



INSTITUTO NACIONAL  
DE CANCEROLOGÍA

Programa  
integral  
de prevención y control del  
**CÁNCER EN  
MÉXICO**

Sesiones de Trabajo  
con Organizaciones  
de la Sociedad Civil

July – November 2017  
Mexico City



# Project objectives

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- Communicate the National Cancer Prevention and Control Program to civil society organizations (CSO)
- Involve organizations in the implementation and monitoring of the Program
- Encourage the active participation of CSOs regarding the strategic pillars of the Program
- Strengthen collaboration between different organizations



# Engagement and participation



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# Announcement

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We convened **61** civil society organizations covering different types of cancer in Mexico City and in the other states of the republic, of which **35** attended the invitation to participate

These OSCs care for patients with the most frequent cancers:

- Breast
- Cervical
- Prostate
- Thyroid
- Leukemias
- Liver
- Lung
- Colorectal
- Hematologic malignancies
- Ovarian
- Advanced and metastatic
- All cancers
- Palliative care
- Children



# Programa integral de prevención y control del CÁNCER EN MÉXICO



Sesiones de Trabajo  
con Organizaciones  
de la Sociedad Civil  
**2017**



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## CSOs from 7 states

- Querétaro
- Michoacán
- Sonora
- Ciudad de México
- Oaxaca
- Guanajuato
- Estado de México



# Key issues

## About the Program

- Epidemiology of cancer nationally and internationally
- Origin, development and importance of the Cancer Prevention and Control Program.
- Axes and/or priority pillars of the program where CSOs can have an impact.
- Key actors for the success of the program.
- Analysis of social, economic, and political factors involved in the program.

## About Public Policies

- Public policies and the right to health.
- Identification of areas of opportunity for the program within the National Development Plan and Sectoral Programs.
- Identified needs by CSOs within their area of expertise with respect to the action lines of the program.
- Recognize the role of CSOs in promoting the program.

## About screening and early detection

- Know issues of prevention and early detection as pillars of cancer management.
- Understand some prevention and screening programs, their challenges and opportunities.
- Discuss the social, economic and political factors that influence the implementation of screening programs.

# Key issues

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## About the SCOs

- Build the CSO positioning document to support the Cancer Prevention and Control Program in Mexico.

## About the media

- Position the key messages of the program.
- Communicate the alliance between CSOs.
- Disseminate the CSO commitments document.



# Collaboration with:

## Mexican Institutions



## International Organizations



## Consulting firms and Media



## AGENDA DE PRIORIDADES DE LAS OSC 2018 - 2030

# Document of commitments of the Organizations of the Civil Society in front of the Cancer Prevention and Control Program in Mexico



1. Dar voz a los pacientes y a sus familias y hacerlos presentes en el proceso de planeación, implementación, evaluación y actualización del PIPCCM.



2. Fomentar acciones de prevención y detección oportuna.



3. Contribuir a facilitar el acceso oportuno universal, homologado y de calidad que permita cubrir toda la demanda epidemiológica del cáncer en el país, sin discriminación por sexo, edad, situación socioeconómica, o tipo de filiación.



4. Aumentar el acceso a nuevas tecnologías y tratamientos innovadores.



5. Impulsar la inversión en investigación.



6. Integrar todos los aspectos de la prevención y control del cáncer, a saber: información, prevención, diagnóstico oportuno, tratamiento multidisciplinario de calidad en tiempo y forma, cuidados paliativos y rehabilitación e investigación en cáncer.



7. Asegurar sustentabilidad financiera para afrontar la epidemiología del cáncer.



8. Generar estrategias de sustentabilidad financiera para garantizar la implementación del PIPCCM en todos los niveles de gobierno.



9. Establecer indicadores claramente relacionados a los objetivos y metas para la evaluación de aspectos de salud, de impacto social y económico en los pacientes y sus familias.

*Priorities agenda  
2018 - 2030*

# Document of commitments of CSOs in front of the Cancer Prevention and Control Program



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Marks the position, demands and commitments of Civil Society Organizations linked to the problem of cancer, based on the human right to health



- Give voice to patients and their families and make them present in the process of planning, implementation, evaluation and updating of the Cancer Prevention and Control Program.
- Promote prevention actions and timely detection.
- Contribute to facilitate timely universal access, approved and of quality to cover all the epidemiological demand for cancer in the country, without discrimination by sex, age, socioeconomic status, or type of affiliation.
- Increase access to new technologies and innovative treatments.
- Promote investment in research.

