UICC Members Regional Meeting – EUROPE,

Including the Commonwealth of Independent States (CIS)

World Cancer Congress
Kuala Lumpur, Malaysia
1—4 Oct 2018

Strengthen
Inspire
Deliver

uicc
global cancer control
WORLD CANCER CONGRESS

Hosted by

National Cancer Society Malaysia
Giving Hope Celebrating Life

Supported by

Ministry of Tourism and Culture Malaysia

Malaysia Convention & Exhibition Bureau

Malaysia Truly Asia

Agenda

- Introduction
- Presentation of 3 collaborations – case studies
- How can UICC support
- Discussion
- Conclusion

CASE STUDIES

Case study

National Society of Pediatric Hematologists and Oncologists

Collaborative group for pediatric hematology-oncology of the C.I.S. countries

Other organisations or stakeholders involved:

- World Health Organization (European NCD Office)
- St. Jude Children's Research Hospital (St. Jude Alliance)
- Dmitry Rogahcev National Medical Research Center of Pediatric Hematology, Oncology and Immunology

Summary

- Today, population of the Commonwealth of Independent States (C.I.S.) is approximately 293,1 million, 80 million of these are children under 18 years of age. Annually, there are more than 12.000 diagnoses of pediatric cancer in the region.
- Successful treatment for children with cancer in C.I.S. can be achieved with strong governmental support, in collaboration with international experts from centers of excellence in pediatric hematology/oncology, such as St. Jude Children's Research Hospital, Dmitry Rogachev National Medical Research Center of Pediatric Hematology, Oncology and Immunology and other Institutions.
- To facilitate positive development and significant growth in the region, we aimed to create Regional Collaborative Group with the following objectives:

1. To describe the current situation of pediatric hematology/oncology care in the region.
2. To identify regional gaps in pediatric hematology/oncology care.
3. To create collaborative project proposals to address identified gaps in care to improve pediatric cancer outcomes in the region.
4. To setup a working plan including both educational/scientific and organizational activities.

Results achieved (or expected)

- This is the first multi-national collaboration to improve childhood cancer care in C.I.S. region. All activities based on four directions: Health systems, Patient care, Education and Research.
- All the activities are both in on-line and in-person format (no breaks). On-line seminars are holding between in-person meetings as a part op preparation process and divided on three categories. Bi-annual in-person meetings in the Eurasian region are unique as they include both educational/scientific and organizational components. Leading lecturers are invited to participate. Organizational component includes the WG exercises: discussions together with the following-up presentations (45 mins discussion, 15 mins presentation for each WG).

Involved countries

Our First Meeting Key Numbers

9 Nine pre-work-shop on-line meetings were organized

62 Total number of participants

4 Four invited lecturers from UK, WHO-IARC, and Russia

6 Six participants from CIS countries were awarded a special diploma for hard-work in pediatric hematology/oncology in the CIS region

11 Eleven country SWOT-analyses presented

9 Nine lecturers and moderators from St. Jude Children's Research Hospital

3 Three days with 2 educational sessions, an opening ceremony, a country SWOT-analyses session, and group exercises

4 About 20 projects discussed and 4 final concept proposals presented by working groups

Results

Deliverables

1. Formal meeting resolution for the Ministries of Health of CIS countries
2. Project proposals to address meeting purpose
3. Review and finalize regional collaborative working group plan

Concept Proposals Selected

1. Research: CIS Children's Cancer Registries
2. Patient Care: Organization and development of palliative care in Eurasian countries
3. Education: Unified program of certification in pediatric hematology-oncology for nurses in the Eurasian region
4. Health Systems: Integrated standards for childhood cancer care in Eurasian region

Lessons learned

• If you could change 1 thing about the collaboration, what would it be? To start this initiative earlier!

• Our major challenges were:

- To involve specialists to a new format of work (working groups)
- To let them speak honestly
- To involve ALL of the participants in creation

• What has really worked well and would recommend to a peer with a similar project:

- To involve major stakeholders (WHO, Ministries, etc.) to have governmental support
- Collaboration based on translational medicine
- To implement successful approaches based on experience of NSPHO and St. Jude

Picture from the First meeting in Moscow, Russia (April 2018)

Engagement opportunities

- Collaborative group for pediatric hematology-oncology of the C.I.S. countries is an open initiative
- We are happy to collaborate with the specialist in paediatric oncology and haematology of the region as well as major stakeholders
- Each specialist could be involved in on-line meetings and participate in-person meetings as well. It is required to show strong interest and hard-working in the context of collaborative group.

Thank you for attention!

