

How We Can Reduce Suffering and Save More Lives From Cancer

Opportunities and Challenges

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Chief Executive Officer, American Cancer Society

UICC World Cancer Congress 2012

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The American Cancer Society: Our Mission

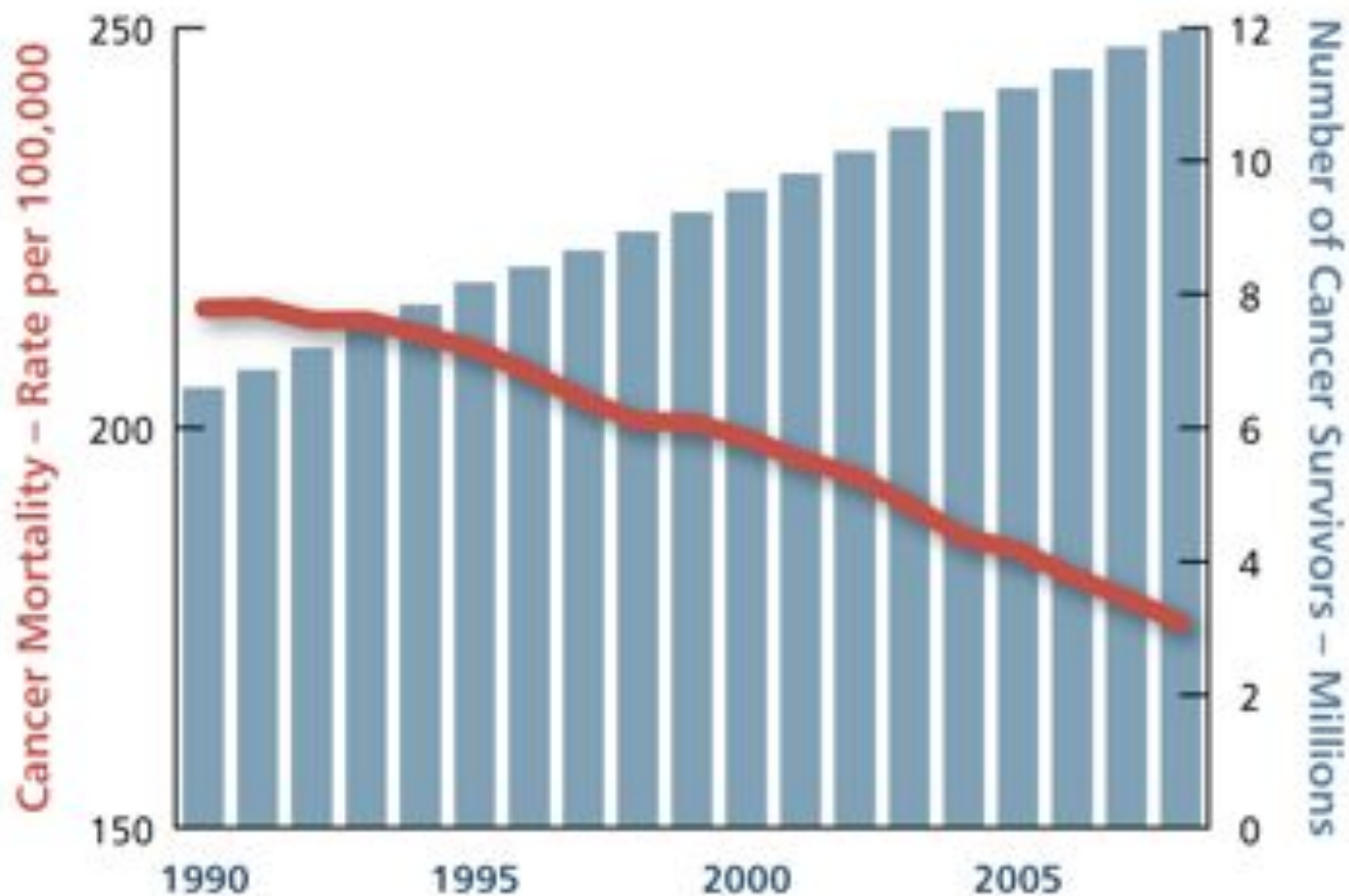


The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.



