PRELIMINARY PROGRAMME
2014 WORLD CANCER CONGRESS

3 - 6 DECEMBER
MELBOURNE CONVENTION AND EXHIBITION CENTRE
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Dear Friends,

UICC and its hosts Cancer Council Australia are delighted to welcome you to the 2014 World Cancer Congress taking place in Melbourne, Australia. We are excited to be soon welcoming you to this beautiful city and hope that you are ready to make the most of what promises to be a wonderful three days of learning for us all.

In 2012 we had the privilege to be in Montréal, Canada and experienced what many described as the best cancer congress they had ever attended. Indeed, the programme, Global Village and attendance of delegates from over 115 countries made it special for many of us. We have taken into account the positive feedback we received and also took note of the areas which delegates felt could be improved for the next event. We hope that the adjustments we’ve made will result in an even better Congress in Melbourne.

The Congress represents a unique and ideal platform for the international cancer control community to meet, discuss, share, learn and connect in order to find solutions to reduce the impact of cancer on communities around the world. The theme for the 2014 Congress is ‘Joining forces - Accelerating progress’ which has been a true inspiration in the design of the programme, as the aim is to rapidly convert learning into concrete actions for your own organisations.

Over the course of the three-day event, you will experience extensive networking and meeting opportunities and we would encourage you to make the most of these. There will be compact sessions to promote greater interactivity between presenters and delegates, poster presentations in the heart of the Global Village and, for the first time, we will have a track dedicated to the way in which UICC members have used film and advertising to educate and influence the general public. To help you plan your week, we will also provide a smartphone/tablet app to help you navigate your way through the Congress and to reach out to contacts old and new.

We are very confident that everyone who attends the 2014 World Cancer Congress will leave Melbourne inspired and full of new ideas to continue their own efforts in the fight against cancer. This is a truly international event that will bring together a unique group of people who share much in common. We are looking forward to joining forces and accelerating progress through your active participation.

Professor Mary Gospodarowicz  
President  
Union for International Cancer Control (UICC)

Mr Cary Adams  
Chief Executive Officer  
Union for International Cancer Control (UICC)

Hosted by:  
Cancer Council Australia

Organised by:  
UICC
ORGANISING COMMITTEE

CHAIR: PROFESSOR MARY GOSPODAROWICZ – President, Union for International Cancer Control (UICC), Switzerland and Medical Director, Princess Margaret Cancer Centre, Canada

Professor Sanchia Aranda – Director Cancer Services and Information, Deputy CEO, Cancer Institute New South Wales, Australia

Dr Heather Bryant – Vice-President of Cancer Control, Canadian Partnership Against Cancer, Canada

Dr Franco Cavalli – Director of Oncology, Institute of Southern Switzerland (IOSI), Switzerland

Dr Eduardo Cazap – President, Latin American and Caribbean Society of Medical Oncology (SLACOM), Argentina

Dr Anil D’Cruz – Director, Tata Memorial Hospital, India

Dr Tezer Kutluk – President, Turkish Association for Cancer Research and Control, Turkey; President-elect, Union for International Cancer Control (UICC)

Professor Gilbert Lenoir – Board member and Past President, La Ligue contre le cancer, France

Professor Ian Olver – Chief Executive Officer, Cancer Council Australia, Australia

Dr Kazuo Tajima – Director, Aichi Cancer Center Research Institute, Japan

Dr Xishan Hao – Chief Physician of Oncology, Chinese Anti-Cancer Association, China

EX OFFICIO

Mr Cary Adams – Chief Executive Officer, Union for International Cancer Control (UICC), Switzerland

Ms Jessica Mathieu – Head of Congress & Events, Union for International Cancer Control (UICC), Switzerland

Mr Yani Amar – Congress & Events Coordinator, Union for International Cancer Control (UICC), Switzerland

Ms Kristen De Caria – Programme Coordinator, Union for International Cancer Control (UICC) and Canadian Partnership Against Cancer (CPAC), Canada

Ms Marion Gilodi – Business Development Manager, Union for International Cancer Control (UICC), Switzerland

Ms Vanessa Von Der Muhl – Head of Communications, Marketing and Web, Union for International Cancer Control (UICC), Switzerland
The 23rd World Cancer Congress, being held in Australia for the first time from 3 - 6 December 2014, is proudly being hosted by Cancer Council Australia and our state member organisation, Cancer Council Victoria.

Cancer causes Australia’s highest level of disease burden. The economic costs of cancer in Australia are also rapidly escalating.

The good news is that due to public education, proactive government prevention policy, screening programmes, as well as world-class treatment and research, cancer survival rates in Australia are improving. More than 60% of people diagnosed with cancer in Australia survive more than five years after diagnosis and survival rates for many common cancers have increased by about 30% in the past 20 years. However, further research into early detection and treatment is required, particularly for those cancers where survival rates remain relatively low.

While the introduction of Plain Packaging has made Australia renowned for our tobacco control policies, we fall behind other countries that have a fully implemented bowel cancer screening program.

The 2014 World Cancer Congress in Melbourne will offer a unique opportunity for cancer professionals from around the world to meet to talk about cancer progress worldwide. As well as hearing from international experts, attendees will be able to network, collaborate and compare notes about cancer initiatives from the world’s leading cancer control and research organisations.

We look forward to welcoming you to Melbourne in December 2014.

Ian Olver AM
Chief Executive Officer
Cancer Council Australia

FACTS:

- An Australian who dies prematurely is more likely to die from cancer than any other cause.
- Based on current trends, one in two Australians will be diagnosed with cancer by the age of 85.
- An estimated 125,000 new cases of cancer (excluding non-melanoma skin cancer) will be diagnosed this year in Australia, rising to 150,000 by 2020.
- Cancer is the second most common cause of death in Australia, responsible for about three out of every 10 deaths.
- An average of around 120 Australians die from cancer each day.
HOST COMMITTEE

**CHAIR: PROFESSOR IAN OLVER** – Chief Executive Officer, Cancer Council Australia, Australia

**Professor Hideyuki Akaza** - Director UIICC-ARO; Vice-Director of the Asian Pacific Federation of Cancer Research and Control (AIPFOCC), Japan

**Professor Sanchia Aranda** - Director Cancer Services and Information, Deputy CEO, Cancer Institute New South Wales, Australia

**Dr Vijay Arnand Reddy Palkonda** – Director and Senior Consultant, Apollo Cancer Hospital, Hyderabad, India

**Professor Jeff Dunn** – Chief Executive Officer, Cancer Council Queensland, Australia

**Mr Todd Harper** – Chief Executive Officer, Cancer Council Victoria, Australia

**Mr Dalton Kelly** – Chief Executive Officer, New Zealand Cancer Society, New Zealand

**Ms Iris Leung** – General Manager, The Hong Kong Anti-Cancer Society, Hong-Kong

**Ms Hung-Ju Lin** – Research & Development Specialist, The Hope Foundation for Cancer Care, Taiwan Province of China

**Dr Anthony Lowe** – Chief Executive Officer, Prostate Cancer Foundation of Australia, Australia

**Ms Nicola Quin** – Director Policy and Advocacy, Cancer Council Victoria, Australia

**Dr Chao-Nan (Miles) Qian** - Professor and Vice President, Sun Yat-sen University Cancer Center, China

**Dr Saunthari Somasundaram** – President, National Cancer Society of Malaysia, Malaysia

**Mr Glen Turner** – Head of media and communications, Cancer Council Australia, Australia
ABOUT MELBOURNE AND AUSTRALIA

The 2014 World Cancer Congress in Melbourne, Australia, hosted by Cancer Council Australia and in partnership with the Melbourne Convention Bureau will take place in the Melbourne Convention and Exhibition Centre.

The Melbourne Convention and Exhibition Centre is located on the banks of the Yarra River, only a short walk from Melbourne’s central business district, and a 20-minute drive to Melbourne Airport which connects the city to the rest of Australia and the world.

The Congress is an ideal opportunity for all delegates to discover the vibrant cultural hub that is Melbourne, located in one of the most surprising countries in the world. Why not bring your family with you to savour the sweetness of Melbourne and explore the Australian wonders?

LEARN MORE ABOUT CANCER WHEN YOU ARE IN MELBOURNE

Organised in one of the most engaged nations in the fight against cancer, the 2014 World Cancer Congress will offer delegates the opportunity to book institutional visits to the major cancer research centres, specialised non-profit organisations and hospitals in and around Melbourne.

For only AU $20, you can hop on a bus for a half-day tour that includes two institutional visits. Sign up now and find out more on www.worldcancercongress.org/programme/institutional-tours.
EVERYTHING ON YOUR DOORSTEP
From the range of international cuisine through to the rich arts and music scene, Melbourne truly can offer something unique to each of its visitors.

AUSTRALIA’S CULINARY CAPITAL
One of the best things about visiting a new city is discovering all the places to eat and drink. And Melbourne certainly offers a lot to discover. From the numerous eateries in China Town and Little Korea to the fresh pizza and pasta on Lygon Street, Melbourne’s got a dish to suit any palate.

AUSTRALIA’S FAVOURITE CITY
An independent study recently placed Melbourne at the top of Australia’s favourite domestic holiday destinations. And it’s easy to understand why. Melbourne brims with stunning architecture and rolling gardens, and an aesthetic sensibility reminiscent of its fellow world cities.

THERE’S ALWAYS SOMETHING HAPPENING
Melbourne has everything you’d expect from a world city – galleries, opera and great food. But not only that, it’s also a UNESCO City of Literature. You can rest assured that there will be something going on, no matter when you’re there.

VISIT AUSTRALIA
Experience the Australian way of life in Melbourne and once there, enjoy the beauty of the country. Take a ride on the Great Ocean Road to the Twelve Apostles and Victoria’s world-class surf beaches, visit the underground churches of Coober Pedy, dive on the Great Barrier Reef and experience the wilderness of the Kakadu National Park or take a boat to Tasmania. The Australian experience is only one step away!

Discover more about Melbourne at www.visitmelbourne.com
WHY ATTEND THE 2014 WORLD CANCER CONGRESS?

The World Cancer Congress is the world’s leading platform for the exchange of best practice in cancer control and is a key networking opportunity for the global cancer and wider health community. It is held every two years in a different part of the world, with the last one being held in Montréal, Canada, and described by many delegates as “inspiring”, “memorable” and “unique”.

This Congress is expected to welcome 2,500 participants from over 110 countries and is taking place for the first time in Australia, from 3-6 December 2014, at the Melbourne Convention and Exhibition Centre.

The theme for the 2014 Congress, ‘Joining Forces - Accelerating Progress’ will focus on how we can maximise impact globally by applying what we already know about cancer control, rather than waiting for future breakthroughs to change the landscape and outcomes. The main topics to be discussed throughout the event are prevention and screening, diagnosis and treatment, survivorship and palliative care, and cancer control systems, with a strong emphasis on advocacy throughout.
WHY YOU SHOULD ATTEND

• **98% of the 2012 World Cancer Congress participants would recommended the Congress** to a colleague

• **Leading international conference** on the latest information on cancer implementation science

• **Support UICC’s global advocacy campaign** to ensure cancer is addressed as part of the global public health and development agenda

• **Network and exchange** with participants representing the whole spectrum of cancer control – cancer control experts, practitioners and advocates

• **Strengthen and share your knowledge** in your area of expertise AND learn about topics of cancer control and global health that are not specifically your field of work

• **Build for the future**: meet new partners & welcome tomorrow’s leaders

• **Discover Australia**, a country that is at the forefront of the global fight against cancer, but that is also one of the most fascinating and contrasting lands to visit

• **Attend the 41st COSA Annual Scientific Meeting** – a one-off opportunity to attend two outstanding international conferences in cancer control held back-to-back at the same venue. The Clinical Oncology Society of Australia’s (COSA) Annual Scientific Meeting will be held from 1-4 December 2014. The conference theme will highlight cancer survivorship, supportive and palliative care. **Exclusive joint discounted registration rates are available.**
Whilst registering online for the World Cancer Congress via www.worldcancercongress.org/registration you will also be able to:

• Benefit from one of the several discounts on offer valid only until 4th September 2014
• Sign up for the exciting social and networking events
• For only AU $20, hop on a bus for a half-day tour of some leading cancer institutions which are based in Melbourne
• Book your hotel accommodation in Melbourne at exclusive discounted rates
• Be an active participant at the Congress and submit a late breaking abstract between 29th July and 4th October (scientific study, policy and/or advocacy report, fundraising report).

You may find in the grid below all registration categories and discounts that are currently available.

<table>
<thead>
<tr>
<th>2014 World Cancer Congress Registration Fees</th>
<th>Early bird Flat rate 1st June – 3rd September</th>
<th>Regular rate 4th September onward</th>
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<tr>
<td>Standard Rate</td>
<td>AU $820</td>
<td>AU $980</td>
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<tr>
<td>UICC Members and/or UICC Vanguard Partners</td>
<td>AU $590</td>
<td>AU $690</td>
</tr>
<tr>
<td>Students/Trainees</td>
<td>AU $390</td>
<td>AU $490</td>
</tr>
<tr>
<td>Participants from Low- and Middle-Income Countries (UICC Members Only)**</td>
<td>AU $390</td>
<td>AU $490</td>
</tr>
<tr>
<td>Accepted Abstract Presenters* (non UICC Member)</td>
<td>AU $590</td>
<td>AU $690</td>
</tr>
<tr>
<td>Australian Consumers (last day)</td>
<td>NA</td>
<td>AU $50</td>
</tr>
<tr>
<td>Accompanying person</td>
<td>AU $210</td>
<td>AU $210</td>
</tr>
<tr>
<td>Joint Full WCC and COSA Registration***</td>
<td>Calculated and applied at time of registration if you register for both the COSA and WCC conferences</td>
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Discounts cannot be accumulated but the largest one can be claimed. If applicable the discount will be applied after you have registered. If your discount results in a credit, it will be refunded by the way monies were received.

*Discount on Accepted Abstract presenters – applied after 4th September to all accepted abstracts who have registered for the World Cancer Congress.

**Participants from low- and middle-income countries (LMICs) – applied to delegates from LMICs who are UICC Members and have confirmed with the Delegate Services (Ms Bree Dewberry at bd@asnevents.net.au) they have received a visa from the Australian Government to attend the Congress (see information on applying for a visa and the countries affected online.

***Joint Full WCC and COSA registration discount – various rates apply depending on the affiliation with COSA.

For the full terms and conditions of registrations, please check: www.worldcancercongress.org/registration

Activities included in the full registration:

• Access to all sessions including “Lunch and Learn activities”
• Access to the Global Village
• Invitation to the Welcome Reception and Opening Ceremony
• Invitation to the Australian Concert, Closing Reception, Public Event and other ancillary events
• Delegate material (including printed Final Programme if requested in advance, access to Congress Smart Phone application which includes the e-networking Platform)
• Invitation to apply for a online Master Course
• Opportunity to submit an Abstract and present it at the 2014 World Cancer Congress
• For UICC Members only: participation to UICC General Assembly, followed by UICC President’s reception
• Access to all COSA sessions on Thursday 4 December (not including the COSA Trade and Exhibition area).

Activities included in the Accompanying person registration:

• Invitation to the Welcome Reception and Opening Ceremony
• Invitation to the Australian Concert and Public Event
• Half day city tour.

BECOME A UIICC MEMBER:

Find out more on uicc.org/membership or contact us at membership@uicc.org.
The three days of the World Cancer Congress promises to be more inspirational than ever.

Based on hundreds of proposals received from the global cancer community, the appointed Programme Committee has developed an outstanding and diverse array of sessions, addressing the hottest topics in cancer control implementation science.