Case study

AECC FC and Partners

World Cancer Research Day

24th September

Other organisations or stakeholders involved:

AACR American Association for Cancer Research
aecc Centro el Cáncer
AIRC
ASCO AMERICAN SOCIETY OF CLINICAL ONCOLOGY
CANCER RESEARCH UK
EACR European Association for Cancer Research
ESMO
ESTRO European Society for RADIOTHERAPY & ONCOLOGY
International Agency for Research on Cancer World Health Organization
NIH NATIONAL CANCER INSTITUTE
UICC

Summary

Why focus on cancer research?

- Cancer is high on the global health and policy agendas. In addition, Cancer Research is a booming field in biomedical research with many high impact results and exciting prospects for research and for better patient outcomes.

Why does this call for a collaborative approach?

- Collaboration in medical research is key: we will make faster progress in cancer outcomes by working together and by sharing expertise, ideas and resources.
- We need to appeal to the active involvement of citizens, institutions and leaders from various fields supporting the advancement of research to further improve survival rates and the quality of life of those affected by the disease.

The World Cancer Research Day initiative:

- WCRD aims to create and consolidate a yearly momentum to raise awareness and commitment for cancer research to facilitate access to scientific advances worldwide, to improve survival and to reduce the global burden of cancer.
- The World Declaration for Research on Cancer calls for the active involvement of citizens, entities, institutions and leaders of various areas to join efforts to promote research

The future of cancer research starts with you.
IT'S TIME TO WORK TOGETHER FOR THE FUTURE OF CANCER RESEARCH.
Join is now at www.worldcancerresearchday.com
WORLD CANCER RESEARCH DAY
September 24th
#WorldCancerResearchDay

Results achieved – 2017

WORLD CANCER RESEARCH DAY
September 24th

SOCIAL MEDIA REACH

1.019.000 people

3.243.000 impressions

Trending topic 7th position in Spain

+54%

DECLARATION ADHESIONS

General public: 20.591

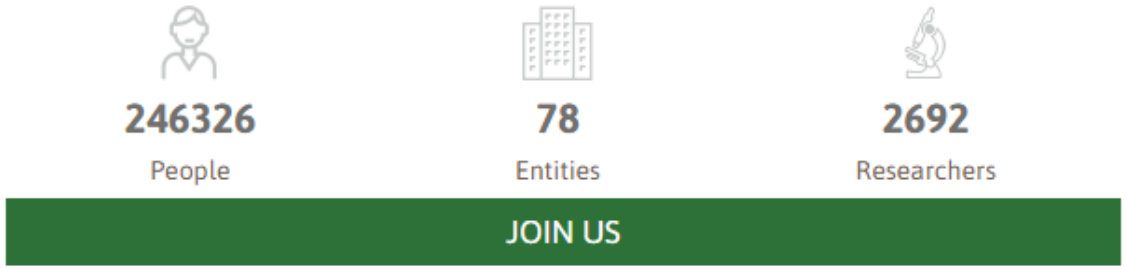
Researchers: 1.508

CONVERSION RATE:

TOTAL: 22.099 people

+1719%

The world Declaration for Research on Cancer.



Lessons learned

- **What has worked?**

- Social media awareness-raising campaign has proven very successful and an effective way to engage with varied audiences.

- A balanced approach

- **What have we learned?**

- Importance of regular coordination with WCRD partner organisations to ensure that the messages and campaign materials are impactful but also allow for flexibility and can be tailored to different countries and markets.

Engagement opportunities

WORLD CANCER RESEARCH DAY
September 24th

JOIN US

Help us consolidate **September 24th as the World Cancer Research Day** and raise awareness towards the importance of supporting and promoting researchers in their day-to-day work..

THE FUTURE OF CANCER RESEARCH STARTS WITH YOU

Technical Secretariat: FC AECC
worldcancerresearchday@gmail.com

National Institute of Public Health of Slovenia

Joint Action iPAAC

Innovative Partnership for Action Against Cancer

Other organisations or stakeholders involved:

- **Partners from 24 different countries, including most of the EU Member States, Norway, Moldova and Serbia**
- **Additional 20 partners acting as affiliated entities**
- **A wide range of collaborating partners ranging from NGOs to pharma and other technologies**

Summary

iPAAC
INNOVATIVE PARTNERSHIP
FOR ACTION AGAINST CANCER

- The rationale for the initiative and project is the need of a concerted joint approach to tackling the problem of cancer in Europe
- The general objective of the iPAAC Joint Action (JA iPAAC) is to develop innovative approaches to advances in cancer control
- The development of innovative approaches to cancer control will be supplemented by a **Roadmap on Implementation and Sustainability of Cancer Control Actions**, which will support Member States in implementation of iPAAC and CANCON recommendations.
- The collaboration builds on the previous two similar projects, which were focusing on developing methodologies, modalities of cancer care and definitions of specific approaches
- It is intended to inform policy- and decision-makers on the good practice, which proved to be successfully implemented across Europe and stimulate their further uptake in other countries