Cancer in the US, 1990-2008

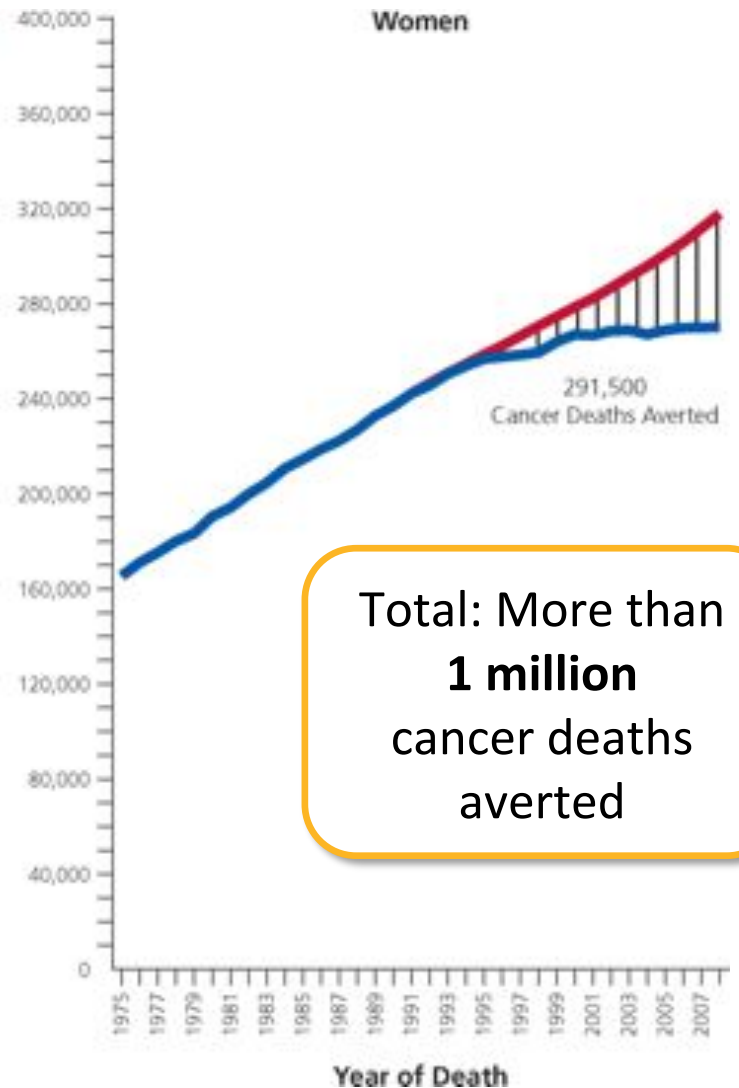
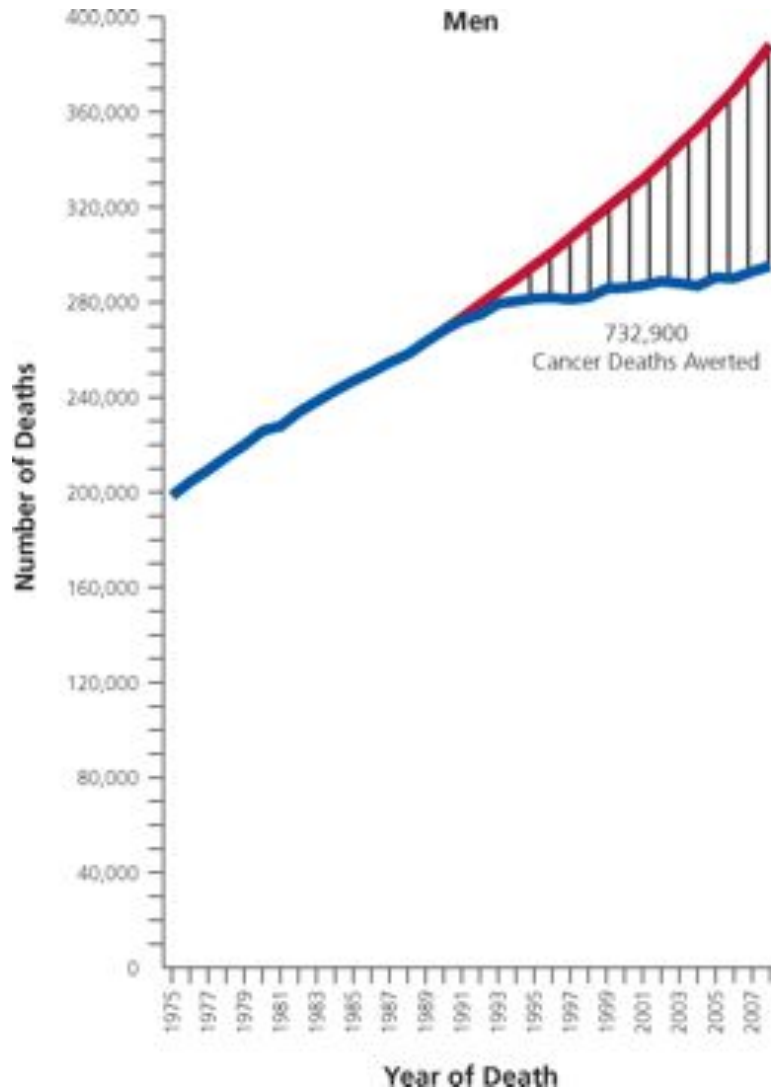
Survival Rising, Mortality Decreasing



Data from the National Cancer Institute on estimated number of cancer survivors and age-adjusted cancer deaths per 100,000 people