The Congress Programme will provide many innovative features including education and training opportunities with the Master Courses, enthralling plenaries with the chance to interact with world-renowned speakers, ‘Connect with the Expert’ forums, discussion panels, a daily ‘Big Debate’ tackling controversial topics, rapid-fire poster presentations, top fundraising ideas, a media track entitled the ‘The Big sCreen,’ and much more.
FOUR PROGRAMME TRACKS

The Congress programme has been divided into four overarching themes, entitled “tracks”, covering the cancer control continuum. Additional thematic threads, which run throughout the four tracks, such as advocacy, cancer amongst indigenous communities, non-communicable diseases, policy, media, low- and middle-income countries, equity / inequity, cancer control, strategies and education and training have been identified.

The Congress theme, ‘Joining Forces - Accelerating Progress’ is aimed at encouraging all participants to meet with others who have similar issues to their own, and to understand how system organisation can provide the optimum conditions for success in reducing the burden of cancer.

With this in mind, the World Cancer Congress will provide many networking opportunities for participants to make meaningful connections, such as in the dynamic Global Village, via the unique e-networking platform, in one of the networking receptions organised or through other interactive sessions and forums.

A PROGRAMME OF GLOBAL RELEVANCE

Geographical spread of speakers

- Europe 30%
- Asia-Pacific 30%
- North America 25%
- Latin America 3%
- Africa 4%
- Middle East 1%

PROGRAMME COMMITTEE

CO-CHAIED BY:

Professor Sanchia Aranda – Director Cancer Services and Information, Deputy CEO, Cancer Institute New South Wales, Australia
Dr Heather Bryant – Vice-President, Cancer Control, Canadian Partnership Against Cancer, Canada

TRACK 1 - CANCER PREVENTION AND SCREENING

Dr Eduardo Franco – Department of Oncology, Faculty of Medicine, McGill University, Canada
Mr Terry Slevin – Director Education and Research, Cancer Council Western Australia, Australia

TRACK 2 - CANCER DIAGNOSIS AND TREATMENT

Professor Bettina Borisch – Pathologist, Director, World Public Health Association, Switzerland
Professor Stephen Taplin – Academic Specialist in screening and diagnosis, National Cancer Institute, United States

TRACK 3 - CANCER SURVIVORSHIP AND PALLIATIVE CARE

Professor David Currow – Chief Cancer Officer and Chief Executive Officer, Cancer Institute New South Wales, Australia
Professor Michael Jefford – Deputy Head of the Department of Medical Oncology, Peter MacCallum Cancer Centre; Senior Clinical Consultant, Cancer Council Victoria, Australia

TRACK 4 - CANCER CONTROL SYSTEMS

Dr Susan O’Reilly – National Director, National Cancer Control Programme, Ireland
Professor Ian Oliver – Chief Executive Officer, Cancer Council Australia, Australia

ABSTRACT CHAIRS

Professor David Hill - Honorary Associate, Cancer Council Victoria, Australia
Dr Anil D’Cruz - Director, Tata Memorial Hospital, India
PROGRAMME TRACKS

**TRACK 1**
CANCER PREVENTION AND SCREENING

The standard definition of primary and secondary prevention sets the scope for this track; methods targeting behavioural risk factors as well as underlying factors such as social and economic disadvantage will be explored in these sessions. Tobacco control is a vital and specialised aspect of cancer control, and is an established field with knowledge and experience that can be transferred to other risk factors. Including tobacco control in a broader sense will facilitate an important exchange between participants with the goal of improving prevention outcomes for all risk factors.

**TRACK 2**
CANCER DIAGNOSIS AND TREATMENT

There are common themes in cancer diagnosis and treatment throughout the world. In any context, there is work underway to ensure that delays to diagnosis are minimised. There is also a common need to create the best patient experience possible, including measures to minimise the negative side-effects of treatment, and consideration of patients’ social, spiritual, and psychological needs throughout the cancer journey. There are also unprecedented scientific and clinical advances in the understanding of the diagnosis and treatment of cancer. In high resource contexts, careful consideration needs to be given to how to prioritise the new diagnostic tests and treatments. In addition, there are many affordable and feasible treatment options that remain under-utilised in the developing world because adequate systems for delivery have not been put in place.

**TRACK 3**
CANCER SURVIVORSHIP AND PALLIATIVE CARE

This track will explore in depth what ‘survivorship’ means to people affected by cancer, what they want and need, how the health system can meet those needs, and what survivors themselves can contribute. It also recognises that over one third of patients die within 5 years of a diagnosis (even in the most advanced health systems), dying, and thus humane methods to ease the psychological and physical burden of impending death will be explored, as well the challenges [and benefits] of an early introduction of palliative care into the patient’s journey. In terms of equity, giving palliation and pain control importance helps address the inequity arising in resource-constrained countries where end of life interventions are often all that can be offered.

**TRACK 4**
CANCER CONTROL SYSTEMS

Systems solutions are a priority for those who wish to make an impact at a community level to improve the access to care. A broad definition of the term ‘system’ will be used to allow for the discussion of issues, and solutions for improving national, regional and local health systems including an understanding of system performance. Surveillance systems, including cancer registries, and population risk factor monitoring will be a key focus, as will how to advocate for the cancer cause, creating an infrastructure around fundraising and the distribution of resources. Health delivery systems, including primary, acute and post acute services and how these can be reshaped to meet the growing cancer burden or be adapted to translate to new environments will also be of interest.

**MEDIA TRACK**
The Big sCreen

There are a multitude of great public awareness campaign videos that exist on the topic of cancer and NCDs that have had a marked impact on their audience.

The Big sCreen is the ultimate ‘showcasing’ and ‘best practice sharing’ opportunity where UICC members and non-members alike, can have their material shown on a cinema-sized screen in front of an international audience from over 100 countries, with the potential for their campaign to be an inspiration to others beyond its original intended audience. The Big sCreen can not only provide attendees with ‘take away’ learning points on what makes a great campaign, but also inspiration and content. Many of the concepts, and in some cases, even the imagery is transferable - and with some adaptation, could be used by organisations who wouldn’t otherwise have the resources to develop a fully-produced video campaign from concept to screen. This is a great opportunity for all organisations to showcase crafted short films or campaign videos that have had a marked impact.
A PROGRAMME LINKED TO THE WORLD CANCER DECLARATION TARGETS

All programme sessions have been linked to at least one of the World Cancer Declaration targets.

- TRACK 1 - Declaration targets 3, 4 & 5
- TRACK 2 - Declaration targets 6 & 7
- TRACK 3 - Declaration targets 7 & 8
- TRACK 4 - Declaration targets 1, 2 & 9

The World Cancer Declaration calls upon government leaders and health policy-makers to significantly reduce the global cancer burden, promote greater equity, and integrate cancer control into the world health and development agenda.

Building on the Global NCD Action Plan (2013-2020) agreed by Member States at the World Health Assembly in May 2013, the global cancer community has identified a set of immediate actions for all stakeholders, in particular governments, to advance progress towards the 9 World Cancer Declaration targets and the overarching goal: “There will be major reductions in premature deaths from cancer and improvements in quality of life and cancer survival rates.”

To see the full list of sessions and their related Declaration targets, take a look at the Online Daily Programme available on www.worldcancercongress.org.
## 2014 World Cancer Congress Programme
### At a Glance

<table>
<thead>
<tr>
<th>Tuesday 2 December</th>
<th>Wednesday 3 December</th>
<th>Thursday 4 December</th>
<th>Friday 5 December</th>
<th>Saturday 6 December</th>
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<td><strong>09:00 - 14.00</strong></td>
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<tr>
<td>World Cancer Leaders’ Summit (Invite only)</td>
<td>Plenary (Joint with COSA)</td>
<td>Networking Break (Inc. E-poster presentations)</td>
<td>Plenary</td>
<td>Networking Break (Inc. E-poster presentations)</td>
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<tr>
<td><strong>09:00 - 16.00</strong></td>
<td><strong>10:30 - 12.00</strong></td>
<td><strong>10:00 - 10:15</strong></td>
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<tr>
<td>UICC Master Courses</td>
<td>Concurrent Track Sessions</td>
<td>BREAK</td>
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<tr>
<td><strong>15:00</strong></td>
<td><strong>12:00 - 13:15</strong></td>
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<tr>
<td>Joint Day with COSA</td>
<td>- Parallel sessions - Abstract Oral Sessions - The Big Debate (Joint with COSA)</td>
<td>Lunch and Learn (Inc. E-poster presentations, Satellite &amp; Connect with the expert sessions)</td>
<td>Concurrent Track Sessions</td>
<td>Concurrent Track Sessions</td>
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<td><strong>17:00 - 18:00</strong></td>
<td><strong>14:30 - 15:30</strong></td>
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<td><strong>15:00 - 16:00</strong></td>
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</tr>
<tr>
<td>- World Cancer Congress (UICC Members only)</td>
<td>- Parallel sessions - Abstract Oral Sessions - The Big Debate - The Big Screen</td>
<td>- The Big Debate - Parallel sessions - Rapid Fire Sessions</td>
<td>- The Big Debate - Parallel sessions - Rapid Fire Sessions</td>
<td>- The Big Debate - Parallel sessions - Rapid Fire Sessions</td>
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<td><strong>18:00 - 19:00</strong></td>
<td><strong>16:00 - 17:00</strong></td>
<td><strong>16:30 - 18:00</strong></td>
<td><strong>16:30 - 18:00</strong></td>
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</tr>
<tr>
<td>UICC President’s Reception (UICC Members only)</td>
<td>The Big Screen</td>
<td>- Parallel Sessions - Rapid Fire Sessions</td>
<td>- Parallel Sessions - Rapid Fire Sessions</td>
<td>- Parallel Sessions - Rapid Fire Sessions</td>
</tr>
<tr>
<td><strong>19:00</strong></td>
<td><strong>17:00</strong></td>
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<td>UICC General Assembly (UICC Members only)</td>
<td>UICC Master Courses</td>
<td>Networking Break (Inc. E-poster presentations)</td>
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Professor Ian Frazer, a Scottish-born Australian Scientist developed and patented the basic technology behind the HPV vaccine against cervical cancer; the second cancer-preventing vaccine, and the first vaccine designed to prevent a cancer.

Giving what will no doubt be an inspirational keynote speech at the official opening of the 2014 World Cancer Congress, Professor Frazer’s address will focus on strategies to accelerate progress in cancer, which will call delegates to action and motivate them to innovate and affect positive change. He will draw on his experience with the development of the HPV vaccine, using this as an example of finding solutions to problems that are barriers to progress.
Each Congress day will start with a plenary lecture that will gather all Congress participants in the auditorium to hear keynote addresses from world-class speakers.

This select-group of highly influential and prominent experts will cover advances in, and fresh perspectives on, prevention and screening, diagnosis and treatment, care and survivorship and innovative cancer control systems. They will discuss progress and share insights into future directions, as well as draw on their own experiences.

Each keynote will end with a ‘Questions and Answers’ time, enabling participants to take the discussion further.

Interviews and profiles of plenary speakers are also available on www.worldcancercongress.org. Additional speakers to be announced soon.
SUSTAINABLE HEALTH SYSTEMS

Throughout the world governments are challenged to meet the health care needs of their populations. The rising incidence of cancer has been identified by the World Bank as a significant economic threat. In this session, some of the big picture issues facing the delivery of sustainable cancer services - overdiagnosis and overtreatment will be addressed.

PETER C. DOHERTY PhD (AUSTRALIA)

Member, St Jude Faculty.
Michael F. Tamer Chair of Biomedical Research
1996 Nobel Prize of Medicine

Topic: Sustainable discoveries.

Professor Peter C. Doherty will be linking his experience and insights on immunology, infections and cancer discovery to sustainable health systems, focusing on the concept of sustainable discovery. Also, he will draw on the threads from his Nobel Prize winning research on the role of the immune system in protection against viruses to the growing relevance of immunology in cancer therapeutics.

BIOGRAPHY

Peter Doherty shared the 1996 Nobel Medicine Prize for discovering the nature of the cellular immune defence. Based at the University of Melbourne and also spending part of his year at St Jude Children’s Research Hospital, Memphis, he continues to be involved in research directed at understanding and preventing the severe consequences of influenza virus infection. In addition, he goes in to bat for evidence-based reality, relating to areas as diverse as childhood vaccination, global hunger and anthropogenic climate change. In an effort to communicate more broadly, he has published three “lay” books, and has one more in progress.

IRENE J HIGGINSON, OBE (UNITED KINGDOM)

Director of the Cicely Saunders Institute, King’s College London, UK. National Institute for Health Research Senior Investigator (UK) 2013 Fellowship Award of the Academy of Medical Sciences

Topic: Sustainable models of palliative care in cancer: Is integration the answer?

In her presentation, Professor Higginson will consider the levels of evidence for the different models of palliative care and suggest a possible way forward to achieve sustainability.

BIOGRAPHY

Irene Higginson qualified in medicine from Nottingham University and has worked in wide ranging medical and university positions, including radiotherapy and oncology, in-patient and home hospice care, the Department of Health (England), and various universities. She is dual trained in palliative medicine and public health medicine. She has developed and validated two outcome measures both freely available and used widely in palliative care: the Support Team Assessment Schedule and the Palliative care Outcome Scale. She is Director of the Cicely Saunders Institute, at King’s College London, the world’s first purpose built Institute of palliative care, integrating research, education, clinical services and support and information. Prof Higginson is an NIHR Senior Investigator and was in 2013 awarded Fellowship of the Academy of Medical Sciences, for her contribution to the field. She has several active research programmes, leads the MSc/Diploma and Certificate in Palliative Care, and plays an active role in the clinical service, including on-call. Her research interests and publications are in the following areas: quality of life and outcome measurements, evaluation of palliative care especially of new services and interventions, epidemiology, clinical audit, effectiveness, psychosocial care, symptom assessment, breathlessness, cachexia/anorexia, and elderly care.

Professor Higginson was awarded an OBE for services to medicine in the Queen’s Birthday Honours list of 2008.
LAURA LEVIT, J.D.
(UNITED STATES)

Associate Director, Research Policy at the American Society of Clinical Oncology, Virginia, United States. Study Director at the Institute of Medicine for the report High-Quality Cancer Care: Charting a New Course for a System in Crisis

Topic: Institute of Medicine Recommendations for Addressing the Cancer Care Crisis in the United States.

This presentation will focus on the Institute of Medicine’s (IOM’s) recently released report Delivering High-Quality Cancer Care: Charting a New Course for a System in Crisis (2013) as well as the American Society of Clinical Oncology’s (ASCO’s) efforts to implement the report’s recommendations. In the recently published Institute of Medicine Report on delivering high-quality cancer care, it states that “The cancer care delivery systems is in crisis...cost of cancer also is rising faster than many sectors of medicine.” Laura Levit will focus her keynote on the conceptual framework and recommended strategies for narrowing disparities in patient’s access to high-quality cancer care. The argument that a sustainable system can be equitable and high quality will also be presented.

BIOGRAPHY

Laura Levit, J.D., is an associate director of research policy at the American Society of Clinical Oncology (ASCO). Prior to joining ASCO she was a program officer at the Institute of Medicine (IOM), where she served as the study director for the report, Delivering High-Quality Cancer Care: Charting a New Course for a System in Crisis, as well as staffed multiple other projects with the Board on Health Care Services and the National Cancer Policy Forum on topics including the Health Insurance Portability and Accountability Act (HIPAA) Privacy Rule, comparative effectiveness research, the oncology workforce, and regulatory hurdles to personalized medicine. She started at the IOM as a Christine Mirzayan Science and Technology Graduate Fellow in winter 2007 and that year received the IOM Rookie Award. She was also the recipient of the National Academies’ 2009 Team Distinguished Service Award and the IOM’s 2012 Staff Achievement Team Award. Ms Levit graduated from the University of Virginia School of Law and is a member of the Virginia Bar Association. In law school, Ms Levit worked for several different non-profit organisations that focused on health and mental healthcare policy, including the Treatment Advocacy Center, the National Research Center for Women & Families, the Bazelon Center, and the World Federation for Mental Health. She completed her undergraduate studies at the College of William and Mary, receiving a B.S. with honours in psychology.
STEPHEN LEWIS (CANADA)

Distinguished Visiting Professor at Ryerson University. Former UN Secretary-General’s Special Envoy for HIV/AIDS in Africa.