Expected results

iPAAC
INNOVATIVE PARTNERSHIP
FOR ACTION AGAINST CANCER

1. **Roadmap on Implementation and Sustainability** of Cancer Control Actions
2. Further development of the **European Code Against Cancer** and population-based screening programmes
3. **Comprehensive approach to the use of genomics** in cancer control and care
4. **Integration of population-based cancer registry datasets** with clinical and administrative data to derive key indicators on cancer care pathway and health-related costs in selected European countries
5. **Strategies to improve the quality of cancer care** by optimising the use of healthcare resources and promoting realistic and evidence-based responses to existing needs
6. **Recommendations and best practice guidelines for specific immunotherapies**, to anticipate and predict impact of new specific immunotherapies before their marketed authorisation and to follow specific immunotherapies after their marketed authorisation
7. **Practical instruments to support Member States in successful governance of cancer care**, ensuring standardised, integrated and comprehensive oncological care that is tumour-specific and delivers all-encompassing high-quality care to all patients

Lessons learned

iPAAC
INNOVATIVE PARTNERSHIP
FOR ACTION AGAINST CANCER

- The collaboration should have **a direct link to the decision-making level**, which had been envisaged in the past through an Expert Group on Cancer, which was later abandoned as a concept
- **Decisionmakers should be more present at the time when recommendations, priorities and alternatives are formulated** in order to:
  - Understand the process of translation between scientific evidence and policymaking
  - Contribute their view to the process of formulating evidence-informed policy
- The main **challenges in the past** were:
  - Mobilisation of the scientific and professional communities to accept the need for the formulation of cancer policy
  - Coordination and harmonisation of common European definitions for some of the terms that are gaining in importance, e.g. survivorship or comprehensive cancer control networks (CCCNs)
- The **main advantages** of this type of a project are:
  - Successful international collaboration demonstrating successful consensual achievements in definitions and pilot projects
  - Focusing on integrated and comprehensive cancer control, thus indicating all the required steps to be covered by a successful cancer control policy

The iPAAC Joint Action has officially started on 1 April 2018 and it will last for three years. It includes 44 partners (Competent Authorities and Affiliated Entities) from 24 European countries and will be coordinated by the National Institute of Public Health Slovenia (NIJZ).

Engagement opportunities

- The project is open for collaborating partners at any point in time, regardless of their legal status, position in cancer control or continent
- We would in particular like to link to other organisations with similar experience on how to tackle challenges in cancer control
- Involvement is simple through the expression of interest through the website: www.ipaac.eu or via e-mail to: ipaac@nijz.si

iPAAC
INNOVATIVE PARTNERSHIP
FOR ACTION AGAINST CANCER

Opportunities for UICC Members

Connect globally

WORLD CANCER DAY 'I Am and I Will.'

New campaign **4 February 2019**

WORLD CANCER LEADERS SUMMIT

October 2019, Kazakhstan

WORLD CANCER CONGRESS

19-22 October 2020, Oman

Leadership Development

CEO PROGRAMME

Leadership in Action meetings

5 regions in **2019**

Short term Leadership Grants

YOUNG LEADERS

April 2019 Call for Applications

Grants and Fellowships

GRANTMAKING OPPORTUNITIES FOR ORGANISATIONS:

SPARC Metastatic breast cancer

Expansion to **other topics in 2019**

FELLOWSHIPS FUNDING

1-month learning visit for all professionals – **All year long**

Treatment for All: National activation

CHAMPION A NATIONAL TFA INITIATIVE

October 2018: Call for expressions of interest launched

Support country needs assessment

Launch dedicated Toolkit **on WCD**

Mentoring from experts

Regional engagement

Adapting, facilitating access to & developing activities aligned with Members' needs and UICC priorities

Discussion

Suggested questions to discuss:

- What would you like to see from UICC?
- What are the needs from the region that would benefit from a collaborative response?
- Who are the stakeholders to have onboard to ensure impact in collaborations?
- Are there inputs/experiences you would like to share with your peers?

Thank you!

Contact us at:

membership@uicc.org

regionalcb@uicc.org

worldcancercongress.org

World Cancer Congress
Kuala Lumpur, Malaysia
1—4 Oct 2018

Strengthen
Inspire
Deliver

uicc
global cancer control
WORLD CANCER CONGRESS

Hosted by

National Cancer Society Malaysia
Giving Hope Celebrating Life

Supported by

Ministry of Tourism and Culture Malaysia

Malaysia Convention & Exhibition Bureau

Malaysia Truly Asia