Total Number of Cancer Deaths Averted

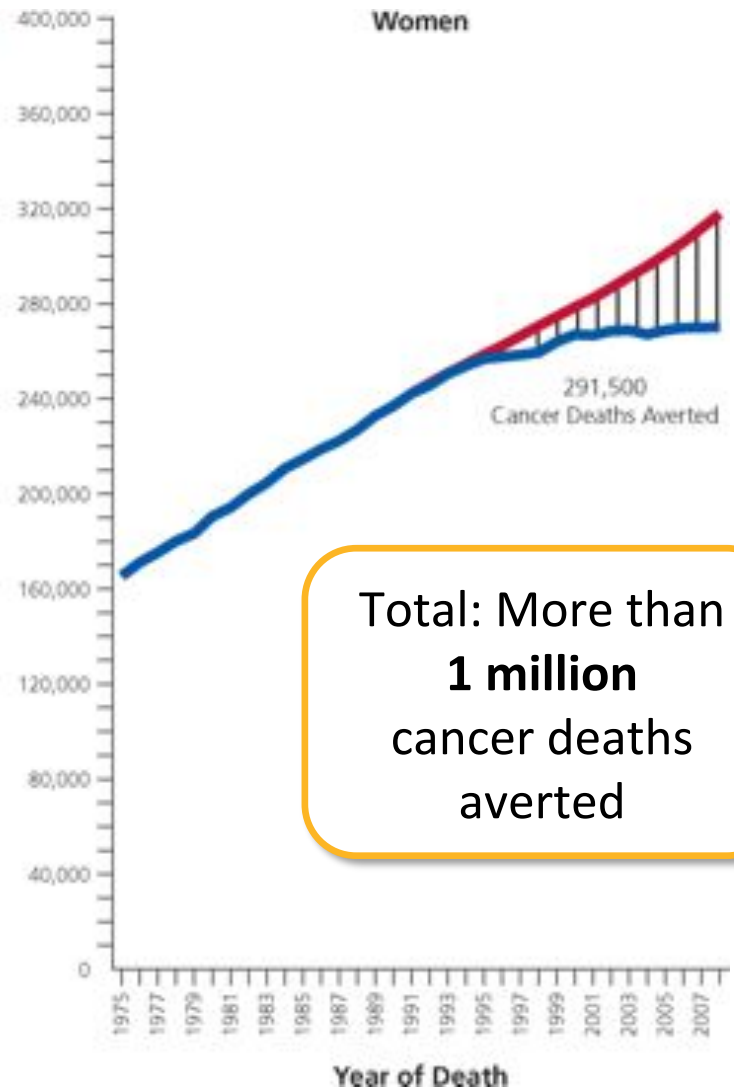
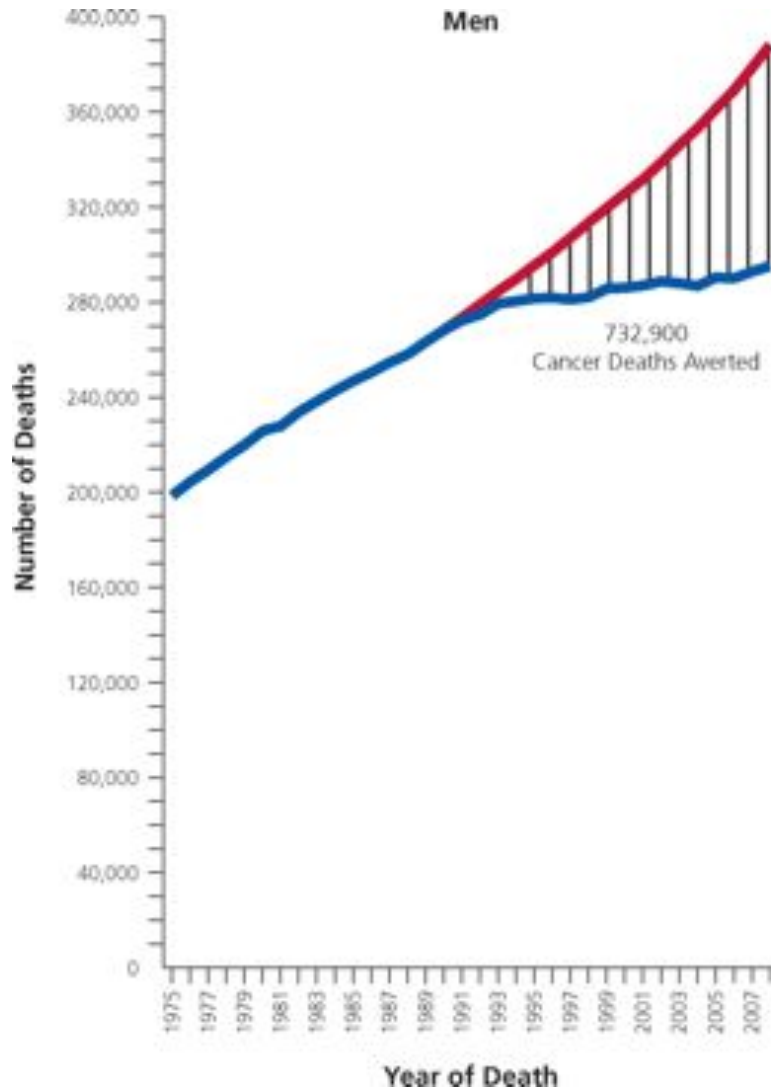
From 1991 to 2008 in Men and from 1992 to 2008 in Women



Total: More than
1 million
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How Can We Continue this Progress?



Prevention



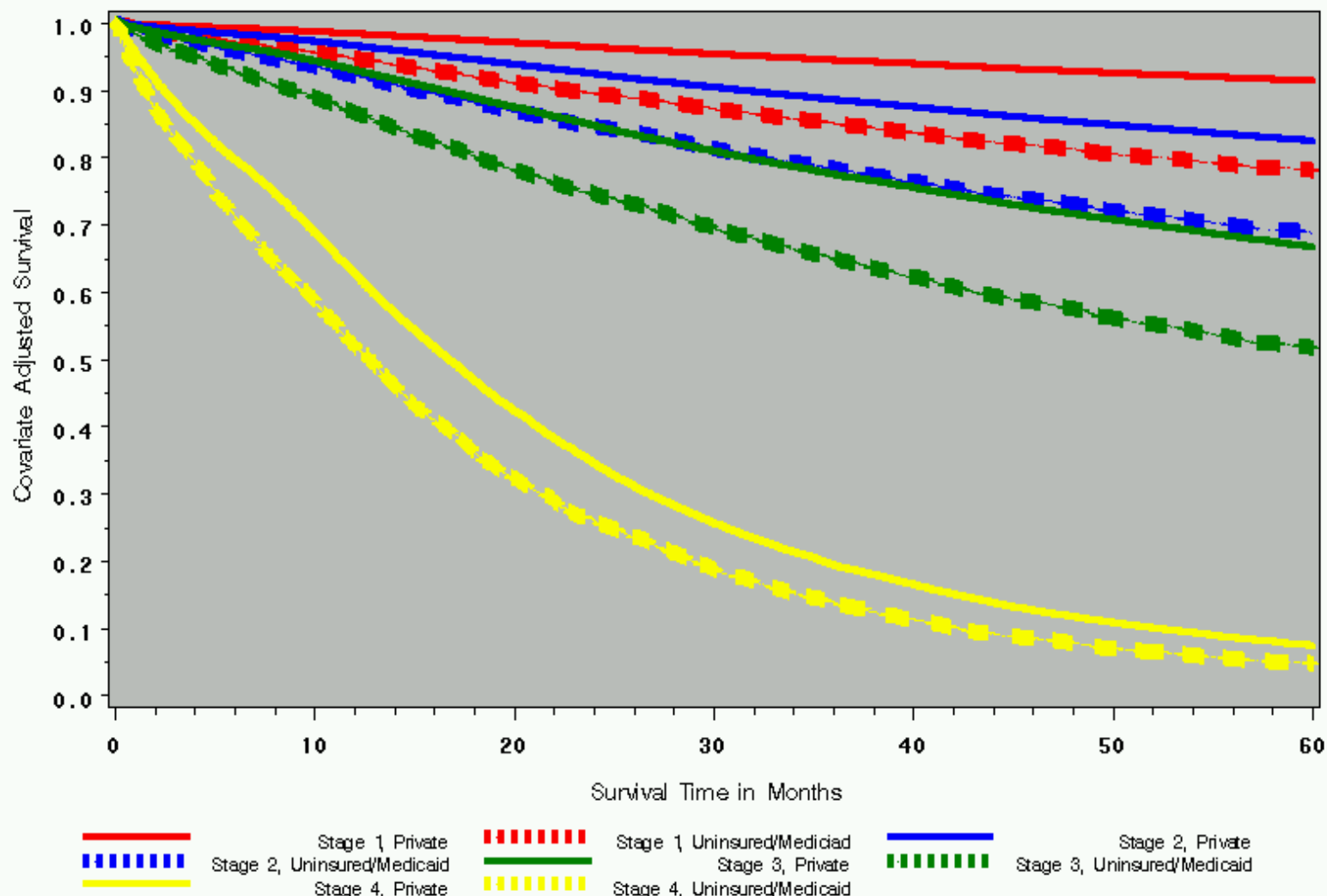
Research

Access

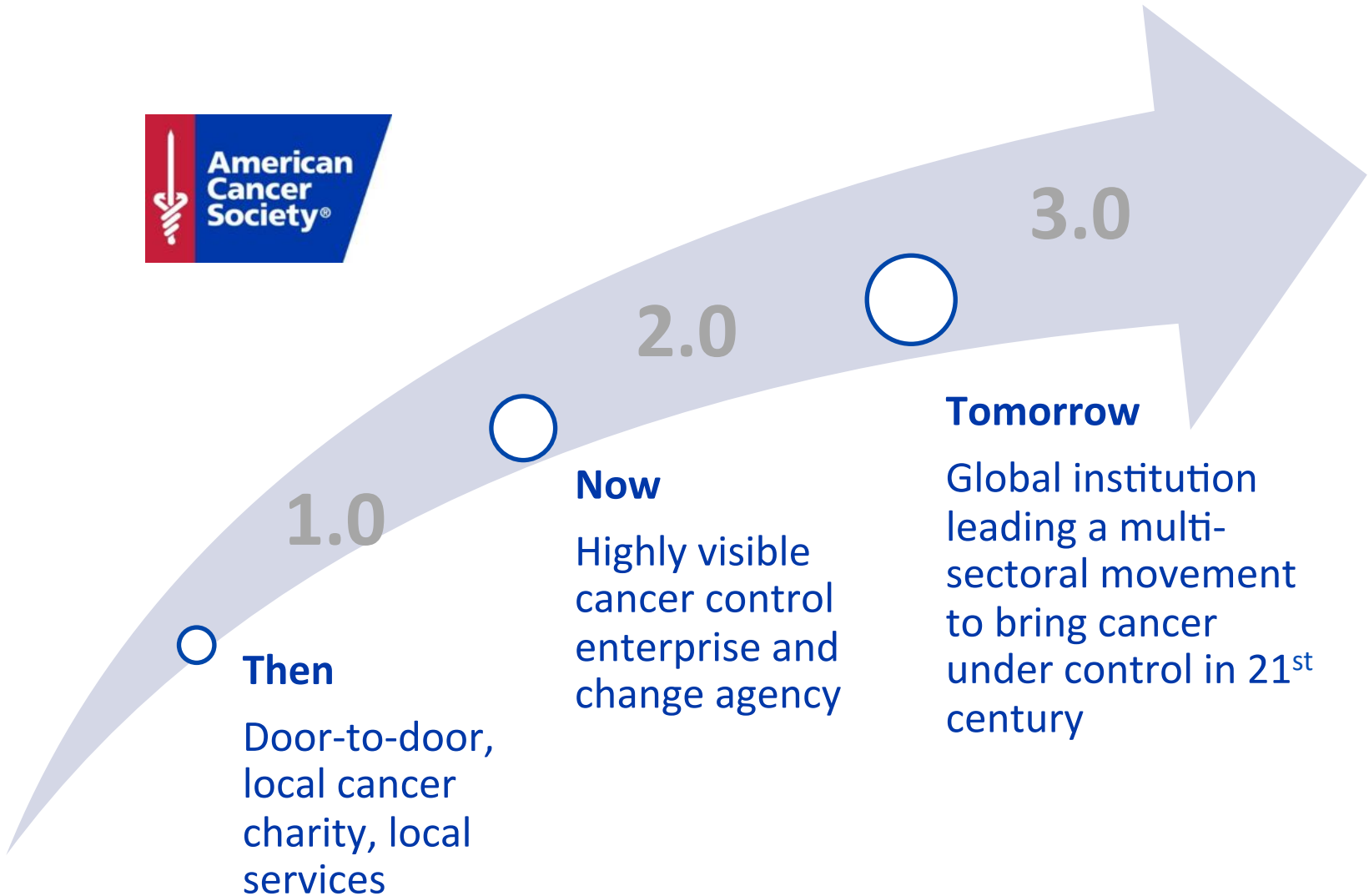


Adjusted Colorectal Cancer Survival

By Stages and Insurance Status, among Patients Diagnosed in 1999-2000 and Reported to the NCDB



Transforming the American Cancer Society

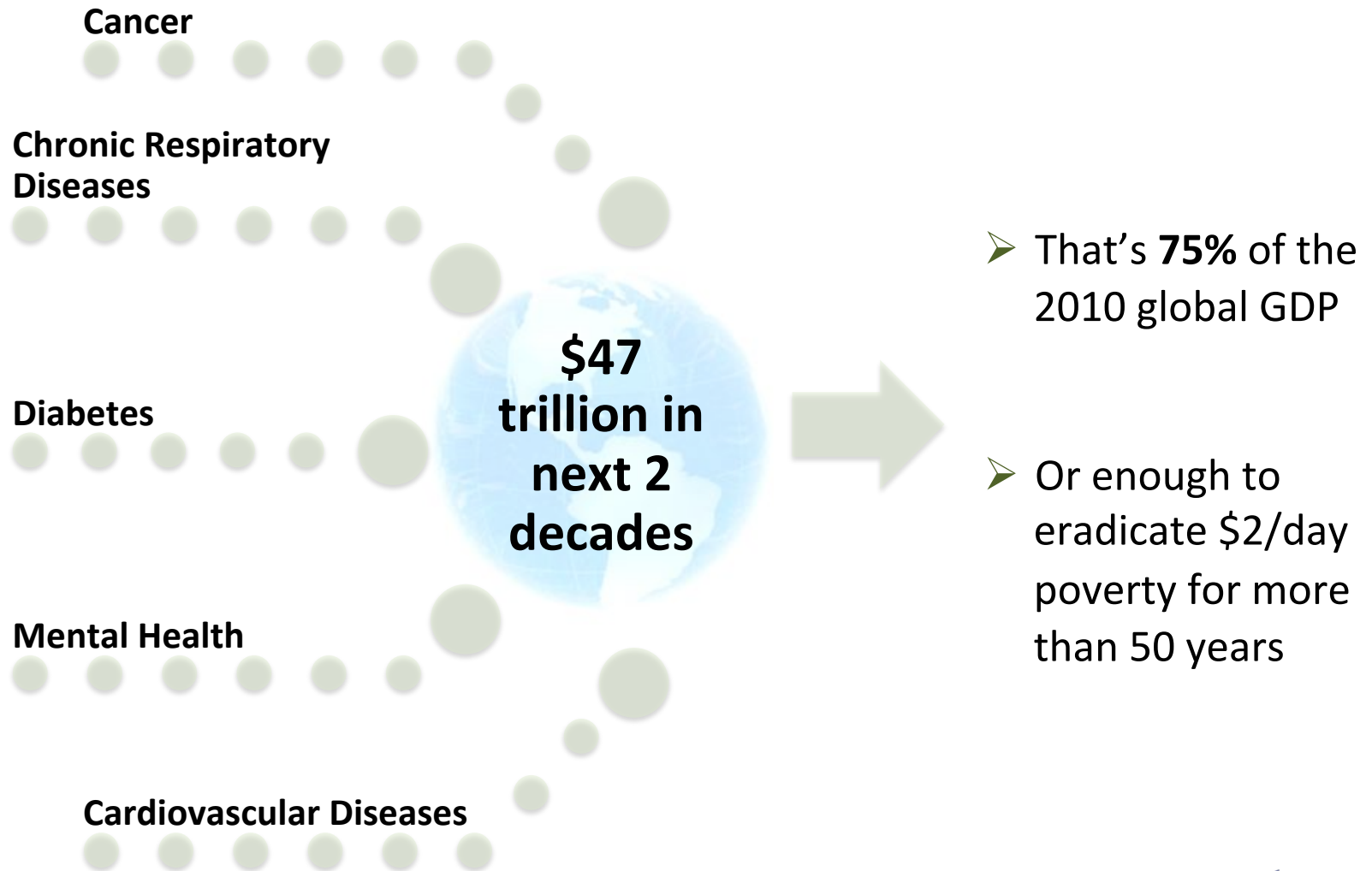


Transformation Initiatives

- Sharing the Change Story
- Change Champions
- CEO initiative
- Research 3.0
- Leadership, Governance, and Accountability
- Operational Excellence
- Enterprise Reputation and Stewardship
- Talent-Rich Environment Focused on Results
- Marketing Excellence
- Global 3.0
- Cancer Control 3.0