# Document of commitments of CSOs in front of the Cancer Prevention and Control Program



INSTITUTO NACIONAL  
DE CANCEROLOGÍA

Marks the position, demands and commitments of Civil Society Organizations linked to the problem of cancer, based on the human right to health



- Integrate all aspects of cancer prevention and control, namely: information, prevention, diagnosis, quality multidisciplinary treatment in a timely manner, palliative care and rehabilitation and cancer research.
- Ensure financial sustainability to address the epidemiology of cancer.
- Generate financial sustainability strategies to guarantee the implementation of the Cancer Prevention and Control Program at all levels of government.
- Establish clearly indicators related to the objectives and goals for the evaluation of health aspects, social and economic impact on patients and their families.

# Document of commitments of CSOs in front of the Cancer Prevention and Control Program

## Other commitments

- Position the Program
- Promote participatory and inclusive leadership
- Include the priority axes of the Program in the civil society agenda
- Contribute to managing the guarantee program

## Subscribing organizations



# Achievements

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- Involve CSOs in the recognition of technical, economic, political and financial factors that imply the creation and execution of the program.
- **Align and direct CSOs with respect to the strategic pillars of the program.**
- Know and evaluate the different points of view that allow to consolidate efforts towards the implementation of the program.
- **Unite CSOs in a single effort to support the program through the commitment document 2018-2030.**
- Bringing together national, international and social actors, institutions and politicians for the knowledge and promotion of the program.

# Next steps

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- Give continuity to the commitments of the organizations
- Provide a space for discussion and agreements for organizations
- Promote collaboration among CSOs
- Bring the model of the sessions to more key actors
- Add allies to this national strategy

# Collaboration with:

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abbvie

AstraZeneca 

*Lilly*

 NOVARTIS

 **MSD**

 Pfizer

 Roche



# Cancer in Latin America

Argentina  
Bolivia  
Brazil  
Chile  
Colombia  
Costa Rica  
Ecuador  
**Mexico**  
Panama  
Paraguay  
Peru  
Uruguay

92% of the  
incidence of  
cancer in  
Latin America

(little more than 1  
million new cases per  
year)

91% of  
mortality in  
Latin America

# Cancer in Latin America

Argentina  
Bolivia  
Brazil  
Chile  
Colombia  
Costa Rica  
Ecuador  
**Mexico**  
Panama  
Paraguay  
Peru  
Uruguay

**- Incidence in Mexico 131.5 per 100,000 inhabitants**  
**Mortality: 68.9**

➤ **Incidence in Latin America:**  
**143.9 per 100,000**  
**\* Mortality:**  
**(79.1-144.8)**

## Cancer in Mexico & Latin America (mortality in 12 countries)

Argentina  
Bolivia  
Brazil  
Chile  
Colombia  
Costa Rica  
Ecuador  
**Mexico**  
Panama  
Paraguay  
Peru  
Uruguay

Mexico third place  
Rest: second place

Percentage of mortality  
in Mexico: 14%  
➤ Rest: 15 to 27%  
Average: 19%

# Cancers with the highest incidence in Mexico and Latin America

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Mexico:

**Men:**  
Prostate and  
Lungs

**Women:**  
Breast and  
Cervix

Latin America:

**Men:**  
Prostate and:  
lungs,  
stomach or  
colon

**Women:**  
Breast, cervix  
or colon or  
thyroids

# Cancer in Mexico and Latin America (Radiotherapy)

Mexico: 0.54  
**70% of Coverage**

## Other countries of Latin America

Ecuador: 0.13 – Uruguay 3.82

(Average: 1.45)

Average coverage: **74%**

(Uruguay 112%)

Radiotherapy equipment  
per million inhabitants

France: 6.78

Japan: 7.19

USA: 12.37

Coverage:

**France: 108%**

**Japan: 108%**

**USA: 206%**

# Cancer in Mexico and Latin America Challenges and Conclusions

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Implement **National Cancer Prevention and Control Plan**