Topic: International initiatives in global health challenges: First HIV, then cancer/NCDs.

“We sit on the threshold of the next set of Millennium Development Goals. The greatest challenge for those goals lies in the field of global health. How do we move from infectious diseases to non-communicable diseases without prejudicing the former and finally bringing justice to the latter? How do we increase the funding so that NCDs are not reduced to fighting for a slice of the existing financial pie? Do we need a new international convention on global public health in order to guarantee fair treatment for cancer and other NCDs?”

BIOGRAPHY

Stephen Lewis is a Distinguished Visiting Professor at Ryerson University in Toronto. He is the board chair of the Stephen Lewis Foundation, which is dedicated to turning the tide of HIV/AIDS in Africa, and he is co-founder and co-director of AIDS-Free World, an international advocacy organisation.

Mr Lewis worked with the United Nations for over two decades in a number of roles including: the UN Secretary-General’s Special Envoy for HIV/AIDS in Africa, Deputy Executive Director of UNICEF, and Canada’s Ambassador to the United Nations.

He is the author of the best-selling book, Race Against Time, holds 37 honorary degrees from Canadian universities, as well as honorary degrees from Dartmouth College and Johns Hopkins University in the United States.

In 2003, Mr Lewis was appointed a Companion of the Order of Canada, Canada’s highest honour for lifetime achievement. In 2007, King Letsie III, monarch of the Kingdom of Lesotho (a small mountainous country in Southern Africa) invested Mr Lewis as Knight Commander of the Most Dignified Order of Moshoeshoe. The order is named for the founder of Lesotho; the knighthood is the country’s highest honour. And in 2012, he was an inaugural recipient of Canada’s Queen Elizabeth II Diamond Jubilee Medal.
DAY 2 - CONTINUED
FRIDAY 5TH DECEMBER

NICOLA ROXON (AUSTRALIA)
Former Australian Attorney-General. Former Australian Minister of Health – introducing the world’s first plain packaging regime.

Topic: Nicola Roxon will be speaking on her experiences in reforming the hospital, primary care and preventative health care systems. Ms Roxon will discuss the challenges encountered, and her role in, building the case for tobacco control including securing plain packaging for tobacco products and advocating for action on alcohol and obesity.

BIOGRAPHY
Nicola Roxon became Australia’s first female Attorney-General in 2011, a culmination of a stellar political career and impressive legal background.

As Health Minister, she managed an annual budget of AU $64 billion and negotiated major reforms to Australia’s public hospital, primary care and preventative health systems.

As Attorney-General, Ms Roxon oversaw the courts, ASIO, the Human Rights Commission and diverse laws stretching from cyber crime to family law.

In both roles she led Australia’s battle against tobacco – introducing the world’s first plain packaging regime and successfully defending legal challenges in the High Court of Australia.

Ms Roxon’s success as a leader, creative policy maker and outstanding achiever has earned her numerous awards, both nationally and internationally.

Ms Roxon is an Adjunct Professor at Victoria University and Chair of the Sir Zelman Cowen Centre.
ATUL BUTTE (UNITED STATES)
Researcher in biomedical informatics and biotechnology entrepreneur in Silicon Valley, United States. Chief of Division of Systems Medicine at Stanford University School of Medicine and Lucile Packard Children’s Hospital; United States.

Topic: Opportunities for creatively mining the vast amounts of data steadily accumulating in biomedical databases.

BIOGRAPHY
Atul Butte, MD, PhD is Chief of the Division of Systems Medicine and Associate Professor of Pediatrics and Genetics, and by courtesy, Medicine, Pathology, and Computer Science, at Stanford University and Lucile Packard Children’s Hospital. Professor Butte trained in Computer Science at Brown University, worked as a software engineer at Apple and Microsoft, received his MD at Brown University, trained in Paediatrics and Paediatric Endocrinology at Children’s Hospital Boston, then received his PhD in Health Sciences and Technology from Harvard Medical School and MIT. Professor Butte is also a founder of Personalis, providing clinical interpretation of whole genome sequences, Carmenta, discovering diagnostics for pregnancy complications, and NuMedii, finding new uses for drugs through open molecular data.

The Butte Laboratory builds and applies tools that convert more than 400 trillion points of molecular, clinical, and epidemiological data - measured by researchers and clinicians over the past decade - into diagnostics, therapeutics, and new insights into disease. Examples of this method includes work on cancer drug discovery, on type 2 diabetes, on fat cell formation, on obesity, and in transplantation. To facilitate this, the Butte Lab has developed tools to automatically index and find genomic data sets based on the phenotypic and contextual details of each experiment, to re-map microarray data, to deconvolve multi-cellular samples, and to perform these calculations on the internet “cloud”.

The Butte Lab has used these tools on publicly-available molecular data to successfully find new uses for existing drugs, has also been developing novel methods in comparing clinical data from electronic health record systems with gene expression data, and was part of the team performing the first clinical annotation of a patient presenting with a whole genome.

Dr Butte has authored more than 120 publications, won numerous awards, and was recently recognised by the White House as an Open Science Champion of Change for promoting science through publicly available data.
This edition of the Congress will see the introduction of the new programme highlight of ‘Big Debates’. Each debate will feature experts from different backgrounds/schools of thought prompt discussion around specific topics in cancer control and public health that are surrounded by controversy and differing opinions.

**DAY 1**
Organised in collaboration with the Clinical Oncology Society of Australia (COSA)

**Moderator:** Adam Spencer  
**Title:** The cost of treatment is worth the benefits  
**Debaters:** Robyn Warde and Nicola Roxon

**DAY 2**

**Moderator:** Norman Swan  
**Title:** E-cigarettes are a helpful tool in tobacco control and cessation and should be promoted for that purpose  
**Confirmed Debaters:** Professor Ron Borland and Professor Simon Chapman

**Topic:** To encourage the growing debate about the advent of electronic cigarettes and the war on smoking, the Congress will host a debate on how ‘E-cigarettes are a helpful tool in tobacco control and cessation and should be promoted for that purpose’. E-cigarettes, a nicotine-delivery system has grown into a multi-billion dollar business resulting in a massive and growing international issue. To date, there is no definitive evidence on their potential harms or potential benefits, as research in this area is in its infancy. As such, this will fuel the debate with remarkable ranges of views being expressed. The debaters will partake in a discussion focussing on e-cigarette regulation and whether or not they are a healthier alternative to tobacco cigarettes. A supporter of e-cigarettes will argue for seeing their promise as a cancer control tool and that they should be promoted for that purpose, arguing that they may be useful in the “end-game”. The opponent will argue that promoting e-cigarettes as a cessation tool will “re-normalise” smoking and undermine much of the effort gained through WHO’s Framework Convention on Tobacco Control. This debate has broad implications for public health officials, policymakers, regulation agencies, the tobacco industry and other key stakeholders in tobacco control.

**DAY 3**

**Moderator:** TBC  
**Title:** Cancer Screening: Individual Decisions or Population Approaches  
**Confirmed Debaters:** Professor Julietta Patnick and Dr Rengaswamy Sankaranarayanan

**Topic:** The emphasis on over-diagnosis and other risks of screening has led many to conclude that undertaking cancer screening should be a highly individualised decision, with varying degrees of medical intervention and/or risk-benefit information provided to each person considering this. However, much of the population-based gains in screening have come from public campaigns and/or social marketing. Raising public awareness generally is going to be critical to seeing gains in the benefits of cancer screening in low and middle income countries, and among underserved populations in high-income countries. The Congress will showcase a debate on ‘Cancer screening: individual decisions or population approaches?’ where one will explore the individualised risk benefit approach and debate on the importance of including the use of decision aids and discussions with General Practitioners to help individuals make informed screening decisions. To counter this argument, a debater will defend the “pro-population marketing” approach and make a public case for the benefits of cancer screening as one important tool in cancer control. This would include a discussion of appropriate parameters of such campaigns, but also to address how they may be critical to overcoming barriers in population acceptance of cancer screening.
DAILY SCHEDULE
SESSIONS

OPENING CEREMONY
WEDNESDAY 3RD DECEMBER

09:00 - 14:00
World Cancer Leaders’ Summit
‘The Economic Case for Cancer Control’
Invite only

09:00 - 16:00
UICC Master Courses
Workshops hosted at: Cancer Council Victoria, Peter MacCallum Cancer Centre, Breast Cancer Network of Australia
All places full

15:00 - 19:00
Opening of the Global Village and the Registration
All participants

17:00 - 18:00
Welcome Reception
All participants

18:00 - 19:00
2014 World Cancer Congress Opening Ceremony
All participants
DAY 1
THURSDAY 4TH DECEMBER
SHARED WITH 41ST COSA ANNUAL SCIENTIFIC MEETING

08:30 - 10:00
PLENARY DAY 1 - SUSTAINABLE HEALTH SYSTEMS
Plenary #2

1. Sustainable models of palliative care in cancer: is integration the answer?
   Irene Higginson, Cicely Saunders Institute (United Kingdom)

2. Institute of Medicine Recommendations for Addressing the Cancer Care Crisis in the United States
   Laura Levit, American Society of Clinical Oncology (ASCO) (United States)

3. Sustainable discoveries
   Peter C. Doherty, St. Jude Faculty (Australia)

Throughout the world governments are challenged to meet the health care needs of their populations. The rising incidence of cancer has been identified by the World Bank as a significant economic threat. In this session, some of the big picture issues facing the delivery of sustainable cancer services – over diagnosis and overtreatment will be addressed.

Organised in collaboration between: Union for International Cancer Control (UICC) and Clinical Oncology Society of Australia (COSA)

10:30 - 12:00
CONNECTING RISK FACTORS TO THE BURDEN OF CANCER: GLOBAL CANCER PREVENTABILITY IN THE 21ST CENTURY
Room 210 - 211

Chaired by: Rachel Thompson [United Kingdom], Isabelle Soerjomataram [France]

1. Measuring the impact of major risk factors on the global burden of cancer and the potential for prevention
   David Forman, International Agency for Research On Cancer (IARC) [France]

2. Global cancer incidence attributable to excess body mass index: the state of the art
   Isabelle Soerjomataram, International Agency for Research On Cancer (IARC) [France]

3. The hazards of smoking and the benefits of cessation on cancer mortality worldwide
   Prabhat Jha, Centre for Global Health Research, St. Michael’s Hospital (Canada)

4. Putting together epidemiological, clinical and biological evidence to estimate global cancer preventability
   Andrew Renehan, University of Manchester (United Kingdom)

5. The future of cancer prevention: setting realistic goals and time frame
   Christopher Wild, International Agency for Research On Cancer (IARC) (France)

Session proposed by: International Agency for Research on Cancer (IARC), France and World Cancer Research Fund International, UK
JOINING FORCES THROUGH SOCIAL MEDIA
Chairied by: Monika Preszly (Germany), Anna Boltong (Australia)
1. The role of social media in cancer information provision
   Chris Donkin, Danish Cancer Society (Denmark)
2. Cancer content strategy and information provision through multiple channels
   Martin Ledwick, Cancer Research UK (United Kingdom)
3. Audience and Channels
   Kevin Babb, American Cancer Society (United States)
4. Patient access and support
   Jenny Ritchie-Campbell, Macmillan Cancer Support (United Kingdom)
5. Sources of Health and Cancer Information Patterns
   Lilibeth Somera, University of Guam (Guam)

Session proposed by: International Cancer Information Services Group, United States

THE FINANCIAL MORBIDITY OF CANCER CARE
Chairied by: Todd Harper (Australia)
1. Ethics of access to cancer care
   Mary McCabe, Memorial Sloan Kettering Cancer Center (United States)
2. Informed financial consent to cancer treatment
   Fram Boyle, Mater Hospital Sydney (Australia)
3. Advocacy perspective
   Maxine Morand, Breast Cancer Network Australia (Australia)
4. Patient and carer perspective
   Anna Ugalde, Centre for Palliative Care (Australia)
5. Early access to superannuation for cancer patients
   Sarah Penman, Cancer Council NSW (Australia)

Session proposed by: Cancer Institute New South Wales, Australia and Clinical Oncology Society of Australia (COSA), Australia

WHAT CAN WE LEARN FROM INTERNATIONAL HEALTHCARE SYSTEMS TO IMPROVE EARLY CANCER DIAGNOSIS IN PRIMARY CARE?
Chairied by: Jon Emery (Australia)
1. Health service initiatives in the United Kingdom
   David Weller, University of Edinburgh (United Kingdom)
2. Health service initiatives in Denmark
   Peter Vedsted, Aarhus University (Denmark)
3. Community symptom awareness campaigns
   Jon Emery, University of Melbourne (Australia)
4. Symptom risk assessment tools for primary care
   Lyndal Trevena, University of Sydney (Australia)
5. How applicable are these system initiatives to low and middle income countries?
   Surendra Shastri, Tata Memorial Hospital (India)

Session proposed by: University of Melbourne and the Victorian Comprehensive Cancer Centre, Australia
CANCER TREATMENT AND TRANSLATIONAL RESEARCH IN CHINA

Chair by: Xishan Hao (China), Jialu Ji (China)

1. New monoclonal antibody targeting on basic fibroblast growth factor (bFGF) against melanoma, lung cancer and breast cancer in vitro and in vivo
   Meng Xu, The First Affiliated Hospital Jinan University (China)

2. Phase II Trial of isolate limb infusion with Cisplatin in treatment of locally advanced extremity malignancies: Report of the first two cases
   Yong Chen, Fudan University Shanghai Cancer Center (China)

3. Low frequency microsatellite instability in genomic dinucleotide sequences correlate with lymphatic invasion and a poor prognosis in gastric cancer
   Yan Zhao, Liaoning Cancer Hospital & Institute (China)

4. A Preliminary Evaluation of HPV DNA Tests for Cervical Cancer Screening in Rural Jiangxi Province of China
   Ling Li, Maternity and Child Health Hospital Jiangxi Province (China)

5. ITGBL1 Transcriptionally Regulated by Runx2 Facilitates Bone Metastasis of Breast Cancer
   Xiaoqing Li, Tianjin Medical University Cancer Institute and Hospital (China)

Sponsored Session proposed by: Chinese Anti-Cancer Association [CACA], China

SUSTAINABLE ACCESS TO INNOVATIVE CANCER MEDICINE; WHAT ARE THE INGREDIENTS FOR SUCCESS?

Satellite symposia organised by: Novartis Oncology

AN NGO MODEL FOR CANCER CARE IN TAIWAN - A NICHE TO MEET PATIENT NEEDS

1. Current status of cancer care in Taiwan
   Jerry Wang, Hope Foundation for Cancer Care

2. Advocacy and recreational activities to promote cancer care among the public
   Tsui-Er Wu, Hope Foundation for Cancer Care

3. HOPE stations for community cancer care
   Tsui-Er Wu, Hope Foundation for Cancer Care

4. Cancer Resource Center - bridging the cancer care gap between hospital and community
   Shiu-Yu C, Hope Foundation for Cancer Care, Katie Lee

5. International Cooperation and communication- staff training
   June Chan, LIVESTRONG Foundation (United States)

Sponsored session proposed by: Hope Foundation for Cancer Care
E-CIGARETTE: IS IT A POISON OR A CURE?
Connect with the expert

The discussion about E-cig goes on, even within the tobacco control/cancer/NCD prevention and control community. The safety of E-cig has not been demonstrated and the potential risks they pose for the health of users remain undetermined. Their efficacy for helping people quit smoking is not well established. However some users (from personal experience) and professionals (even in the absence of empiric data) claim that they are good cessation aids.

Sponsored session proposed by: Norwegian Cancer Society, Norway

PACE CONTINUOUS INNOVATION INDICATORS: A GROUNDBREAKING PERSPECTIVE ON PROGRESSES AGAINST CANCER

The PACE Continuous Innovation Indicators - an evidence-based tool to track and visually depict highly specific treatment progress over time against individual cancers - will be presented for the first time in this session. The Indicators emerged from a two-year collaboration between Lilly Oncology’s PACE (Patient Access to Cancer care Excellence) network and Rose Li Associates, a United States-based research firm. This tool for the first time will permit highly objective comparisons across cancer types and across time of the gains in overall survival and other key outcomes that have resulted from surgery, radiotherapy, chemotherapy, and combination treatments. Is the “War on Cancer” making progress? Or have the massive investments in research and development been poorly spent?

The PACE Continuous Innovation Indicators aim to equip policymakers and opinion leaders with the evidence to make the case for effective cancer policies, new treatment development and patient access to cancer care excellence.

Sponsored session proposed by: Eli Lilly/PACE
RESOLVING THE PSA TESTING CONTROVERSY

Vilis Marshall, AC (Australia)
Bruce Armstrong, AM (Australia)
Mark Frydenberg (Australia)

The lack of consensus and widely agreed clinical guidelines on PSA testing confuses and concerns men and their health advisers.

Following consultation with key stakeholders in cancer control and clinical care, Prostate Cancer Foundation of Australia, in partnership with Cancer Council Australia, brought together a broadly based group of relevant experts to develop evidence-based national clinical guidelines for PSA testing and the early management of test-detected prostate cancer. This initiative breaks new ground in Australia and internationally.

The guidelines are being developed in accordance with the Australian National Health and Medical Research Council’s (NHMRC’s) approved external guideline development processes. Following these processes and obtaining NHMRC approval of the final product are critical to ensuring the guidelines are soundly based in evidence and of high quality, and to their acceptance and adoption in practice in Australia.

We will launch required public consultation on the draft guidelines. Members of the expert advisory panel will describe the development process; key challenges faced by the team; the main recommendations in the draft guidelines; and answer questions. The draft guidelines will be available on Cancer Council Australia’s wiki platform from the day of the meeting; we welcome comment and advise on them.

Sponsored session proposed by: Prostate Cancer Foundation Australia, Australia

PREVENTION AND CONTROL OF CERVICAL AND LIVER CANCER

Chairred by: Benjamin Cowie (Australia)

1. Research findings from Australia's national HPV vaccination programme
   Ian Frazer, Translational Research Institute (Australia)

2. Hepatitis B vaccines and liver cancer
   Mark Kane, PATH (United States)

3. Getting vaccines to where they are most needed
   Speaker TBC

4. Treatment as a form of liver cancer prevention: the clinical efficacy and cost effectiveness of treatment across Asia
   Henry Chan, Centre for Hepatitis Research (Hong Kong)

5. Prioritising HPV and Hep B vaccines in national immunisation
   Andreas Ullrich, World Health Organisation (WHO) (Switzerland)

Session proposed by: GAVI Alliance, Switzerland and Cancer Council Victoria, Australia
MAMMOGRAPHIC SCREENING - ARE WE DOING MORE HARM THAN GOOD?
Chaired by: Craig Sinclair (Australia)

1. Overview of the evidence of breast cancer screening
   Heather Bryant, Canadian Partnership Against Cancer (Canada)
2. Communicating the benefits and risks of breast cancer screening in light of the evidence
   Sara Hiom, Cancer Research UK (United Kingdom)
3. Challenges for breast screening in low resource countries
   Vivien Davis Tsu, PATH (United States)

Session proposed by: Cancer Council Victoria, Australia

TOBACCO RETAIL REFORM – THE NEXT STEP FOR TOBACCO CONTROL
Chaired by: Anita Tang (Australia)

1. Supply and demand: How the number and type of tobacco retail outlets influences smoker behaviour
   Suzan Burton, University of Western Sydney (Australia)
2. The Characteristics of tobacco retailers in New Zealand
   Louise Marsh, University of Otago (New Zealand)
3. Results of an evaluation of the tobacco retail regulatory system in New South Wales
   Kelly Williams, Cancer Council NSW (Australia)
4. Licensing models from the USA
   Kelly Williams, Cancer Council NSW (Australia)
5. Perceptions of tobacco retail interventions in New Zealand
   Lindsay Robertson, University of Otago (New Zealand)

Session proposed by: Cancer Council New South Wales, Australia

MODELS OF CARE IN TELEONCOLOGY: INNOVATION IN RURAL CANCER SERVICE DELIVERY
Chaired by: Sabe Sabesan (Australia)

1. Overview of teleoncology service at Townsville Cancer Centre
   Sabe Sabesan, Townsville Cancer Centre (Australia)
2. The teleoncology nursing: bridging gaps in rural/regional cancer service delivery
   Maree Bransdon, Central Integrated Regional Cancer Service (Australia)
3. Using technology to enhance allied health models of care for patients with head and neck cancer
   Liz Ward, University of Queensland Centre for Clinical Research (Australia)
4. Multidisciplinary care using teleoncology model
   Ian Olver, Cancer Council Australia (Australia)

Session proposed by: Townsville Cancer Center, Australia
13:15 - 14:15
Room 218

TRACK 3

ADDRESSING SEXUALITY ISSUES AS PART OF INTRODUCING SEXUAL HEALTH INTO CANCER

Chaired by: Doreen Akkerman [Australia]

1. Why is sexuality & intimacy important for people and their partners affected by cancer  
   Woet Gianotten, International Society for Sexuality and Cancer (France)

2. Not an on-off switch, male sexuality after cancer  
   Anne Katz, CancerCare Manitoba [Canada]

3. Intimacy and sexuality - an essential part of quality at end of life  
   Karl Lorenz, University of California [United States]

4. Communication Issues - Challenges and Practical Solutions, Joint presentation  
   Susan Carr, Royal Women’s Hospital [Australia]  
   Amanda Hordern, Bayside Healthy Living [Australia]

Session proposed by: Strategic Health Communications International, Australia

13:15 - 14:15
Room 219

TRACK 4

MAKING CANCER STAGING GLOBALLY RELEVANT

Chaired by: Brian O’Sullivan [Canada]

1. Needs of cancer registries in relation to stage of disease  
   David Forman, International Agency for Research On Cancer (IARC) [France]

2. The need for simplified stage language for all  
   James Brierley, Princess Margaret Hospital [Canada]

3. Developing a simple TNM stage tool  
   Giulio Napolitano, Northern Ireland Cancer Registry [United Kingdom]

4. Promoting TNM stage use/ensuring stage is globally relevant  
   Anne Lee, Hong Kong Anti-Cancer Society

Session proposed by: Princess Margaret Hospital, Canada

13:15 - 14:15
Room 220

TRACK 4

RESEARCH EFFORTS TO OVERCOME INEQUALITIES IN CANCER CARE FOR INDIGENOUS PEOPLES IN DEVELOPED COUNTRIES

Chaired by: Garvey Gail [Australia], Baxi Siddartha [Australia]

1. Improving cancer outcomes for Indigenous Australians  
   Joan Cunningham, Menzies School of Health Research [Australia]

2. From patterns to pathways to respect: Advancing the right to respectful cancer care for First Nations in Manitoba, Canada  
   Brenda Elias, University of Manitoba [Canada]

3. From research to translational science: taking action to improve cancer outcomes for indigenous MDori in Aotearoa/New Zealand  
   Lis Ellison-Loschmann, CPHR, Massey University [New Zealand]

4. Native Americans with Cancer: Inequities, Access to Care, Quality of Life and Survival  
   Linda Burhansstipanov, Native American Cancer Research Corporation [United States]

5. International efforts to assess cancer burden and care among Indigenous peoples globally  
   Suzanne Moore, International Agency for Research On Cancer (IARC) [France]

Session proposed by: Menzies School of Health Research, Australia
13:15 - 14:15
Room 203-204

**CANCER PREVENTION AND CONTROL IN AFRICA**
*Chaired by: Makeda J. Williams (United States), Martin Damali (United States)*

1. **Introduction**
   Makeda Williams, National Cancer Institute - USA (United States)
2. **Research and health infrastructure**
   Isaac Adewole, African Organisation for Research & Training in Cancer (AORTIC) (South Africa)
3. **Resources and investments**
   Miriam Schneidman, World Bank (Switzerland)
4. **Cancer Control Planning**
   Lisa Stevens, National Cancer Institute, Center for Global Health (United States)
5. **Ethics**
   Christopher Sola Olopade, University of Chicago (United States)

*Session proposed by: National Cancer Institute - United States*

14:30 - 15:30
Room 210-211

**BIG DEBATE 1 - THE COST OF TREATMENT IS WORTH THE BENEFITS**
*Moderator: Adam Spencer*
*Debaters: Robyn Warde, Prince of Wales Clinical School (Australia) Nicola Roxon, Former Australian Minister of Health (Australia)*

*Organised in collaboration between: Union for International Cancer Control (UICC) and Clinical Oncology Society of Australia (COSA)*

14:30 - 15:30
Room 217

**WHAT DO WE DO ABOUT DIGITAL ALCOHOL MARKETING STRATEGIES?**
*Chaired by: Gerard Hastings (United Kingdom)*

1. **What social marketing can learn from commercial marketing**
   Gerard Hastings, Institute for Social Marketing, University of Stirling/Open University (United Kingdom)
2. **How we can benefit from collaboration in Digital Media Research and Practice**

*Session proposed by: Institute for Social Marketing, University of Stirling/Open University, United Kingdom*

14:30 - 15:30
Room 217

**COLLABORATION TO PREVENT AND CONTROL CERVICAL CANCER IN THE AMERICAS**
*Chaired by: Mona Saraiya (United States)*

1. **Cervical Cancer Situation in Latin America and the Caribbean**
   Silvana Luciani, PAHO/WHO (United States)
2. **The network of National Cancer Institutions of Latin America (RINC): A regional model for capacity building and knowledge share**
   Silvina Arrossi, National Cancer Institute Argentina (Argentina)
3. **Increasing civil society's role in cancer prevention and control**
   Sally Cowal, American Cancer Society (United States)
4. **Building the evidence base for cervical cancer prevention in Latin America and the Caribbean**
   Luis Salicrup, National Cancer Institute - USA (United States)
5. **Leveraging existing programmes to build capacity for cervical cancer prevention and control**
   Jeff Glenn, Centers for Disease Control and Prevention (CDC) (United States)

*Session proposed by: Centers for Disease Control and Prevention (CDC), United States*
**DEVELOPED AND DEVELOPING LUNG CANCER SCREENING STRATEGIES**

*Chairled by:* Heather Bryant (Canada)

1. Integration of smoking cessation and lung cancer screening/NELSON trial  
   Harry de Koning, Erasmus Medical Center (Netherlands)
2. Lung cancer screening framework in Canada and overview of international guidelines  
   Heather Bryant, Canadian Partnership Against Cancer (Canada)
3. A review of key lung cancer screening guidelines in the US  
   Otis Brawley, American Cancer Society (United States)

*Session proposed by:* Canadian Partnership Against Cancer, Canada

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**CREATING THE BEST PATIENT EXPERIENCE POSSIBLE FOR ADOLESCENTS AND YOUNG ADULTS (AYAS) WITH CANCER**

*Chairled by:* Janine MacDonald (Australia)

1. The establishment and management of a dedicated AYA cancer service in Australia  
   Michael Osborn, Women’s and Children’s Hospital/ Royal Adelaide Hospital (Australia)
2. The use of the modified Distress Thermometer in identifying and managing distress amongst AYA cancer patients  
   Pandora Patterson, CanTeen Australia (Australia)
3. The Canadian Task Force on Adolescents and Young Adults with Cancer: Moving forward to optimise outcomes for AYA survivors of cancer  
   D’Agostino Norma, Princess Margaret Cancer Centre (Canada)
4. Core competencies for AYA professionals  
   Maria Cable, Coventry University (United Kingdom)
5. Optimising fertility preservation for AYAs with cancer  
   Rebecca Johnson, Seattle Children’s (United States)

*Session proposed by:* CanTeen Australia

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**ROLE OF YOGA AND AyURVEDA IN CANCER CONTROL**

*Chairled by:* Swami Ramdev (India), Sukdev Nayak (India)

1. Physiology of yogic practices  
   Pranati Nanda, All India Institute of Medical Sciences (India)
2. Yogic and Ayurvedic principles in cancer control  
   Swami Ramdev, Patanjali Yogpeeth (India)
3. Meditation & Cancer Control  
   Manjula Bala Nayak, Cancer Care Every Where (India)
4. Yoga in Integrative Oncology  
   Raghavendra Rao, Health Care Global Hospital (India)
5. Palliative care and yoga  
   Sukdev Nayak, All India Institute of Medical Sciences (AIIMS), India

*Session proposed by:* All India Institute of Medical Sciences (AIIMS), India
14:30 - 15:30
Room 220

INTERNATIONAL COLLABORATION ENHANCES DEVELOPMENT AND DISSEMINATION OF INNOVATIVE DIGITAL CANCER GUIDELINES
Chair by: Jutta von Dincklage [Australia]

1. Integration and coordination of guidelines
   Amir Qaseem, American College of Physicians [United States]
2. (Inter)National collaboration on guidelines
   Sonja Kersten, IKNL Integraal Kankercentrum Nederland [Netherlands]
3. Linking of guidelines with educational tools and other resources
   Ian Olver, Cancer Council Australia [Australia]
4. Implementation and translation of guidelines
   Mary Haines, Cancer Institute NSW [Australia]

Session proposed by: Cancer Council Australia

14:30 - 15:30
Room 103

REDUCING INEQUALITIES IN CHILDHOOD CANCER TREATMENT AND OUTCOME
Chair by: M. Tezer Kutlu (Turkey), Alia Zaidi (United States)

1. The role of SIOP on pediatric cancer control
   Gabriele Calaminus, SIOP International Society of Pediatric Oncology [Switzerland]
2. Pediatric Cancer Registry development in Cali, Columbia
   Oscar Ramirez, HematoOncologos SA [Colombia]
3. The role of networking in improving childhood cancer outcomes
   Raul Ribeiro, St. Jude Children’s Research Hospital [United States]
4. The Southern Childhood Cancer Network Development in Thailand
   Pornpun Sripornsawan, Department of Pediatrics, Faculty of Medicine, Prince of Songkhla University [Thailand]
5. The role of successful advocacy campaigns in pediatric oncology capacity building in developing countries
   Julius Lecciones, Philippine Society of Pediatric Oncology [Philippines]

Session proposed by: UICC, Switzerland, Turkish Association for Cancer Research and Control, Turkey and My Child Matters Program (MCM) Sanofi Espoir Foundation/St. Jude Children’s Research Hospital, United States

15:45 - 17:00
Plenary #2

THE BIG SCREEN
The Big sCreen is the ultimate ‘showcasing’ and ‘best practice sharing’ opportunity where UICC members and non-members alike, can have their material shown on a cinema-sized screen in front of an international audience from over 100 countries, with the potential for their campaign to be an inspiration to others beyond its original intended audience.
PRIORITIES TO REDUCE ENVIRONMENTAL CANCERS

Chaired by: Bernard Stewart (Australia)

1. Implications from occupational carcinogenesis
   Kurt Straif, International Agency for Research On Cancer (IARC) (France)
2. Mechanisms of carcinogenesis to identify priority carcinogens
   Bernard Stewart, SE Sydney Public Health Unit (Australia)
3. Diesel emissions affecting the wider community
   Christopher Portier, Center for disease control and prevention (United States)
4. Benzene exposure and cancer
   Deborah Glass, Monash University (Australia)
5. Evidence-based advocacy for regulatory action
   Rachel Kitonyo-Devotsu, McCabe Centre for Law and Cancer (Australia)

Session proposed by: International Agency for Research on Cancer (IARC), France

REDUCING THE GLOBAL CANCER BURDEN THROUGH POLICY ACTION ON DIET, PHYSICAL INACTIVITY AND ALCOHOL: WHAT POLICIES ARE NEEDED FOR HIGH IMPACT AND HOW TO ADVOCATE THEIR WIDER IMPLEMENTATION

Chaired by: Tim Armstrong (United States), Kathryn Allen (United Kingdom)

1. Panel 1 - Overview and scene setting
   Tim Armstrong, World Health Organisation (WHO) (Switzerland)
2. What are the high-impact policies to improve prevention outcomes? (Diet)
   Corinna Hawkes, World Cancer Research Fund International (United Kingdom)
3. What are the high-impact policies to improve prevention outcomes? (Alcohol)
   Thaksaphon Thamarangsi, International Health Policy Program (IHPP) (Thailand)
4. What are the high-impact policies to improve prevention outcomes? (Physical Activity)
   Fiona Bull, University of Western Australia (Australia)
5. Panel 2
   Kathryn Allen, World Cancer Research Fund International (United Kingdom)
6. A united policy front: lessons learnt by coalitions for cancer prevention
   Jane Martin, Cancer Council Victoria (Australia)
7. Youth leadership in creating a global social movement around NCDs
   Alessandro Demaio, University of Copenhagen/University of Harvard Global Health Equity Initiative (Denmark)

Session proposed by: World Cancer Research Fund International, United Kingdom and Cancer Council Victoria, Australia
16:00 - 17:30  
**Screening for Colorectal Cancer – A Practice Guide from an International Perspective**  
*Chaired by:* Stephen Halloran (United Kingdom), Graeme Young (Australia)

1. Colorectal Cancer – The case for screening  
   Ernst Kuipers, WEO Colorectal Cancer Screening Committee (United Kingdom), Gary Ginsberg, Ministry of Health (Israel)

2. Colorectal Cancer Screening – Setting it up and making it work  
   Julietta Patnick, Public Health England (United Kingdom)  
   Robert Steele, University of Dundee (United Kingdom)

3. Colorectal Cancer Screening – Reaching the population – an international perspective  
   Graeme Young, Flinders University (Australia)  
   Linda Rabeneck, Occupational Cancer Research Centre, Cancer Care Ontario (Canada)

*Session proposed by:* RTI International, USA, Canadian Partnership Against Cancer, Canada and WEO Colorectal Cancer Screening Committee, UK

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16:00 - 17:30  
**Cancer Pain Across the World: Global Efforts to Define and Meet the Challenges**  
*Chaired by:* Nathan Cherny (Israel), James Cleary (United States)

1. The global crisis of unrelieved cancer pain  
   James Cleary, UW Carbone Cancer Center (United States)

2. Findings from the international collaborative project to evaluate the availability and accessibility of opioids  
   Nathan Cherny, Pain Policy Research Group, University of Wisconsin-Madison (United States)

3. Global Initiatives addressing the problem of inadequate cancer pain relief

*Session proposed by:* European Society for Medical Oncology (ESMO), Switzerland

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16:00 - 17:30  
**Producing and Using Evidence for Cancer Control: The Global Initiative for Cancer Registry Development in LMIC**  
*Chaired by:* David Forman (France), Roberto Zanetti (Italy)

1. What we know and don’t know from current surveillance data  
   David Forman, International Agency for Research On Cancer (IARC) (France)

2. Implementing GICR: an overview of Regional Hubs development  
   Freddie Bray, International Agency for Research On Cancer (IARC) (France)

3. A day in the life of a Regional Hub  
   Rajesh Dikshit, Tata Memorial Hospital (India)

4. Cancer control planning: what is needed from surveillance data  
   David Roder, Cancer Council South Australia (Australia)

*Session proposed by:* International Agency for Research on Cancer (IARC), France

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17:30 - 19:00  
**Screening Documentary: A Day Without Cancer**

‘A DAY WITHOUT CANCER’ is a 75-minute exploration of cancer’s history and poses the provocative question, “Can we conquer cancer in our lifetime?” Leading cancer experts from around the world give an up-to-the-minute look at the victories and failures of our cancer system. Directed by Canadian Joseph Nanni and narrated by Bryan Adams, one of the world’s most acclaimed musicians. A must see powerful new documentary. The screening will be followed by a discussion panel and a drinks and canapés reception.
DAY 2
FRIDAY 5TH DECEMBER

PLENARY DAY 2 - NATIONAL AND INTERNATIONAL APPROACHES

1. International initiatives in global health challenges: First HIV, then cancer/NCDs
   Stephen Lewis, Distinguished Visiting Professor at Ryerson University
   Former UN Secretary-General’s Special Envoy for HIV/AIDS in Africa (United States)

2. Building the case for Tobacco control and advocating for action on alcohol and obesity
   Nicola Roxon, Former Australian Attorney-General
   Former Australian Minister of Health - introducing the world’s first plain packaging regime (Australia)

Mr Stephen Lewis' keynote address is supported by: Canadian Partnership Against Cancer

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10:15 - 11:15
Room 203-204

THE POWER OF STORY: LEARNING STORYTELLING TECHNIQUES FROM HOLLYWOOD'S MASTER STORYTELLERS
Chair by: Mona Saraiya (United States)

1. Overview of the Elements of Effective Storytelling: The importance of crafting effective stories to best communicate key health
   Sandra Buffington, Hollywood, Health and Society (United States)

2. The Components of the Narrative Writing Process: The tools and techniques for creating a compelling story
   Jennifer Cecil, Executive Producer (United States)

Session proposed by: Centers for Disease Control and Prevention (CDC), United States and Livestrong Foundation, United States

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10:15 - 11:15
Room 210

THE ETHICS OF CLINICAL RESEARCH: DO THEY DIFFER BETWEEN HIGH-, MIDDLE-, AND LOW-INCOME COUNTRIES?

Session proposed by: National Cancer Institute - United States
10:15 - 11:15
Room 211

WHAT IS NEXT? EMPOWERING CANCER SURVIVORS AND FAMILIES FOR IMPROVED MEDICAL FOLLOW-UP AND SELF CARE

**Chaired by:** Amy Zhang (United States), Kimlin Ashing-Giwa (United States)

1. **Implementation Science for Survivorship Care: From Institute to Community Application**
   Kimlin Ashing - Giva, City of Hope National Medical Center (United States)

2. **Utilisation of online self-management resources and guideline**
   Rebecca Cowens-Alvarado, The George Washington University Cancer Institute (United States)

3. **A patient-centered approach to persistent urinary incontinence in prostate cancer patients**
   Amy Zhang, Case Western Reserve University (United States)

4. **Incorporating a self-management approach to cancer survivorship, lessons from chronic disease management and their application in the Australian setting**
   Malcolm Battersby, Flinders University (Australia)

**Session proposed by:** Case Western Reserve University, United States

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10:15 - 11:15
Room 212-213

BEHIND THE SCENES OF THE NCD MOVEMENT - PART II

**Chaired by:** Cary Adams (Switzerland)

**Discussion panel**
HRH Princess Dina Mired, King Hussein Cancer Foundation (Jordan)
George Alleyne, Pan American Health Organization/World Health Organization (PAHO/WHO) (United States)
Katie Dain, Executive Director, NCD Alliance (United Kingdom)
Ariella Rojhani, NCD Alliance (United States)

**Session proposed by:** Union for International Cancer Control (UICC), Switzerland

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11:45 - 13:15
Room 203-204

TOBACCO PLAIN PACKAGING AND GRAPHIC HEALTH WARNINGS

**Chaired by:** Kylie Lindorff (Australia), Rob Cunningham (Canada)

1. **Early responses among smokers and youth to the implementation of plain packaging and larger health warnings in Australia**
   Melanie Wakefield, Cancer Council Victoria (Australia)

2. **Plain packaging: did it result in a flood of cheap tobacco in Australia?**
   Michelle Scollo, Cancer Council Victoria (Australia)

3. **Progress towards plain packaging in Ireland**
   Donal Buggy, Irish Cancer Society (Ireland)

4. **Adoption of graphic health warnings in Thailand: successes and challenges**
   Prakit Vathesatogkit, Action on Smoking and Health Foundation - ASH (Thailand)

5. **Progress on packaging regulation in Africa**
   Rachel Kitonyo-Devotsu, McCabe Centre for Law and Cancer (Togo)

**Session proposed by:** Cancer Council Victoria, Australia
CARING FOR CANCER PATIENTS WITH COMORBIDITY

Chaired by: Diana Sarfati (New Zealand)
1. How does cancer interact with other chronic conditions?
   Diana Sarfati, Cancer Control and Screening Research Group (New Zealand)
2. Comorbidity among Indigenous Australian cancer patients
   Valery Patricia, Menzies School of Health Research (Australia)
3. Comorbidity in clinical decision-making
   Louise Signal, Womens Health research Centre, University of Otago (New Zealand)
4. Methods to improve the dosing of therapeutic agents in cancer for patients with comorbidities
   Jennifer Martin, University of Queensland (Australia)
5. Interventions to improve cancer outcomes for people with comorbidity
   Bogda Koczwara, Flinders University (Australia)

Session proposed by: University of Otago, New Zealand

EARLY AND ACCURATE DIAGNOSIS OF CANCER, MOVING TOWARDS A SOLUTION

Chaired by: Dr Mahmood Moshiri and Dr Hossein Ghanbari
1. Early diagnosis as a solution and the current limitations of Early Diagnosis
   Ronald Stead and Hossein Ghanbari, Panacea Pharmaceutical Inc and Holburn Laboratories
2. Serum based Cancer diagnosis, as a solution in the developing world
   Mboup, Kiarash Moshiri and Zahra Shariat, WHO Dakka Senegal and Panacea Global Inc.
3. Early diagnosis as a solution using new bio-markers (HAAH)
   Dan Dumont and Omid Khojasteh, Sunnybrook hospital and Princess Margaret Hospital
4. Progress in Diagnosis through blood testing and imaging
   David Andrew, Dr. Ladan Shariat, Proteus Imaging Inc. and Sunnybrook Hospital

Sponsored session proposed by: Sunnybrook, Canada

THE ROLE OF PHYSICAL ACTIVITY AND EXERCISE FOR CANCER PATIENTS AND CANCER SURVIVORS

Chaired by: John Keyserlingk (Canada), Christobel Saunders (Australia)
1. Historical role of exercise and activity with the cancer population
   Kerry Courneya, University of Alberta (Canada)
2. Is exercise medicine for the cancer population?
   Kristin Campbell, University of British Columbia (Canada)
   Rob Newton, Edith Cowan University (Australia)
4. Building a successful programme to address the patient needs and measuring success
   Marlène Elisabeth Spielmann, Danish Cancer Society (Denmark)
5. Establishing partnerships disseminating information – programme development at a macro level
   Jenny Ritchie-Campbell, Macmillan Cancer Support (United Kingdom)

Session proposed by: Concordia University, Canada, Macmillan Cancer Support, United Kindgom and Edith Cowan University, Australia
At the World Cancer Leaders Summit, in Cape Town, South Africa 2013, GSK showcased the potential of public-private partnerships to drive a sustainable positive impact on cancer prevention, detection and care in developing countries. Early positive results from projects supporting vaccination, medical education and cancer registries were presented and enthusiastically discussed with the audience. Building on this, and GSK’s recent announcement to lead the paradigm shift in how the pharmaceutical industry interacts with the healthcare community, this symposium will highlight some of the key projects that have been implemented to facilitate product-independent, peer-to-peer medical education and information exchange with significant benefit for patients and societies. Only through true and transparent collaboration with the medical community and other health-care providers, each party bringing their specific expertise, can we hope to provide a better future for patients.

**Satellite symposia proposed by:** GlaxoSmithKline

At the World Cancer Leaders Summit, in Cape Town, South Africa 2013, GSK showcased the potential of public-private partnerships to drive a sustainable positive impact on cancer prevention, detection and care in developing countries. Early positive results from projects supporting vaccination, medical education and cancer registries were presented and enthusiastically discussed with the audience. Building on this, and GSK’s recent announcement to lead the paradigm shift in how the pharmaceutical industry interacts with the healthcare community, this symposium will highlight some of the key projects that have been implemented to facilitate product-independent, peer-to-peer medical education and information exchange with significant benefit for patients and societies. Only through true and transparent collaboration with the medical community and other health-care providers, each party bringing their specific expertise, can we hope to provide a better future for patients.

**Satellite symposia proposed by:** GlaxoSmithKline

**11:45 - 13:15**

**The Cancer Atlas, Second Edition**

*Chaired by:* John Seffrin (United States), Mary Gospodarowicz (Canada)

John Seffrin, American Cancer Society (United States)

2. Major Risk Factors for Cancer  
Paolo Vineis, Imperial College London (United Kingdom)

3. The Cancer Burden  
David Forman, International Agency for Research On Cancer (IARC) (France)

4. Cancer Interventions and Potential for Impact  
Ahmedin Jemal, American Cancer Society (United States)

5. Presentation of cancer data for public engagement  
Mary Gospodarowicz, Princess Margaret Hospital (Canada)

*Session proposed by:* American Cancer Society, USA, International Agency for Research on Cancer, France and Union for International Cancer Control, Switzerland

**13:15 - 14:45**

**How International Oncology Nurses are Working Together to Accelerate Progress**

*Chaired by:* Janice Stewart (Canada)

1. How International Oncology Nurses are Working Together to Accelerate Progress - International  
Janice Stewart, International Society of Nurses in Cancer Care (ISNCC) (Canada)

2. How International Oncology Nurses are Working Together to Accelerate Progress - Europe  
Birgitte Grube, European Oncology Nursing Society (EONS) (Belgium)

3. How International Oncology Nurses are Working Together to Accelerate Progress - Australia  
Sandy McKiernan, Cancer Council Western Australia (Australia)

4. How International Oncology Nurses are Working Together to Accelerate Progress - North America  
Margaret Barton-Burke, Oncology Nursing Society (United States)

5. How International Oncology Nurses are Working Together to Accelerate Progress - Asia  
Kazuko Onishi, Oncology Nursing Society (United States)

*Sponsored session proposed by:* International Society of Nurses in Cancer Care - ISNCC, Canada
13:15 - 14:45
Room 103

THE BILLION DOLLAR CHALLENGE FOR PERSONALIZED CANCER MEDICINE – KEEPING A CAMPAIGN VITAL FOR 5 YEARS

*Sponsored session proposed by:* The Princess Margaret Cancer Foundation, Canada

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13:15 - 14:45
Room 103

IN Voling CONSUMERS LEADS TO BETTER CANCER CARE

A practical workshop based on the principles of the National Framework for Consumer Involvement in Cancer Control utilising online internationally applicable resources to promote consumer engagement in cancer control.

