacy
3. Resource Mobilisation
 - a. Case for Support
 - b. Fundraising planning
 - c. Bringing it together

Assignments:

Participants will be expected to complete the following written work:

1. A learning log to track the key concepts that were of most value to you.
2. Completion of various tools that can help participants implement their project successfully, namely an advocacy pathway of change, an M&E framework, a case for support and fundraising plan.

Peer support:

Participants will be encouraged to share homework assignments and to post and respond to questions on the e-learning platform.

Final workshop:

One member from each SPARC grantee organization will be expected to attend the in-person workshop at the end of October in Paris.

Course leaders:**Activity 1: Monitoring & Evaluation for Advocacy**

The Course leader for Activity 1 is **Sarah Rose** from INTRAC (International NGO Training and Research Centre). INTRAC supports civil society organisations around the world, particularly in the global South, through research, training, and consultancy. Sarah joined INTRAC in 2013 and was instrumental in creating INTRAC's advocacy training programme. You can find out more about Sarah and INTRAC here: <http://www.intrac.org/pages/en/sarah-rose.html>

Activity 2: Key Clinical mBC Concepts for Advocates

This activity will feature a number of experts from the mBC field and is co-ordinated by **Allison Dvaladze**. Allison is Director of Global Strategy, Partnerships and Advocacy in the Division of Medical Oncology at the University of Washington in Seattle, Washington. She supports multiple global cancer initiatives based at the Seattle Cancer Care Alliance and Fred Hutchinson Cancer Research Center including the Women's Empowerment Cancer Advocacy Network (WE CAN), a network for breast cancer survivors and Breast Cancer Initiative 2.5 (BCI2.5), a global campaign to reduce disparities in breast cancer outcomes.

Course faculty include Dr. Ben Anderson, Dr. Julie Gralow, Dr. Nagi El Saghir, Dr. Shilpen Patel, Dr. John Scheel, and Dr. Cheng-Har Yip.

Activity 3: Resource Mobilisation

The Course leader for Activity 3 is **Ajay Mehta**, a consultant for INTRAC and founder of Ki-Rin, an organisation whose mission is to spark social change by supporting the development of non-profit organisations and their leaders in order to increase their impact in the communities they serve.