Develop **Cancer Registries on a Population Basis**

Future actions in Mexico and Latin America

Increase and improve the **prevention and timely diagnosis programs**

Increase **access to innovative therapies and Palliative Care**

# Cancer in Mexico and Latin America Challenges and Conclusions

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Implement the **subject of Oncology** in schools dedicated to health

Establish a **financial support** program in cancer services

Future actions in Mexico and Latin America

Standardize the **infrastructure and minimum technology** for the diagnosis and management of cancer

Strengthen **research** aimed at the prevention and control of cancer

# Global commitments, national impact

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- In 2011, the UN held a special high-level meeting on Non-communicable Diseases (NCDs) in which a resolution was adopted: reduce premature deaths of NCDs by 25% by 2025.

## Chronic Non-communicable diseases:

- Cardiovascular
- Diabetes
- Cancer

More than 70% of cancer cases in Mexico are diagnosed in advanced stages.

# Public Health Problem: Cancer

- Some developed countries have lower incidence in cancer, however, overall cancer mortality in Latin American countries is about twice of the developed countries

# Public Health Problem: Cancer

- Almost half of all cancers in Latin America are caused by:
  1. Smoking
  2. Infection

# Public Health Problem: Cancer

- Most of the health systems in Latin America are:
  1. Fragmented
  2. Restricted health-care coverage
  3. Insufficient funding and human resources and heterogeneity in distribution of them

# Public Health Problem: Cancer

- Insufficient implementation of cancer registries and national cancer control plans



## What do we need to do ?

- To assess the effect of these kind of meetings, forums and cancer congresses celebrated along the three years of the **Presidential Agenda**

## **Public Health Problem: Cancer Needs**

- a. Improving health literacy and public awareness**
- b. Availability**
- c. Quality of cancer care**
- d. Reducing cultural geographical and socio-economic disparities**

# Priority:

**To move towards universal health-care:**

**a. Filiation**

**b. Quality**

**c. Coverage of services with financial  
protections**

# Priority:

We recommend to strengthen the training of health-care providers, promotion of palliative research, and establishment of a capacity to lobby health-care administrators to ensure wide distribution of **opioid** analgesics



## What NCCP means?

“A public health programme designed to reduce cancer incidence and mortality and to improve the quality of life of cancer patients, through the systematic and equitable implementation of evidence-based strategies for prevention, early detection, diagnosis, treatment and palliation, making the best use of available resources”

WHO, 2015

# Priority:

**Increase the numbers and training of health-care personnel for prompt and satisfactory treatment of cancer:**

- Haematologist**
- Radiotherapists**
- Cancer pediatrics**
- Palliative care doctors**

**Priority:**

**“Cancer prevention and control  
needs to be public health priorities”**

# Public Health Problem: Cancer

- Indoor air pollution: a leading environmental health threat in Latin America (Wood smoke exposure).

# Public Health Problem: Cancer

## Infection and cancer in Latin America:

- More than 200,000 cases attributable to infection: 17% of all cancers in this region: HPV, BHV, HP.



# World Cancer Leaders' Summit

**Cities driving change**

13 - 15 November 2017  
Mexico City, Mexico



2017

Montreal, 2012

Dublin, 2011

Paris, 2016

Istanbul, 2015

Cape Town, 2013

Melbourne, 2014

Australia

# Mexico: Uniting Latin America against cancer

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**"Challenge cities"**

**First time to choose a Latin American country**



# Leaders

## World Summit of Cancer Leaders 2017

### Participation of Leaders



### Speech by the Director General of INCan



### Attendees





## The 2017 Summit in numbers



350 participants from 60 countries



### Social media

8,605 tweets with a potential reach of 36.1 million users

3,780 users contributed to the online conversation



### Press and media

824 articles published with a media reach of over 70 billion

110 journalists attended on-site

16 onsite interviews

The Summit's official dinner was held at the Club de Banqueros on the evening of the 13 November, hosted by Mexico City and the National Cancer Institute of Mexico (INCan), whose Director General Dr Abelardo Meneses convened the evening. Speaking at the event were HRH Princess Dina Mired, President-elect of UICC, H.E. Mrs Kim Simplis Barrow, First Lady of Belize, H.E. Mrs Angelica Rivera de Peña, First Lady of Mexico and President Enrique Peña Nieto, President of Mexico. The evening closed with a special performance from Taboo of the Black Eyed Peas and Ambassador of the American Cancer Society.



## With thanks to the 2017 World Cancer Leaders' Summit Partners and Supporters

### Partners



### Supporters



# Mexico, host country of WCLS in AL



The 2017 World Summit of Leaders against Cancer (WCLS) took place from November 13 to 15 in Mexico City. The WCLS is the **most important global event focused on cancer control.**

It was held in Mexico, with the **slogan** 'Cities driving change', and was focused on the role played by cities in the access and quality of cancer care in their communities.

**350 leaders from more than 70 countries** participated; including the presence of **Queen Letizia of Spain, Princess Dina Mired of Jordan, the President of Mexico, Enrique Peña Nieto;** and the **President of Uruguay, Tabaré Vázquez.**



# World Cancer Leaders' Summit 2017

## Cities driving change

14 November - Mexico City, Mexico

**On 14th November 2017, 350 global leaders from 60 countries gathered at the World Cancer Leaders' Summit in Mexico City, Mexico. Hosted by the Ministry of Health of Mexico and UICC member organisation National Cancer Institute of Mexico (INCan), the event was opened by UICC President Prof. Sanchia Aranda and welcomed a highly distinguished programme of attendees including President Enrique Peña Nieto, President of Mexico; President Tabaré Vázquez, President of Uruguay; Her Majesty Queen Letizia of Spain; H.E. Mrs Angélica Rivera de Peña, First Lady of Mexico; H.E. Ms Gabriela Michetti, Vice President of Argentina; H.E. Mrs Kim Simplis Barrow, First Lady of Belize; HRH Princess Dina Mired of Jordan, President-elect of UICC.**

Also in attendance were a number of Ministers of Health, alongside prominent global health and development leaders and Mayors from numerous cities. For the first time, UICC members accounted for more than one-third of Summit participants, representing 102 members across 45 countries. Master of Ceremonies for the day was TV journalist Paola Rojas, from Televisa.

Summit participants discussed how best to move from global commitments to fully operational, comprehensive cancer solutions that reach the world's population. Following on from the 2017 cancer resolution this provided participants with a timely forum to discuss effective implementation of cancer control nationally. The theme of the summit 'Cities driving change' was an opportunity to showcase inspiring examples of how cities can take the lead in delivering sustainable solutions to improve access to cancer treatment and care in their countries.

The discussions were dynamic and optimistic; focusing on how countries and cities around the world can respond to the 2017 cancer resolution, accelerating impact on cancer control and, in doing so, make important progress towards achieving the global target of a 25% reduction in premature mortality from cancer and other non-communicable diseases (NCDs) by 2025.

In addition to the Summit's hosts, the Union for International Control (UICC) partnered with the International Agency for Research on Cancer (IARC), the International Atomic Energy Agency (IAEA), the World Health Organization (WHO), and was supported through the sponsorship of 20 key leading health organisations, all of whom contributed to a productive and successful event.





# Call to action



Drawing together discussions from the day, Professor Sanchia Aranda stressed that we are at a critical time for cancer control. The 2025 deadline to reduce premature mortality from NCDs by 25% is just eight years away and the commitments made in the intervening time will lay the foundations for future generations. With this in mind Professor Aranda urged all Summit participants to ensure that the 2018 High-level Meeting on NCDs delivers Heads of State commitments to NCDs to reinvigorate national action and make the core investment to scale up access to quality cancer treatment and care.

Citing Cali, Asunción and Yangon as inspiring examples, Professor Aranda emphasised the power of cities in taking the lead in developing sustainable solutions to improve access to cancer services. Working hand-in-hand with national governments and the global cancer community, cities can be key drivers for change, and recognising the uniqueness of each city, Professor Aranda emphasised the potential to share best practices and lessons learned across C/Can 2025 cities and with the UICC membership to help drive progress.

Professor Aranda announced an exciting new phase of C/Can 2025 with the call for applications for Challenge Cities to join the initiative. Establishing a network of Challenge Cities is part of a broader ambition to scale-up C/Can 2025 support from the Key Learning Cities to a wider group of cities that have a population greater than 1 million. Challenge Cities will be committed to improving access to quality cancer treatment and care through a multi-sectoral approach. In joining, cities will become part of a new community of stakeholders who, with support from one another, from UICC and its members and partners, can take a lead in improving the health of their citizens. For more information on C/Can 2025 Challenge Cities and how to apply, visit [uicc.org/challenge-cities](https://uicc.org/challenge-cities).

Her Majesty Queen Letizia of Spain, Honorary President of the Asociación Española Contra el Cáncer, drew the Summit to a close with a call to countries and cities to ensure that they create health-promoting environments in which exposure to key cancer risk factors, including tobacco, are minimised. Applauding the ambition and dedication of C/Can 2025 cities, including Kumasi, Her Majesty stressed that health must be a political priority and that all partners, including civil society organisations, take up their role in prevention, early detection, treatment, care and research.



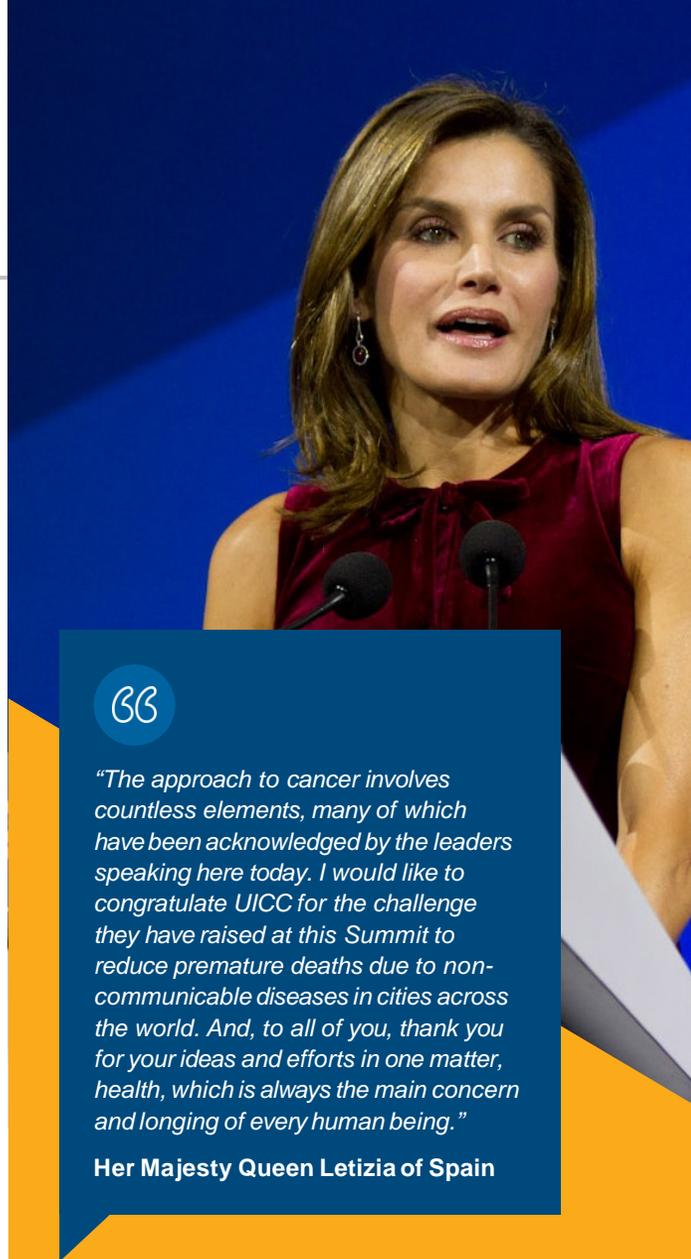
*“All of you assembled that are from cities with populations greater than 1 million - take the lessons you have learned and shared here today home to your own cities and implore your leaders – yourselves – to do what you can to impact the 2025 targets by making a commitment to join the City Cancer Challenge.”*

**Professor Sanchia Aranda,  
President, UICC**



*“The approach to cancer involves countless elements, many of which have been acknowledged by the leaders speaking here today. I would like to congratulate UICC for the challenge they have raised at this Summit to reduce premature deaths due to non-communicable diseases in cities across the world. And, to all of you, thank you for your ideas and efforts in one matter, health, which is always the main concern and longing of every human being.”*

