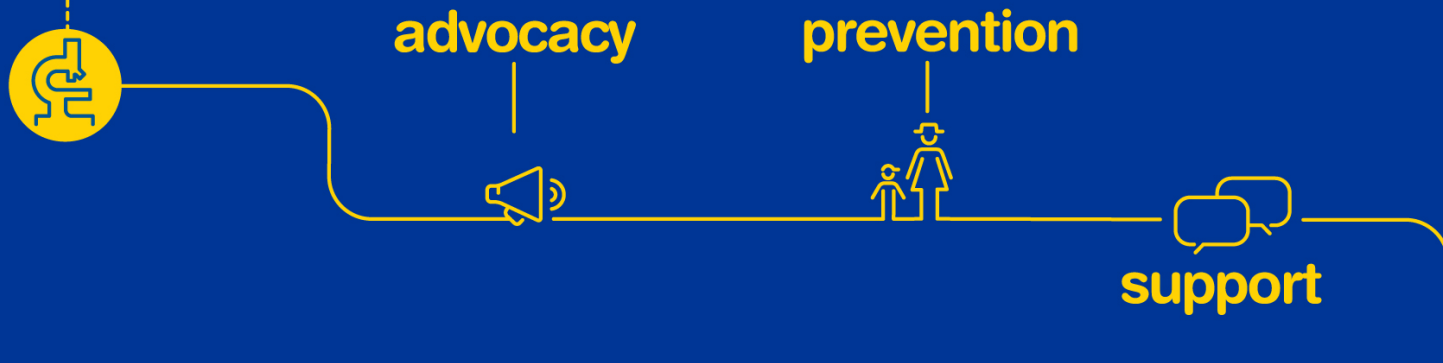


Serve and Advocate: the path to greater impact

Advocacy – core business for cancer control
UICC World Cancer Congress, Montreal August 2012

Anita Tang | Manager – Policy & Advocacy | Cancer Council
NSW
research



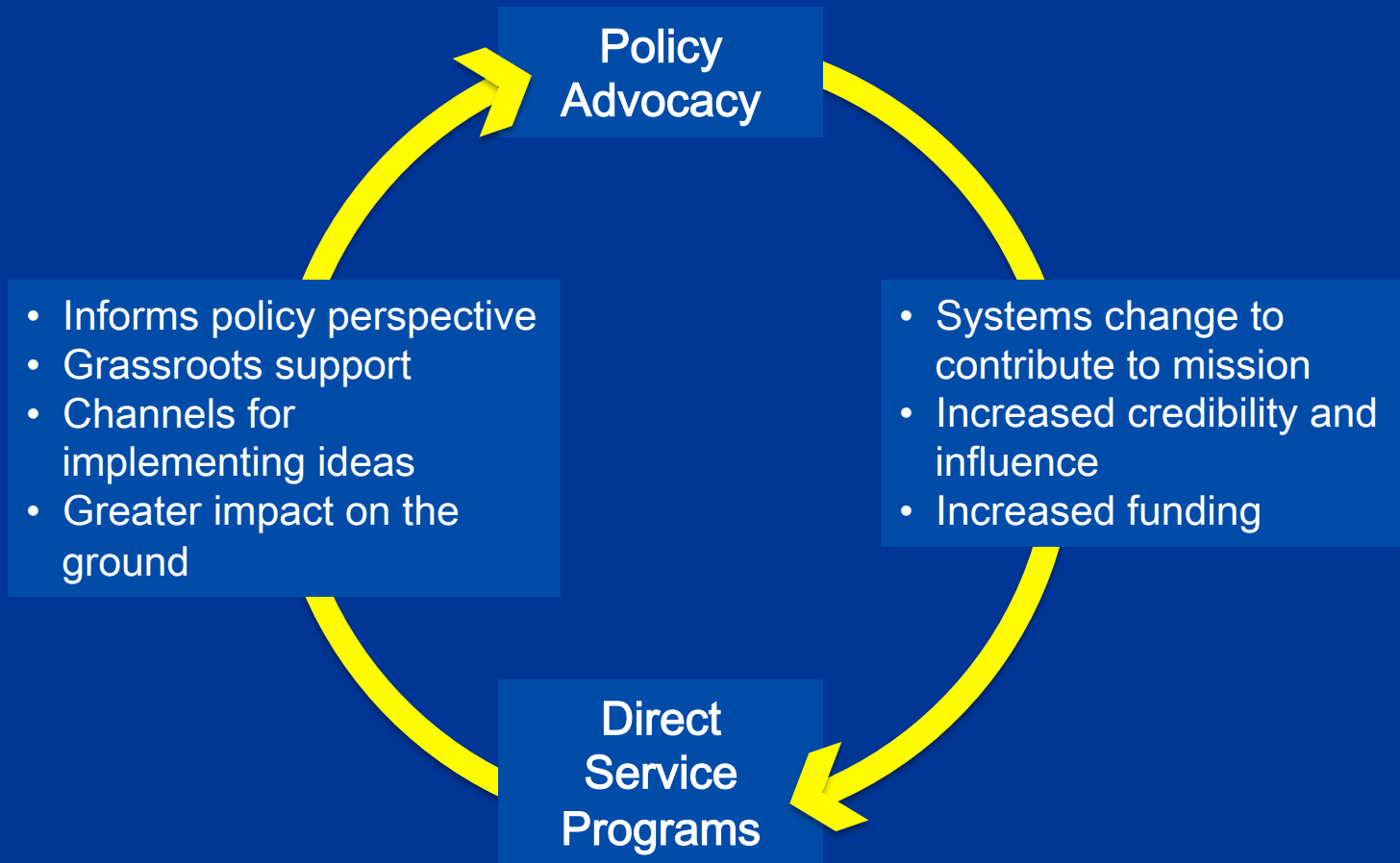
Fixing it for everyone, everywhere

Develop new knowledge to increase effectiveness and targeting of programs and policies



Increase understanding of and support for cancer control amongst political and community leaders

Combining Advocacy and Programs Increases Impact



Adapted from
Forces for Good: the six practices of high-impact nonprofits (Crutchfield and McLeod Grant)