*Sponsored session proposed by:* Cancer Australia

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15:00 - 16:00
Room 203-204

BIG DEBATE 2 - E-CIGARETTES ARE A HELPFUL TOOL IN TOBACCO CONTROL AND CESSATION AND SHOULD BE PROMOTED FOR THAT PURPOSE

**Moderator:**
Norman Swan (Australia)

**Debaters:**
Simon Chapman, University of Sydney (Australia),
Ron Borland, Cancer Council Victoria (Australia)

**Topic:** To encourage the growing debate about the advent of electronic cigarettes and the war on smoking, the Congress will host a debate on how ‘E-cigarettes are a helpful tool in tobacco control and cessation and should be promoted for that purpose’. E-cigarettes, a nicotine-delivery system has grown into a multibillion-dollar business resulting in a massive and growing international issue. To date, there is no definitive evidence on their potential harms or potential benefits, as research in this area is in its infancy. As such, this will fuel the debate with remarkable ranges of views being expressed. The debaters will partake in a discussion focussing on e-cigarette regulation and whether or not they are a healthier alternative to tobacco cigarettes. A supporter of e-cigarettes will argue for seeing their promise as a cancer control tool and that they should be promoted for that purpose, arguing that they may be useful in the “end-game”. The opponent will argue that promoting e-cigarettes as a cessation tool will “re-normalize” smoking and undermine much of the effort gained through WHO’s Framework Convention on Tobacco Control. This debate has broad implications for public health officials, policymakers, regulation agencies, the tobacco industry and other key stakeholders in tobacco control. Presenter of Health Minutes, Dr Norman Swan, is a multi-award winning producer, broadcaster and investigative journalist. He will be the moderator of the debate.
15:00 - 16:00
Room 211

**TRACK 1**

**VIBRANT CESSENTION TECHNIQUES RESPONSIVE TO WOMEN’S NEEDS**

**Chaired by:** Patricia Lambert (United States)

1. A women-centered, trauma-informed harm reduction oriented approach to encouraging cessation
   Lorraine Greaves, BC Centre of Excellence for Women’s Health (Canada)

2. Disadvantaged women’s perceptions and use of smokeless tobacco and the women needs’ driven cessation strategies that can help...
   Mira B Aghi, Advocacy Forum for Tobacco Control (AFTC) (India)

3. Smoking cessation for women in Hong Kong: Challenges and Opportunities
   Sophia Chan, Ministry of Food and Health (Hong Kong)

4. Lack of cessation services for women in selected African Countries
   Mary Okioma, African Women’s Alliance for Tobacco Control (AWATC) (Kenya)

**Session proposed by:** International Network of Women against Tobacco (INWAT) and Advocacy Forum for Tobacco Control (AFTC), India

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15:00 - 16:00
Room 210

**TRACK 1**

**CAMPAIGNS FOR CANCER PREVENTION: USING TV, FACEBOOK AND OTHER MEDIA TO CHANGE POLICY AND BEHAVIOR**

**Chaired by:** Rebecca Perl (United States), Stephen Hamill (United States)

1. Harnessing mass media for cancer prevention in Africa
   Rebecca Perl, World Lung Foundation (United States)

2. Small dollar, big results: online advertising for tobacco control advocacy in Senegal, Vietnam and India
   Stephen Hamill, World Lung Foundation (United States)

3. Attracting likes, shares and comments – What works to grow and engage a Facebook community
   Becky Freeman, University of Sydney (Australia)

4. Putting tobacco control to work: applying best practice to obesity and beyond
   Trish Cotter, Victorian Comprehensive Cancer Centre (Australia)

**Session proposed by:** World Lung Foundation, United States

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15:00 - 16:00
Room 212-213

**TRACK 2**

**CANCER IN ELDERLY PEOPLE: MANAGEMENT UPDATE AND PERSPECTIVES**

**Chaired by:** Roberto Bernabei (Italy), Ignazio Carreca (Italy)

1. From Hieroglyphics to present time: a dashing trip inside cancer therapy
   Dario Cova, University of Milan (Italy)

2. Epidemiology, immunosenescence and cancer
   Calogero Caruso, University of Sicily-School of medicine (Italy)

3. Nutrition and Cancer Risk in young and elderly people: Are there differences?
   Ignazio Carreca, Consorzio Interuniversitario Nazionale per la Bio-Oncologia (CINBO) (Italy)

4. The frail patients: the octogenary people and cancer therapy
   Lodovico Balducci, H. Lee Moffitt Cancer Center & Research Institute (United States)

5. New strategy in elderly cancer therapy: oral and biologic

**Session proposed by:** A.I.R.O.N.A.-i.a.o.r.g.-S.I.C.O.G.; Department of Oncology, Oncogeriatric Unit, School of Medicine, Italy
IMPLEMENTING THE NCD ACTION PLAN: CATALYSING CHANGES IN ACCESS TO AFFORDABLE CANCER TREATMENT?

**Chaired by:** Franco Cavalli (Switzerland), Andreas Ullrich (Switzerland)

1. **What do we know and what we do need to know about affordable cancer treatment?**
   Richard Sullivan, Cancer Research UK (United Kingdom)
2. **How will the NCD agenda booster cancer treatment: The perspective of Senegal**
   Serigne Magueye Gueye, African Organisation for Research & Training in Cancer (AORTIC) (South Africa)
3. **Do NCD essential health care packages increase access to cancer treatment?**
   The mexican experience
4. **How can the pharmaceutical industry facilitate increased access to chemotherapy and medicines?**
   Eduardo Pisani, International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) (Switzerland)

**Session proposed by:** World Health Organization, Switzerland

GLOBAL AND LOCAL STEPS TO SHAPING A HEALTH SYSTEMS APPROACH TO PALLIATIVE CARE AND PAIN RELIEF AS A CORE COMPONENT OF NCCP

**Chaired by:** Julie Torode (Switzerland), Jonathan Liberman (Australia)

1. **Presentation title: TBA**
   Zipporah Ali, Kenya Hospices and Palliative Care Association (Kenya)
2. **Other Presentation titles / Speakers: TBA**

**Session proposed by:** Global Access to Pain Relief Initiative (GAPRI), Switzerland

USING CANCER POPULATION EVIDENCE TO IMPROVE/INFORM SYSTEM REDESIGN AT A LOCAL AND NATIONAL LEVEL

**Chaired by:** Jenny Ritchie-Campbell (United Kingdom)

1. **Using population evidence to support system redesign**
   Jenny Ritchie-Campbell, Macmillan Cancer Support (United Kingdom)
2. **Sharing insights from across the world**
   Mary McBride, British Columbia Cancer Agency (Canada)
3. **Data systems and their role in developing a robust evidence base about the cancer journey**
   David Roder, Cancer Council South Australia (Australia)
4. **Commissioning in the real world – using data and evidence to support commissioning – innovative solution to system redesign**
   Sinéad O’Brien, Department for Health and Ageing South Australia (Australia)

**Session proposed by:** Macmillan Cancer Support, United Kingdom
STRATEGIES TO IMPROVE QUALITY AND MEANINGFUL ENGAGEMENT OF INDIGENOUS PEOPLES IN ACHIEVING CULTURALLY RESPONSIVE CANCER CARE SERVICES

Chairied by: Kelly Atkinson (New Zealand)

1. First Nations, Inuit and Metis Cancer Control Strategy in Canada
   Elisa Levi, Canadian Partnership Against Cancer (Canada)

2. The journey toward implementing a strategy within the Cancer Control System
   Kali Leary, Cancer Care Manitoba (Canada)

3. An overview of the cancer control partnership between the Samoa Cancer Society and the Cancer Society of New Zealand
   Dalton Kelly, Cancer Society of New Zealand Inc. (New Zealand)

4. Pacific partnerships for Cancer Control
   Daryl Clarke, Samoa Cancer Society Inc. (Samoa)

Session proposed by: Canadian Partnership Against Cancer, Canada and Cancer Society of New Zealand, New Zealand

THE BIG SCREEN

The Big sScreen is the ultimate ‘showcasing’ and ‘best practice sharing’ opportunity where UICC members and non-members alike, can have their material shown on a cinema-sized screen in front of an international audience from over 100 countries, with the potential for their campaign to be an inspiration to others beyond its original intended audience.

CANCER AND LIFESTYLE: HEALTH PROMOTION IN HEALTH SERVICES - AN UNDER EXPLORED AREA

Chairied by: Annie Anderson (United Kingdom)

1. Prevention activities in cancer screening settings
   Annie Anderson, University of Dundee (United Kingdom)

2. Should we offer cancer prevention interventions in Colorectal cancer screening settings?
   Robert Steele, University of Dundee (United Kingdom)

3. Working together – Consultant referral and physical activity programme for prostate cancer survivors
   Trish Livingston, Deacon University (Australia)

4. Community based exercise programme for cancer survivors - opportunities for health enhancement
   Sandy McKiernan, Cancer Council Western Australia (Australia)

Session proposed by: University of Dundee, United Kingdom
EXPANDING CANCER CONTROL IN LOW- AND MIDDLE-INCOME COUNTRIES: CHARTING NEW STRATEGIES FOR CANCER PREVENTION AND SCREENING

**Chaired by:** Maria Eugenia Aponte (Bolivarian Republic of Venezuela)

1. **Cancer awareness in rural village in Kenya: Challenges and experience from screening and awareness camps**
   - Kiarie Gladwelle, Kenya Cancer Association (Kenya)
   - Newton Siele, Kenya Cancer Association (Kenya)
2. **Psychosocial and cultural challenges in cancer prevention and screening in rural areas**
   - Regina Fernandez, One Voice Against Cancer (Guatemala)
3. **Using culturally appropriate methods for cancer prevention among indigenous populations**
4. **Building initiatives for cancer early detection and awareness incorporating under screened populations**
   - Maria Aponte, Sociedad Anticancerosa de Venezuela (Bolivarian Republic of Venezuela)

**Session proposed by:** Kenyan Cancer Association, Kenya, Una Voz Contra el Cancer, Guatemala and Venezuelan Cancer Society, Bolivarian Republic of Venezuela

PART 1: HOW TO IMPROVE CERVICAL CANCER PREVENTION IN LOW-RESOURCE SETTINGS: LESSONS LEARNED FROM COUNTRY EXPERIENCES PART 2: USING COMPETENCY-BASED TRAINING AND SUPPORTIVE SUPERVISION FOR PROVIDER PERFORMANCE QUALITY IMPROVEMENT

**Chaired by:** John Varallo (United States)

1. **Establishing cervical cancer screening programmes in low-resource settings: experiences from Salvador, Bangladesh, and Vietnam**
   - Miriam Cremer, Basic Health International, Inc (United States)
   - Annekathryn Goodman, Massachusetts General Hospital (United States)
   - Quoc Huy Nguyen Vu, Hue University of Medicine and Pharmacy (Viet Nam)
   - Linus Chang, Ichan School of Medicine at Mount Sinai (United States)
2. **Competency-based training and supportive supervision: quality improvement processes in visual inspection with acetic acid (VIA), cryotherapy, and loop electrosurgical excision procedure (LEEP)**
   - Enriquito R. Lu, JHPIEGO Corporation (United States)
   - Tsigue Pleah, JHPIEGO Corporation (United States)
   - John Varallo, JHPIEGO Corporation (United States)

**Session proposed by:** Mount Sinai School of Medicine and Jhpiego, United States
16:30 - 18:00
Room 218

TRACK 1

**LAW AND POLICYMAKING IN CANCER PREVENTION: USING EVIDENCE, LAW, AND POLITICAL SCIENCE TO ADVANCE CANCER PREVENTION POLICIES**

*Chaired by: Anne Lise Ryel (Norway)*

1. **Advancing the use of evidence in cancer prevention policies**
   Deb Keen, Canadian Partnership Against Cancer (Canada)

2. **Evidence-based advocacy for regulatory action**
   Rachel Kitonyo-Devotsu, McCabe Centre for Law and Cancer (Togo)

3. **The role of evidence in defending against legal challenges to cancer prevention laws**
   Jonathan Liberman, McCabe Centre for Law and Cancer (Australia)

4. **Using the law as an opportunity for non-communicable disease prevention**
   Amandine Garde, University of Liverpool (United Kingdom)

5. **Policy theories to advance cancer prevention policies**
   Evelyne de Leeuw, Deakin University (Australia)

*Session proposed by:* Canadian Partnership Against Cancer, Canada and McCabe Centre for Law and Cancer, Australia

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16:30 - 18:00
Room 219

**THE INTERNATIONAL CANCER BENCHMARKING PARTNERSHIP - GLOBAL LEARNING FROM OUR RESULTS**

*Chaired by: Sara C. Hiom (United Kingdom)*

1. **International comparisons of survival, stage and treatment**
   Heather Bryant, Canadian Partnership Against Cancer (Canada)

2. **International comparisons of population awareness, attitudes and beliefs about cancer**
   Kerry Haynes, Cancer Council Victoria (Australia)

3. **Primary care: systems and practitioners**
   Mike Richards, Care Quality Commission (United Kingdom)

4. **International comparison of routes to diagnosis and possible reasons for delay**
   Victoria White, Cancer Council Victoria (Australia)

5. **What can we learn from international comparisons of data linkage?**
   Jem Rashbass, Public Health England (United Kingdom)

*Session proposed by:* Cancer Research UK, United Kingdom

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16:30 - 18:00
Room 216

**ADDRESSING INEQUITIES IN CANCER CARE FOR INDIGENOUS PEOPLE IN AUSTRALIA, NEW ZEALAND AND NORTH AMERICA**

*Chaired by: Valery Patricia (Australia), Garvey Gail (Australia)*

1. **Inequities in pathways of care and cancer outcomes in Australia**
   Rajah Supramaniam, Cancer Council NSW (Australia)

2. **Inequities in pathways of care and cancer outcomes in New Zealand**
   Diana Sarfati, Cancer Control and Screening Research Group (New Zealand)

3. **Patient cancer treatment consultations: do they contribute to inequities in cancer treatment and outcomes?**
   Jeannine Stairmand, Womens Health research Centre, University of Otago (New Zealand)

4. **Indigenous Patient Navigator an intervention aimed at addressing unmet supportive care needs of Indigenous cancer patients in Australia**
   Valery Patricia, Menzies School of Health Research (Australia)

5. **Tele-oncology for Indigenous cancer patients in remote Queensland**
   Sabe Sabesan, Townsville Cancer Centre (Australia)

*Session proposed by:* Menzies School of Health Research, Australia
NATIONAL CANCER PLANS AND QUALITY OF CARE
Chaired by: Peter Yu (United States)

   David Khayat, Salpetriere Hospital (France)
2. Cancer Control and Quality: the Australian Experience
   Ian Olver, Cancer Council Australia (Australia)
3. Digital Health, Health Disparities and Quality Improvement
   Peter Yu, Palo Alto Medical Foundation (United States)
4. Cancer Prevention Plans in Asia – the Tobacco Experience
   Mary Assunta, Southeast Asian Tobacco Control Alliance (Australia)

Session proposed by: American Society of Clinical Oncology (ASCO), United States

HOW BURDEN ESTIMATES CAN MAKE AN IMPORTANT CONTRIBUTION TO CANCER SURVELLANCE AND PREVENTION SYSTEMS
Chaired by: Terry Steven (Australia)

1. Global burden of cancer – uses and challenges
   Tim Driscoll, University of Sydney (Australia)
2. Importance of local exposure data for measuring burden and impacting policy
   Lin Fritschi, University of Western Australia (Australia)
3. Assessing burden to leverage system change
   Paul Demers, Occupational Cancer Research Centre (Canada)
4. Challenges of Assessing the Occupational Cancer Burden in Latin America and the Caribbean
   Julietta Rodriguez-Guzman, Pan-American Health Organization (Colombia)
5. Counting the Cost of Occupational Cancer
   Lesley Rushton, Imperial College London (United Kingdom)

Session proposed by: Occupational Cancer Research Centre, Canada
DAY 3
SATURDAY 6TH DECEMBER

08:30 - 10:00
Plenary #2

PLENARY DAY 3 – USING DATA TO DRIVE DECISIONS
1. Opportunities for creatively mining the vast amounts of data steadily accumulating in biomedical databases
   Atul Butte, Stanford University School of Medicine and Lucile Packard Children’s Hospital (United States)

10:00 - 12:15
Plenary #2

THE BIG SCREEN
The Big sCreen is the ultimate ‘showcasing’ and ‘best practice sharing’ opportunity where UICC members and non-members alike, can have their material shown on a cinema-sized screen in front of an international audience from over 100 countries, with the potential for their campaign to be an inspiration to others beyond its original intended audience.

10:15 - 11:15
Room 203-204

ADVANCES IN CERVICAL CANCER PREVENTION - WHAT’S NEXT?
Chair by: Robyn Mullins (Australia)
1. Australian HPV Vaccination Program
   Julia Brotherton, National HPV Vaccination Register (Australia)
2. IPap Self Sampling Trial
   Dorota Gertig, Victorian Cervical Cytology Register (Australia)
3. Cervical cancer prevention - PATH projects in the developing world
   Scott Lamontagne, Program for Appropriate Technology in Health [PATH] (United States)
4. HPV testing pilot in the United Kingdom
   Julietta Patnick, Public Health England (United Kingdom)

Session proposed by: Cancer Council Victoria, Australia

10:15 - 11:15
Room 211

THE JUSTICE OF PROVIDING APPROPRIATE CARE TO SENIOR CANCER PATIENTS: WHEN ETHICS MEETS ECONOMY
Chair by: Gilbert Zulian (Switzerland)

Session proposed by: Union for International Cancer Control (UICC), Switzerland
DEVELOPING THE EVIDENCE FOR CHILDREN’S PALLIATIVE CARE: FROM THEORY TO PRACTICE  
Chairied by: Julia Downing (United Kingdom)

1. The global need for children’s palliative care and the challenges for developing the evidence base  
   Joan Marston, International Children’s Palliative Care Network (South Africa)

2. Findings from the Delphi study on prioritising global research in children’s palliative care including education and training  
   Julia Downing, International Children’s Palliative Care Network (United Kingdom)

3. Developing and utilising the evidence for pain management in children  
   Ross Drake, Starship Paediatric Palliative Care Team (New Zealand)

4. Interventions and models of care in children’s palliative care – where are we and where are we going?  
   Mary Ann Muckaden, Tata Memorial Centre (India)

Session proposed by: International Children’s Palliative Care Network (ICPCN), South Africa

POSITION, ROLE AND STRATEGIES OF CANCER SOCIETIES IN CANCER CONTROL  
Chairied by: Cora Honing (Netherlands)

1. Political and legal aspects of cancer control  
   Anne Lise Ryel, Norwegian Cancer Society (Norway)

2. Building meaningful relationships - supporting and influencing a Cancer control programme  
   Donal Buggy, Irish Cancer Society (Ireland)

3. A challenge for a Cancer Society: Developing new strategies and defining new priorities in cancer research  
   Stan Termeer, Dutch Cancer Society (Netherlands)

Session proposed by: Dutch Cancer Society, Netherlands

THE WCRF INTERNATIONAL CONTINUOUS UPDATE PROJECT (CUP): NOVEL ASPECTS AND LATEST RESULTS  
Chairied by: Kathryn Allen (United Kingdom)

1. Introduction to the WCRF International CUP  
   Rachel Thompson, World Cancer Research Fund International (United Kingdom)

2. What is the epidemiological evidence linking early life events and cancer risk and what are the potential critical windows for cancer prevention?  
   Ricardo Uauy, INTA University of Chile (Chile)

3. Early life events, ethnic differences, stages of the epidemic and cancer prevention  
   Tai Hing Lam, University of Hong Kong (Hong Kong)

4. Epidemiological evidence linking food, nutrition, physical activity and prostate cancer risk: results from the CUP  
   Michael Leitzmann, Regensburg University Medical Center (Germany)

5. New methods for reviewing mechanistic evidence  
   Richard Martin, University of Bristol (United Kingdom)

Session proposed by: World Cancer Research Fund International, United Kingdom
MEASURING THE PATIENT PERSPECTIVE IN CANCER CARE

Chaired by: Janne Lehmann Knudsen (Denmark)

1. Measuring the patient perspective – why is it important?
   Janne Knudsen, Danish Cancer Society (Denmark)

2. The development and use of the Consumer Quality Index for cancer patients
   Cecilie Sperling, Danish Cancer Society (Denmark)

3. Measuring the patient perspective through the whole pathway –
   The experiences from establishment of a follow-up survey
   Cecilie Sperling, Danish Cancer Society (Denmark)

4. Cancer Experience Survey and Patient reported outcomes – Development,
   use and the link between patient experiences and outcomes
   Jane Maher, Macmillan Cancer Support (United Kingdom)

5. Introducing patient reported outcome measures in clinical practice – how can
   the tool support the patients?
   Janne Knudsen, Danish Cancer Society (Denmark)

Session proposed by: Danish Cancer Society, Denmark

HELP LIFE GET BETTER – ”WHO CARES WHEN TREATMENT FINISHES?”
HOW THE NFP SECTOR CAN ENGAGE THE COMMUNITY

Chaired by: Gillian Batt (Australia)

1. Integrating post treatment care – specialist centres, community, not-for-profits
   Michael Jefford, Cancer Council Victoria (Australia)

2. Utilising life-changing experiences of cancer survivors and caregivers to
   deliver community-based psychosocial workshops
   Annie Miller, Cancer Council NSW (Australia)
   Jo Hilder, Cancer Council NSW (Australia)

3. Cancer in the Workplace: supporting employers and employees affected
   by cancer
   Jenny Ritchie-Campbell, Macmillan Cancer Support (United Kingdom)

4. “Splasy headlines” to supportive care – Making collaborative research
   count – powerful examples translating research through to support services
   Annie Miller, Cancer Council NSW (Australia)
   Catalina Lawsin, University of Sydney (Australia)

Session proposed by: Cancer Council New South Wales, Australia

REDUCING PREMATURE DEATHS FROM CANCER BY 50% IN 15 YEARS:
GLOBAL LESSONS FROM DISEASE CONTROL PRIORITIES PROJECT

Chaired by: Felicia Knaul (United States), Prabhat Jha (Canada)

1. Overview of DCP3 project: A panel discussion with Q&A from audience
   Prabhat Jha, Centre for Global Health Research, St. Michael's Hospital (Canada)
   George Alleyne, Pan American Health Organization/World Health Organization
   [PAHO/WHO] (United States)
   Mary Gospodarowicz, Princess Margaret Hospital (Canada)
   Chris Wild, International Agency for Research On Cancer (IARC) (France)
   Keshav Desiraju, Ministry of Health, India (India)

Session proposed by: Harvard Global Equity Initiative, United States
ECONOMIC BURDEN OF CANCER IN ASIAN COUNTRIES: HOW SHOULD WE FACE THE CURRENT SITUATION?

Chaired by: Hideyuki Akaza (Japan), Jae Kyung Roh (South Korea), Xian Hao (China)

1. Is Asia a socially and scientifically meaningful concept? Challenges of Asia barometer and its contribution to cancer studies
   Shigeto Sonoda, University of Tokyo (Japan)

2. Cost Effectiveness in Japan
   Takashi Fukuda, National Institute of Public Health (Japan)

3. Cost effectiveness of cancer treatment in Korea
   Eun-Cheol Park, National Cancer Center - Korea (Republic of Korea)

Sponsored session proposed by: UICC-Asia Regional Office, Japan

BIG DEBATE 3 - CANCER SCREENING: INDIVIDUAL DECISIONS OR POPULATION APPROACHES?

Moderator: TBC

Debaters: Julietta Patnick, Public Health England (United Kingdom) Rengaswamy Sankaranarayanan, International Agency for Research On Cancer (IARC) (France)

The emphasis on over-diagnosis and other risks of screening has led many to conclude that undertaking cancer screening should be a highly individualized decision, with varying degrees of medical intervention and/or risk-benefit information provided to each person considering this. However, much of the population-based gains in screening have come from public campaigns and/or social marketing. Raising public awareness generally is going to be critical to seeing gains in the benefits of cancer screening in low and middle income countries, and among underserved populations in high income countries. The Congress will showcase a debate on “Cancer screening: individual decisions or population approaches?” where one will explore the individualized risk benefit approach and debate on the importance of including the use of decision aids and discussions with General Practitioners to help individuals make informed screening decisions. To counter this argument, a debater will defend the “pro-population marketing” approach and make a public case for the benefits of cancer screening as one important tool in cancer control. This would include a discussion of appropriate parameters of such campaigns, but also to address how they may be critical to overcoming barriers in population acceptance of cancer screening.

FOOD POLICY FOR CANCER CONTROL – GLOBAL PERSPECTIVES FOR LOCAL SUCCESS

Chaired by: Kathy Chapman (Australia)

1. Influencing food policy for cancer control - the Australian experience
   Clare Hughes, Cancer Council NSW (Australia)

2. Global perspectives on food policy for cancer control
   Corinna Hawkes, World Cancer Research Fund International (United Kingdom)
   Jane Landon, UK Health Forum (United Kingdom)

3. Jane Landon, UK Health Forum (United Kingdom)
   Colleen Doyle, American Cancer Society (United States)
   Cliona Mhurchu, University of Auckland (New Zealand)

Session proposed by: Cancer Council New South Wales, Australia
15:00 - 16:00
Room 208

**END GAME STRATEGIES: BEGINNING OF THE END OR END OF THE BEGINNING?**

*Chairled by:* Alison Cox (United Kingdom)

1. **A Global Overview of End Game Strategies**  
   Ruth Malone, University of California (United States)

2. **Smoking futures in Australia**  
   Wayne Hall, University of Queensland Centre for Clinical Research (Australia)

3. **Coral Gartner, University of Queensland Centre for Clinical Research**  
   (Australia)

4. **Smokefree New Zealand 2025**  
   Edwards Richards, University of Otago (New Zealand)

5. **South Asian perspectives on end game strategies**  
   Monika Arora, Public Health Foundation of India (India)

*Session proposed by:* Cancer Research UK, United Kingdom

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15:00 - 16:00
Room 210

**PREVENTING SKIN CANCER: ENABLING GOVERNMENT ACTION**

*Chairled by:* Alison Cox (United Kingdom)

1. **Establishing a state-wide skin cancer prevention agenda**  
   Sally Doncovio, Victorian Government Department of Health (Australia)

2. **Committing to social marketing for cancer prevention**

3. **Banning tanning beds – lessons from Brazil**  
   Diana Carmem Almeida Nunes de Oliveira, Agência Nacional de Vigilância Sanitária (Brazil)

   Mona Saraiya, Centers for Disease Control and Prevention (CDC) (United States)

*Session proposed by:* Cancer Council Victoria, Australia

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15:00 - 16:00
Room 219

**PATIENT SAFETY IN CANCER CARE - INITIATIVES IN THE NORDIC COUNTRIES**

*Chairled by:* Janne Lehmann Knudsen (Denmark)

1. **Patient safety in cancer care – what’s the problem?**  
   Janne Knudsen, Danish Cancer Society (Denmark)

2. **Patient safety in cancer care – Norway**  
   Einar Hannisdal, Akershus University Hospital (Norway)

3. **Patient safety in cancer care – Denmark**  
   Henriette Lipczak, Danish Cancer Society (Denmark)

4. **Patient safety in cancer care – Sweden**  
   Mirjam Ekstedt, Royal Institute of Technology (Sweden)

*Session proposed by:* Danish Cancer Society, Denmark
SHARE YOUR STORY: CHANGING HOW THE WORLD VIEWS CANCER  
Chaired by: Claire Neal (United States)

1. **Global Perceptions of Cancer**  
   Claire Neal, LIVESTRONG Foundation (United States)

2. **Mobilising through Social Media**  
   Fernando Rodriguez Hernandez, Comparte Tu Historia (Mexico)

3. **Fighting Stigma in China**  
   Shuanghong Shen, LIVESTRONG Foundation (United States)

4. **Elevating the voices of people affected by cancer**  
   Lauren Pretorius, Campaigning for Cancer (South Africa)

**Session proposed by:** LIVESTRONG Foundation, United States

ACCELERATING AND MEASURING THE APPLICATION OF CANCER EVIDENCE  
Chaired by: Lee Fairclough (Canada)

1. **Measuring and monitoring the effectiveness of Knowledge Transfer and Exchange in the pan-Canadian cancer control strategy**  
   Lee Fairclough, Canadian Partnership Against Cancer (Canada)

2. **Advancing the application, quality and harmonisation of implementation science measures**  
   Borsika Rabin, Institute for Health Research, Kaiser Permanente Colorado (United States)

3. **Implementing and evaluating a National Knowledge Translation and Exchange platform for NCD prevention**  
   Tahna Pettman, CO-OPS collaboration (Australia)

**Session proposed by:** Canadian Partnership Against Cancer, Canada

FUNDING CANCER RESEARCH: HOW TO ALLOCATE FUNDS WELL — AND HOW TO DO IT EVEN BETTER  
Chaired by: Terry Slevin (Australia), Ian Olver (Australia)

1. **How to (and why) establish a cancer research funding programme: Tips for organisations new to cancer research funding**  
   Emma Croager, Cancer Council Western Australia (Australia)

2. **How to measure the results of cancer research funding programmes: “Fishing for the answers”**  
   Alison Butt, National Breast Cancer Foundation (Australia)

3. **How the future might look: A big picture view of cancer research funding trends internationally**  
   Harpal Kumar, Cancer Research UK (United Kingdom)

**Session proposed by:** Cancer Council Western Australia, Australia
16:00 - 17:00
Global Village

17:00 - 19:00
Plenary #2

2014 WORLD CANCER CONGRESS CLOSING RECEPTION

INSPIRING LIVES; INSPIRING MUSIC

Mike Peters, joined by a number of friends from the international music scene will bring the 2014 World Cancer Congress to a peak by taking delegates and Melbournians on a compelling journey, mixed by storytelling and rock music.

Closing event organised by: Mike Peters, Lead singer of The Alarm, cancer survivor and co-founder of Love, Hope, Strength Foundation, Wales
For the first time, the World Cancer Congress accepts abstract submissions not only for scientific studies, but also policy, advocacy and fundraising reports.

**Call for abstracts:** Closed 31st May 2014
**Call for Late breaking abstracts:** From 29th July until 3rd October 2014

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**ALL ACCEPTED ABSTRACTS ARE GIVEN A PRESENTATION SLOT IN ONE OF THE FOLLOWING FORMATS:**

**ABSTRACT ORAL SESSIONS:**
A 10-minute presentation for each abstract, organised and scheduled thematically into sessions aligned with the four tracks of the programme.

**RAPID FIRE SESSIONS:**
A hugely successful innovation of the 2012 World Cancer Congress designed to provide maximum visibility for selected high-quality abstracts, presented in a maximum of 3 minutes and 3 slides each, in front of a large audience.

**E-POSTERS:**
An electronic poster [e-poster] is a poster available for viewing on rotation on large screens, located in the new enclosed ‘ePoster pods’ in the Global Village. Each presenter will also have a scheduled 3-minute presentation.

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**SPOTLIGHT ON THE WORLD’S MOST INNOVATIVE CANCER FUNDRAISING CAMPAIGNS**

The top 15 fundraising reports submitted in the form of an abstract will be shortlisted to be presented in Rapid-Fire format, in a session entitled ‘World’s Most Innovative Cancer Fundraising Campaigns’.

- A unique opportunity to shine at the leading international conference on cancer control.
- Share and learn how to build, develop and strengthen your organisation’s fundraising plan and increase your global fundraisers network.
- Get inspired, make meaningful connections and bring several new ideas back with you. One new idea will make your trip worthwhile.
- Anticipated to be one of the favourite sessions of the programme, with many successful ideas to take home!

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"The Rapid Fire Format is a great way to learn about cutting edge work in cancer control, presented in a short, easy to understand format."

Mr H. Fred Mickelson, Past UICC Board Member, Past American Cancer Society Board Member, Chair of a Rapid Fire Abstract Session at the 2012 World Cancer Congress

"Presenting cancer control initiatives at the World Congress reaches a wide and diverse audience of cancer control professionals. The network includes both developed and developing nations and you get widespread feedback. It is also a great meeting for hearing of new ideas that you can adapt to your country’s programmes."

Professor Ian Olver AM, Chief Executive Officer, Cancer Council Australia

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"The Rapid Fire format generated an extraordinary camaraderie between all the different presenters. They support and encourage each other throughout their challengingly short three-minute spotlight presentation. It provides a unique chance for them to raise their profile and draw the attention to their work from their peers. It also generates some fun and gives delegates a chance to pinpoint colleagues around the world working in areas of interest to them – and to make vital connections."

Mr Terry Slevin, Director Education and Research, Cancer Council Western Australia, Chair of a Rapid Fire Abstract Session at the 2012 World Cancer Congress, 2014 WCC Programme Committee Track Chair
MASTER COURSES
EDUCATION AND TRAINING OPPORTUNITY

Before 31st May 2014, all registered Congress participants had the opportunity to sign up to one of the 14 Master Courses running in conjunction with the 2014 World Cancer Congress – a unique opportunity to acquire specialised knowledge and skills in different areas of cancer control.

All Master Courses will be conducted through a selection of focussed courses of six-months distance learning that will culminate in Melbourne with a one-day workshop from the distinguished faculty followed by attendance at the Congress.

Master Courses are purpose-built by internationally-recognised cancer control professionals to meet specific needs for continuing education of those engaged in cancer control from various disciplines and at different levels.

TRAVEL GRANTS

UICC is thrilled to have available a number of Travel Grants for outstanding individuals in the international cancer community who will undertake an activity at the World Cancer Congress, such as follow a Master Course, have submitted a high quality accepted abstract, lead a UICC Members Regional Meeting and/or present in a session within the Programme.

The Travel Grants have been made possible thanks to the following organisations:
Roche, US National Cancer Institute, GlaxoSmithKline, Livestrong Foundation, the Norwegian Cancer Society, Elekta, Canadian Cancer Society, Canadian Parntership Against Cancer, Novartis, Prostate Cancer Foundation of Australia.
## MASTER COURSES

<table>
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<tr>
<th>MASTER COURSE</th>
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| 1.            | Early impacts of the Australian tobacco plain packaging law on consumers and industry | Melanie Wakefield, Director, Centre for Behavioural Research, Cancer Council Victoria  
Michelle Scollo, Senior Consultant, Cancer Council Victoria  
Kylie Lindorff, Policy Manager of the Tobacco Control Unit, Cancer Council Victoria |
| 2.            | System performance measurement and reporting | Rami Rahal, Director, System Performance and Surveillance, Canadian Partnership Against Cancer  
Heather Bryant, Vice-President Cancer Control, Canadian Partnership Against Cancer |
| 3.            | Distress screening in clinical cancer care | Jeff Dunn, CEO, Cancer Council Queensland  
Mark Lazebny, Assistant Professor at Yale University School of Nursing (YNS)  
Luigi Grassi, Professor and Chair of Psychiatry and Chair of the Department of Biomedical and Specialty Surgical Sciences at the University of Ferrara, Italy  
Suzanne Chambers, Professor at Griffith University |
| 4.            | Using legal expertise in cancer control: tips for getting past the lawyer jokes and making it work | Terry Slevin, Director Education and Research, Cancer Council Western Australia  
Jonathan Liberman, Director McCabe Centre for Law and Cancer, Australia |
| 5.            | Best Practices in Publishing Biomedical and Public Health Research | Eduardo L. Franco, James McGill Professor, Departments of Oncology and of Epidemiology; Chair, Department of Oncology, and Director, Division of Cancer Epidemiology, McGill University, Montreal, Canada |
| 6.            | Best Practice in the Delivery of Cancer Prevention Campaigns | Todd Harper, Chief Executive Officer, Cancer Council Victoria  
Craig Sinclair, Head of the Prevention Division at the Cancer Council Victoria and Director of the World, Health Organization’s (WHO) Collaborative Centre for UV Radiation |
| 7.            | Using Social Media for Public Education and Advocacy | Becky Freeman, School of Public Health, University of Sydney |
| 8.            | Moving Picture Advocacy | Mike Hill, Director, Moonshine Agency |
| 9.            | Effective financial management of NGOs | H. Fred Mickelson, President, Corral Creek Consultants  
Cary Adams, CEO, Union for International Cancer Control |
| 10.           | Essential skills for developing successful cancer consumer advocacy strategies | Maxine Morand, Chief Executive Officer; Breast Cancer Network Australia |
| 11.           | Implementation science – principles and practice; | Cynthia Vinson, Division of Cancer Control and Population Sciences  
Sudha Sivaram, Program Director for South Asia region; Center for Global Health, National Cancer Institute at the NIH |
| 12.           | Peer Support | Jeff Dunn, CEO Cancer Council Queensland  
David Sandoe, Chairman, Prostate Cancer Foundation of Australia  
John Oliffe, University of British Columbia  
Cathy Hirsch, President, Reach to Recovery International  
Maxine Morand, CEO, Breast Cancer Network of Australia  
Lyn Swinburne, Founder, Breast Cancer Network of Australia |
| 13.           | Best practice in fundraising and granting | Carole Renouf, CEO, National Breast Cancer Foundation |
| 14.           | Sexuality issues in cancer care | Doreen Akkerman, Director of Strategic Health Communications International  
Woet Gianotten, Psychotherapist and member of the Education Committee of the European Society of Sexual Medicine  
Anne Katz, AASECT certified sexuality counsellor at Cancer Care Manitoba  
Karl Lorenz, Medical College of Georgia  
Dr Susan Carr, Head of Psychosexual Service, RWH, Melbourne  
Amanda Hordern, Founder of Bayside Healthy Living |
At the 2014 World Cancer Congress, we will launch a **new media track** embedded in the programme entitled: The Big sCreen.

The Big sCreen is the ultimate ‘showcasing’ and ‘best practice sharing’ opportunity where UICC members and non-members alike, can have their public awareness campaign videos on cancer and NCDs shown on a cinema-sized screen in front of an international audience from over 100 countries, with the potential for their campaign to be an inspiration to others beyond its original intended audience.

The Big sCreen will not only provide attendees with ‘take away’ learning points on what makes a great campaign, but also provide inspiration. Many of the concepts, and in some cases, even the imagery will be transferable - and with some adaptation, could be used by organisations who would not otherwise have the resources to develop a fully-produced video campaign from concept to screen.

**Submissions closed on 31st May 2014.**
ANCILLARY EVENTS

TUESDAY 2ND DECEMBER

16:00 - 18:00
UICC General Assembly
The Palladium, Crown Towers

UICC General Assembly

The General Assembly is the governing body of the Union for International Cancer Control (UICC).

Attendees
According to the constitution, the General Assembly shall be attended by:

- Full member organisations
- Associate member organisations
- Other observers by special invitation of the President
- Members of the Board of Directors
- The Chief Executive Officer and Staff

Voting Rights
Only Full Members have the right to guide UICC priorities and activities through voting at the General Assembly.

If you have any questions do not hesitate to contact the membership team at membership@uicc.org

18:00 - 19:00
UICC President’s Reception, following the UICC General Assembly
The River Room, Crown Towers

WEDNESDAY 3RD DECEMBER

09:00 - 14:00
2014 World Cancer Leaders’ Summit – Invitation only
‘The Economic Case for Cancer Control’

The World Cancer Leaders’ Summit is an important annual high-level policy meeting dedicated exclusively to furthering global cancer control. The event brings together key decision makers from around the world and encourages timely debate on emerging issues related to cancer. It provides an important forum to secure a coordinated, multileveled global response to address the spiralling cancer epidemic. The 2014 World Cancer Leaders’ Summit theme will address the ‘Economic Case for Cancer Control’.

17:00 - 18:00
2014 World Cancer Congress Welcome Reception (All delegates)
Melbourne Convention and Exhibition Centre, Global Village, level 2
WEDNESDAY 3RD DECEMBER CONTINUED

18:00 - 19:00
Melbourne Convention and Exhibition Centre, Plenary Hall, Ground level

2014 World Cancer Congress Opening Ceremony
[All delegates]

THURSDAY 4TH DECEMBER 2014

17:30 - 19:00
Melbourne Convention and Exhibition Centre, Plenary Hall, ground level

‘A DAY WITHOUT CANCER’ is a 75-minute exploration of cancer’s history and poses the provocative question, “Can we conquer cancer in our lifetime?” Leading cancer experts from around the world give an up-to-the-minute look at the victories and failures of our cancer system. Directed by Canadian Joseph Nanni and narrated by Bryan Adams, one of the world’s most acclaimed musicians. A must see powerful new documentary.

The screening will be followed by a discussion panel and a drinks and canapés reception.

[All delegates]

19:00 - 21:00
Sponsored Dinner Programme [Invitation only]
Organised by: the American Cancer Society

FRIDAY 5TH DECEMBER 2014

18:00 - 19:00
Melbourne Convention and Exhibition Centre, Plenary #2

Australian Concert [All delegates]
Organised by: Cancer Council Australia and the 2014 World Cancer Congress Local Host Committee

SATURDAY 6TH DECEMBER 2014

17:00 - 19:00
Melbourne Convention and Exhibition Centre, Plenary Hall, ground level

Closing event organised by: Love Hope Strength

Mike Peters, lead singer of The Alarm, co-founder of Love, Hope, Strength Foundation, and cancer survivor, joined by a number of friends from the international music scene, will bring the 2014 World Cancer Congress to a memorable close by taking delegates and Melburnians on a compelling journey, with a mix of storytelling and rock music.

Inspiring Lives, Inspiring Music will close the 2014 World Cancer Congress on a high, promising to leave a whole city inspired.
Without doubt, the Global Village at the World Cancer Congress in Montréal was a highlight for all delegates. We aim to repeat this wonderful environment for networking in Melbourne.

THE HEART OF THE WORLD CANCER CONGRESS

The Global Village provides a central and dynamic environment where delegates can network, exchange ideas, but also participate in a range of activities scheduled throughout the whole Congress.

In the Global Village, delegates will be able to:

- Engage with several international organisations who will be showcasing their activities in the international exhibition
- Listen to and interact with e-poster presenters, whom will be presenting their work in one of the four enclosed ‘e-Poster Pods’ set-up in the Village
- Mingle and network in the lounge and catering areas
- Organise a meeting to connect with other UICC members in the UICC Members Meeting Room
- Participate in one of the several daily activities taking place on the UICC stand

The increasingly popular Global Village fills up very quickly. Has your organisation secured a space in the Global Village yet?

Contact us at Gilodi@uicc.org

WHO ELSE IS ATTENDING?

Making meaningful connections with the new E-networking platform available on the Congress app.

The Congress e-networking platform will facilitate easy networking for all delegates. It will allow users to search for any specific delegates either by keyword (area of interest) or by their registered country, and will include a meeting planner, that delegates can use to manage their meetings throughout the event.

This feature will also be an essential tool for abstract presenters, speakers and sponsors wishing to present their work to a specific and targeted audience, send personal invitations and much more.
MARK YOUR CALENDAR

CONGRESS TIMELINE

<table>
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<tr>
<th>Event</th>
<th>Details</th>
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<tr>
<td>REGISTRATION</td>
<td>Exclusive discounts until 4th September 2014</td>
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<td>CALL FOR ABSTRACTS</td>
<td>Closed 31st May 2014</td>
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<td>NOTIFICATION OF FORMAT OF ABSTRACT PRESENTATION</td>
<td>25th July 2014</td>
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<tr>
<td>CALL FOR LATE BREAKING ABSTRACTS</td>
<td>29th July – 3rd October 2014</td>
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<td>MASTER COURSES</td>
<td>Enrolment closed on 31st May 2014</td>
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<td>Start of Master Courses on 30th June 2014</td>
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<td>Onsite workshop on 3rd December 2014</td>
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<tr>
<td>WORLD CANCER CONGRESS</td>
<td>Wednesday 3rd - Saturday 6th December 2014</td>
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SEEK INSPIRATION
Find out how UICC Members, Corporate Partners and other cancer organisations are already making the most of the 2014 World Cancer Congress.

One of the main objectives of the event is to provide a platform for participants to share best practice, network, learn and equip themselves with tools to help further their work in cancer control.

We are very proud to count on a great team of supporters who will make the event possible. See how some make the most of ‘Joining forces - Accelerating progress’:

JOINING FORCES:

- The American Cancer Society is supporting the brand new WCC Media Bubble, where speakers, participants and guests will have the chance to give interviews, record TV and radio programmes and attend Q&A sessions. They are also taking this opportunity to launch the new Cancer Atlas
- The Norwegian Cancer Society will bring together experts and delegates to share best practices through their "Connect with the expert" session on tobacco control
- Cancer Australia will be playing an active role in the WCC Social Media Platform.
- The Princess Margaret Cancer Foundation will be launching the documentary ‘A Day without Cancer’
- The Turkish Agency For Cancer Research and Control will act as the convener of UICC member organisations by sponsoring the UICC Members’ Meeting Room

SPOTLIGHT ON THE CANCER ATLAS, SECOND EDITION

The Cancer Atlas, Second Edition, provides a vital tool for the cancer community. Launching at the World Cancer Congress in a dedicated session and accompanying press conference, this compelling volume illustrates the latest available data and trends on the cancer epidemic. Accessible for the layman but detailed enough for the expert, it examines the costs of the disease, both in terms of healthcare and commercial interests, and highlights the steps being taken to curb the epidemic, from research and screening to cancer control programmes and health education.
BE PART OF THE CONGRESS PROGRAMME AND ORGANISE YOUR OWN SESSION

As the final Congress programme is taking shape, UICC Member organisations and corporate partners can continue to add value to it by organising their own sponsored sessions, highlighting hot topics in cancer control and providing additional opportunities for capacity building and interaction.

Some of the sponsored sessions include:

- **American Cancer Society**: ‘Building National Capacity for Making Cancer a Global Priority’
- **Cancer Australia**: ‘Involving consumers leads to better cancer care’
- **GlaxoSmithKline**: ‘Shifting the paradigm of medical education and information’
- **Hope Foundation for Cancer Care**: ‘An NGO model for cancer care in Taiwan - a niche to meet patient needs’
- **International Society of Nurses in Cancer**: ‘How international oncology nurses are working together to accelerate progress’
- **Novartis Oncology**: ‘Sustainable access to innovative cancer medicine: What are the ingredients for success?’
- **The Chinese Anti-Cancer Association**: ‘Cancer treatment and translational research in China’
- **The Princess Margaret Cancer Foundation**: ‘The billion dollar challenge for personalized cancer medicine – Keeping a campaign vital for 5 years’
- **UICC-Asia Regional Office (UICC-ARO)**: ‘Economic burden of cancer in Asian countries: how should we face the current situation?’

SUPPORT A MASTER COURSE

Your organisation could follow others and take the lead in contributing to building capacity by supporting one of the 14 Master Courses that will take place in conjunction with the Congress.

- **The US National Cancer Institute (NCI)**, a Congress Silver sponsor and UICC Patron partner is supporting the Master Course on ‘Implementation science – principles and practice’
- **The Canadian Partnership Against Cancer**, a World Cancer Congress Silver sponsor is supporting the Master Course on ‘System performance measurement and reporting’
- **Roche**, a UICC Vanguard Partner is supporting the Master Course on ‘Peer Support’

SHOWCASE YOUR ACTIVITIES

Because this is the main purpose of the Congress: to give you a platform to meet others.

To this end, the Global Village has been designed as an ideal meeting hub for delegates to network, share ideas and participate in a wide range of activities.

Places in the Global Village are selling fast and many key organisations are already ensuring that they will be represented. Do not miss out!
UICC is proud to count the following partners and sponsors as being on board as part of the 2014 World Cancer Congress:

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<td>PANACEA Global</td>
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