**Her Majesty Queen Letizia of Spain**



# National Coverage

News Agency Notimex

El Financiero

Excélsior



México impulsa programa integral de prevención y control de cáncer: EPN

## Anuncia EPN programa de prevención de cáncer; hay 80 mil casos al año

Se impulsa la creación del Registro Nacional de esta enfermedad, señala

EDUARDO ORTEGA  
eortega@elfinanciero.com.mx

El presidente Enrique Peña Nieto anunció la puesta en marcha de un programa integral de prevención y control del cáncer, el cual busca unificar los criterios, formas de manejo y presupuestos en la materia. En el Palacio de Minería, el mandatario, acompañado por su esposa, Angélica Rivera, encabezó, junto con su homólogo de Uruguay, Tabaré Vázquez, la inauguración de la Cumbre Mundial de Líderes contra el Cáncer 2017, en la cual también participó la Reina Letizia de España y más de 300 especialistas.

En ese contexto, aseveró que la inversión oportuna en la prevención y atención del cáncer, bajo un enfoque integral y el firme respaldo de su gobierno, contribuirá a combatir la prevalencia de este padecimiento en los años por venir.

Refirió que en México se registran 80 mil casos de cáncer al año, por lo que su gobierno trabaja para



GIRA. El presidente Enrique Peña Nieto se reunió ayer con su homólogo de Uruguay, Tabaré Vázquez, quien realiza una visita oficial a nuestro país.

**“Con más de 80 mil casos al año, este padecimiento es la tercera causa de muerte, 12% del total”**

Enrique Peña Nieto  
PRESIDENTE DE MÉXICO

129 mil

TRATAMIENTOS

Son los que, mediante el Seguro Popular, la actual administración ha cubierto, informó el Presidente.

este padecimiento es la tercera causa de muerte, 12 por ciento del total, para asegurar que las familias de menores ingresos puedan ejercer su derechos a la salud.”

Refirió que su administración ha cubierto, mediante el Seguro Popular, el tratamiento de 129 mil casos de cáncer.

De acuerdo con la Organización Mundial de la Salud, en 2015, 8.8 millones de defunciones fueron ocasionadas por el cáncer y cerca del 70 por ciento de las muertes por esta enfermedad se produce en países de ingresos medios y bajos, donde pocos pacientes tienen acceso a algún tratamiento.

El presidente de Uruguay, Tabaré Vázquez, dijo que no se ganará la batalla contra esta enfermedad si los gobiernos sólo se enfocan en la búsqueda de un tratamiento.

Más tarde, Peña Nieto se reunió en Palacio Nacional con su homólogo uruguayo, quien realiza una visita oficial a nuestro país.

En mensaje a medios, atestiguan la firma de un acuerdo sobre cooperación y asistencia mutua en asuntos aduaneros; un memorándum de entendimiento en materia de colaboración académico-diplomático y un memorándum de entendimiento entre la Secretaría de Economía de México y el Ministerio de Industria, Energía y Minería de Uruguay.

reducir la exposición a los factores de riesgo asociados al desarrollo del cáncer, disminuir la mortalidad de la población afectada y mejorar la calidad de vida de los pacientes.

Para lo cual, agregó, su gobierno impulsa tanto la creación del Registro Nacional de Cáncer, como del programa integral de prevención y control del cáncer.

“Con más de 80 mil casos al año,

La meta es bajar la tasa anual de decesos, que hoy es de 12%, indicó el Presidente

POR ENRIQUE SÁNCHEZ  
enrique@excelsior.com.mx

Ante la amenaza que representa el cáncer para la salud de la población, México trabaja en bajar las tasas de riesgo, disminuir la mortalidad y mejorar la calidad de vida de los pacientes, afirmó ayer el presidente Enrique Peña Nieto.

Al inaugurar la Cumbre Mundial de Líderes contra el Cáncer 2017 —de la que México es sede por primera vez—, el mandatario federal afirmó que este padecimiento es un reto a nivel global porque implica la deflagración de enfermedades asociadas al mundo.

“El aumento del cáncer se vuelve más grave cuando se trata de personas con menor esperanza de vida”, alertó el jefe del Ejecutivo federal.

Accompañado por su esposa, