

# Overview

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# I Gave At The Office





# Why Advocacy?



# Why Advocacy?

- Extension of role as an advocate for an individual patient
- **System change** with a **public health** impact
- Leverages your assets:
  - Values
  - Expertise
  - Communication
  - Leadership



# Profiles in Advocacy



# Dr Kong Khoo, Medical Oncologist



- Served on institution's drug review committee
- Began informal surveys of drug approval cross-country
- Issued formal report for institution
- Recruited by Cancer Advocacy Coalition of Canada
- Laid bare discrepancies in drug access between jurisdictions





# My own experience

- Professional Society Government Relations
  - MD-MP and MD-MLA programs of the medical association
- National Cancer Leadership Forum
  - Leadership Training Workshop
- Campaign to Control Cancer
  - Launch of Canadian Partnership Against Cancer
  - National steering committee
  - Provincial co-chair
  - Day in the Legislature in 2008



- Honourary MLA Chair: Sindi Hawkins
- Multidisciplinary professionals: physicians, nurses, counsellors, cancer researchers, radiation technicians
- Industry partners
- Survivors and survivors of those who didn't



## The Campaign to Control Cancer and the Cancer Day of Action in the Legislature of British Columbia

### Key Messages

May 14, 2008

The Campaign to Control Cancer (C2CC) uniting health care professionals, survivors, concerned Canadians to champion a new Government of Canada to a \$260 million for Cancer Control, a national plan to make the same vital progress by putting provin

On May 14, British Columbians from across the province gathered in the Legislature to inform our provincial elected representatives that *less cancer is our call to action*.

In 2007, an estimated 9,000 people died of cancer. Right now, we have enough resources to prevent and improve the mean by controlling cancer.

The Cancer Day of Action is building on:

- We have achieved our enviable outcomes.
- British Columbia implemented the first cervical cancer screening program.
- We have a comprehensive provincial standardized treatments.
- We will open a new cancer centre in 2012.
- The Government of British Columbia ActNow BC, support for the Healthy the newly announced ban on smoking.

But while our province enjoys the lowest rates, and benefits from comprehensive more work to be done. British Columbia size.

THE CAMPAIGN TO CONTROL CANCER

## Toward an Interministerial Cancer Control Strategy A Proposed Framework





# Off to the Woodshed

# The Minefield of Advocacy

- Truth
- Chain of Command
- Politics
- Privacy
- Competing Interests
- Profession







# Doctorate in Advocacy



# Doctorate in Advocacy

- Just like your profession, advanced advocacy demands

## Training and Practice

- Environmental assessment
- Stakeholder relations
- Government relations
- Media training
- Marketing Strategies





# If Not You, Who?

## Advocacy by Cancer Professionals

Islam G Mohamed, Radiation Oncologist  
UICC World Cancer Congress, Montreal