NCDs – Costing Lives and Economies

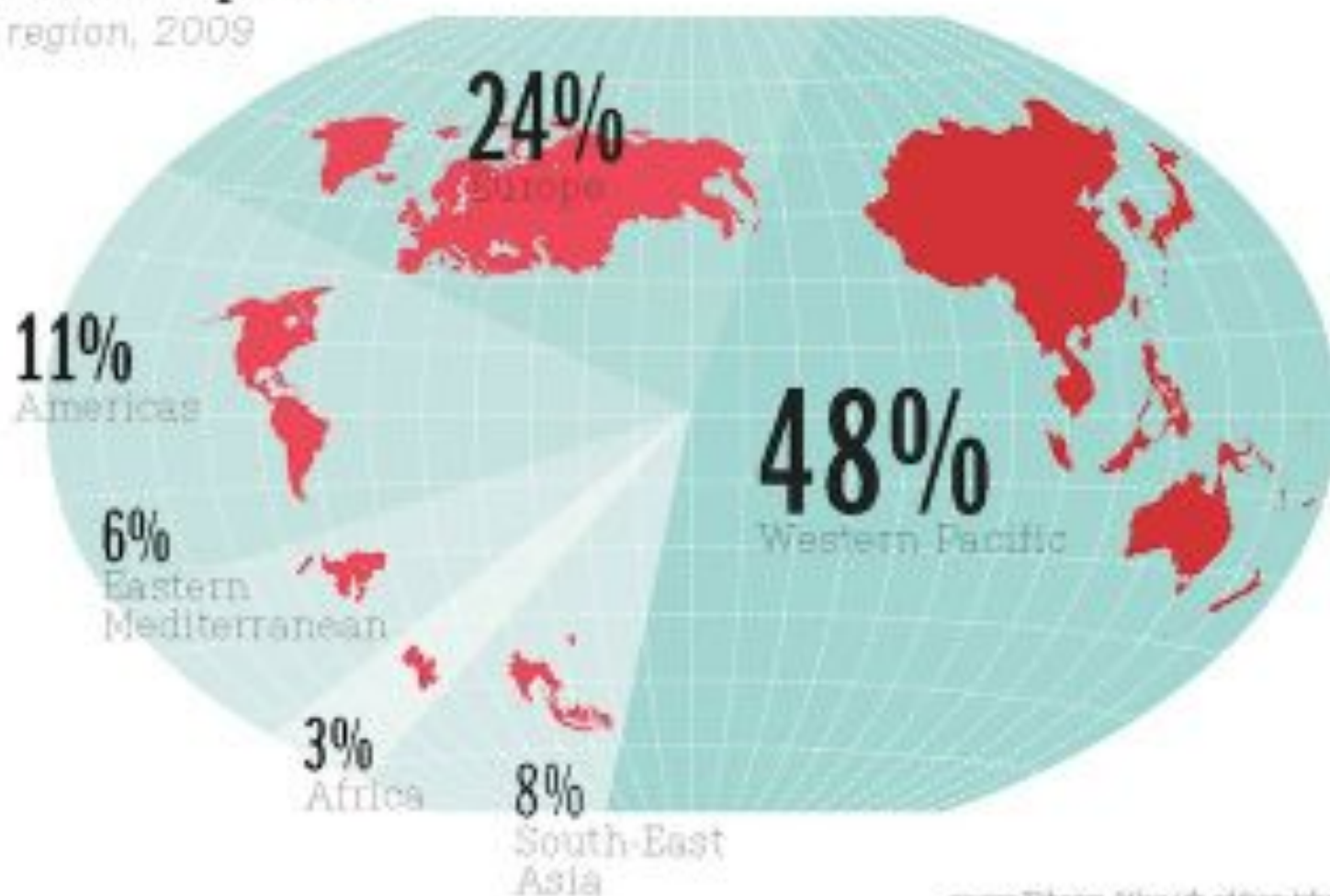


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FORUM

World Cigarette Consumption

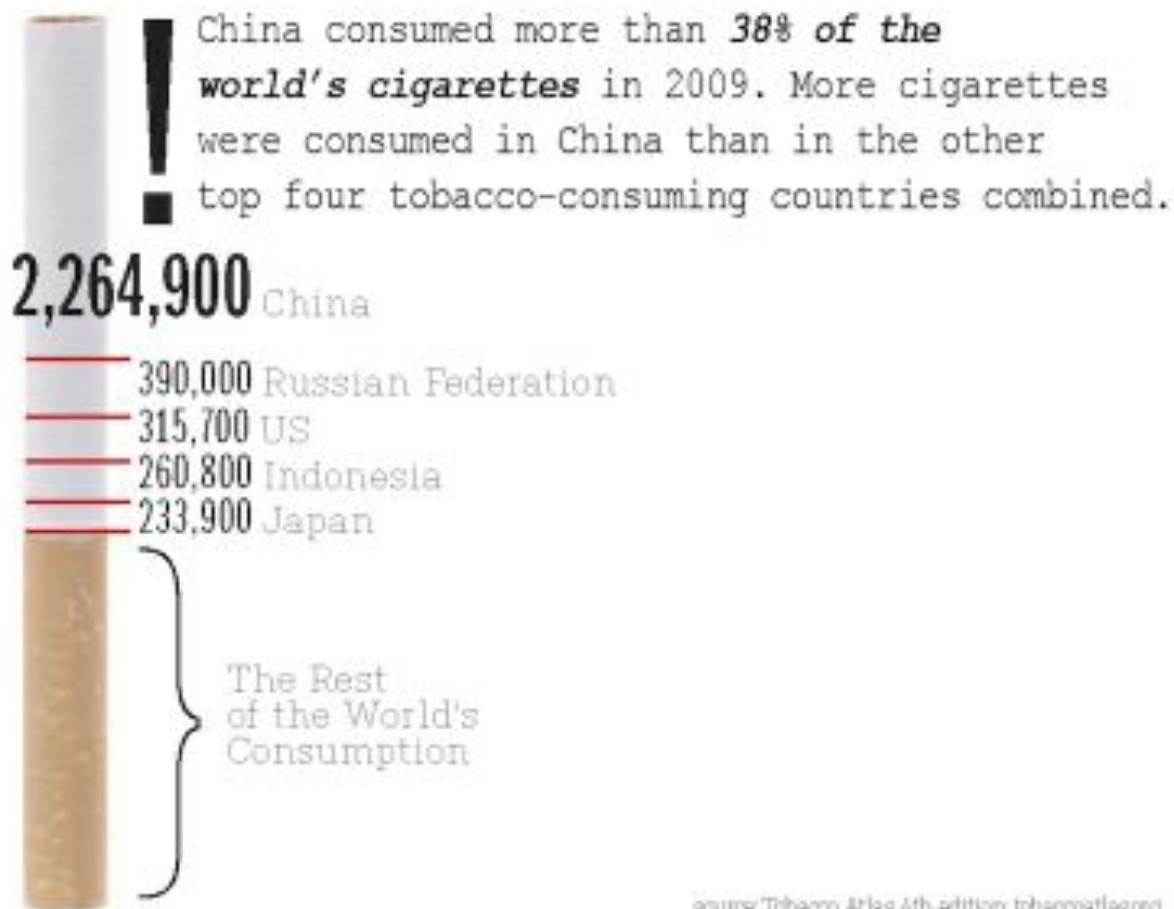
By region, 2009



source: Tobacco Atlas, 4th edition, tobaccoatlas.org

Top 5 Cigarette- Consuming Countries

2009, counted in millions of cigarettes



source: Tobacco Atlas 4th edition; tobaccoatlas.org

Access to Pain Relief: Scoping the Problem

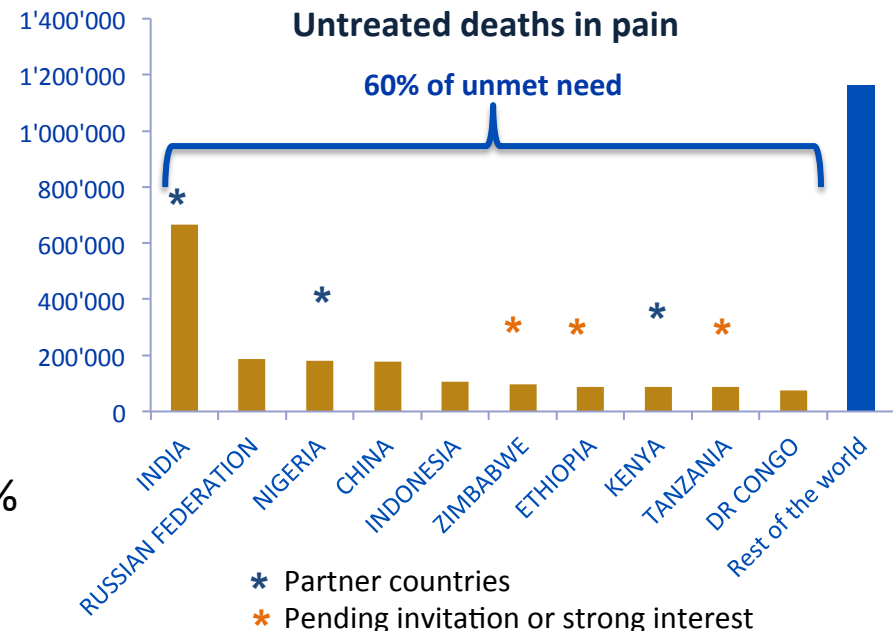
There are 2.9 million deaths from cancer or HIV in untreated pain



- Sub-Saharan Africa: 41%
- South Asia: 29%
- East Asia & Pacific: 16%
- Europe & Central Asia, Latin America & Caribbean, Middle East & North Africa, North America: 14%

60% of unmet need for pain treatment is concentrated in 10 countries

GAPRI's partner countries include 34% of unmet need in 4 countries (1 million people)



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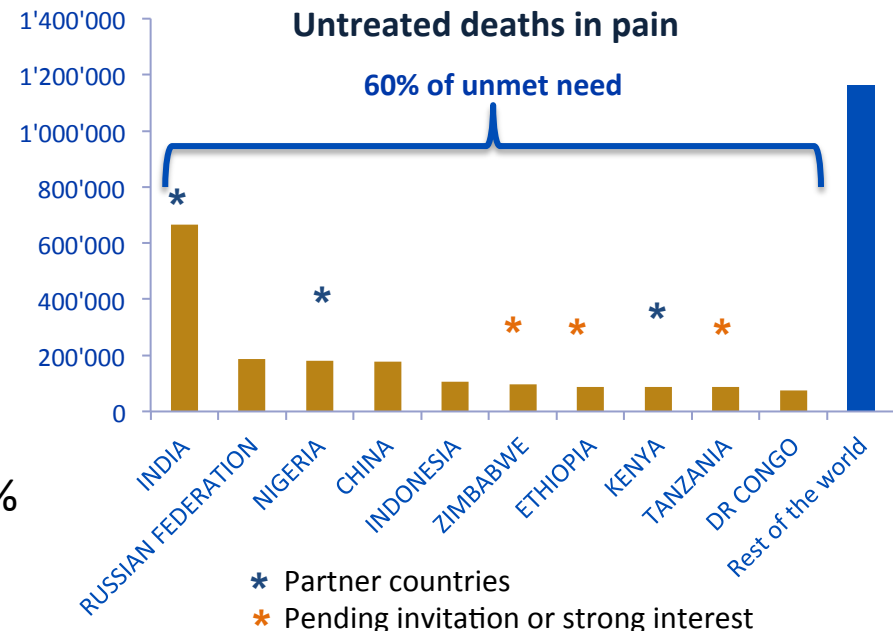
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Global Access to Pain Relief Initiative

Goal

Universal access to essential pain medicines by 2020

Objectives

1. Strengthen government leadership

by providing staff (fellows) and technical assistance directly to health ministries

2. Reduce cost and improve availability of medicines

by negotiating with suppliers and providing technical assistance to buyers

3. Improve clinical and regulatory policies and practice

by advocating on international, national, and facility levels

4. Improve skills and motivation of individual clinicians

by improving access to information and to other clinicians interested in pain treatment

Strategy

- Develop high-profile projects in countries with large unmet need; prompt change in neighboring countries and adoption by other organizations

Key Accomplishments: 2012

Nigeria



- 3-year partnership with Federal Ministry of Health
- First morphine order since 2008; delivery in Sept
- Full-time GAPRI Fellow placed in Federal Ministry of Health

Uganda



- Local production meeting 100% of government demand
- Price to government reduced by 40% (2 USD per week)
- Secured morphine donation to reduce production costs

UN Commission on Narcotic Drugs



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- Following up with US government for pilot project funding
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Long-term Planning

Mid-term milestone

- Increase coverage of essential pain medicines from **5% to 45%** in low income countries and from **39% to 65%** in middle income countries by 2015

Annual activity targets

2013: 16 fellowship programs and 6 advocacy campaigns

2014: 24 fellowship programs and 12 advocacy campaigns

2015: 30 fellowship programs and 15 advocacy campaigns

Pending invitations or strong interest:

Turkey
Ethiopia
Tanzania
Cameroon
Zimbabwe
Zambia

Rwanda
Sierra Leone
Viet Nam
South Africa
Ukraine
Egypt
India

Home to 1.1 million untreated deaths in pain

39% of the global unmet need

Adding these countries to our existing portfolio would cover 50% of the global unmet need.

What is the Quickest Way to More Birthdays?

- A. Prevent preventable cancers.
- B. Treat those that are treatable and curable.
- C. Fix the fixable within health care systems.
- D. Provide state-of-the-art care and palliation to all those who need it.



What It Will Take

Resources

Collaboration

Policy Change



Uganda Morphine Supply, 2011

Products/Tools That Will Help Us Get There



- Human genome mapped
- Framework Convention on Tobacco Control
- Platforms
 - ACS CAN
 - C-Change
- Advocates
- Vaccines
- Best buys
- Targeted therapies



We **save lives** and create more birthdays
by helping you stay well, helping you get well,
by finding cures, and by fighting back.

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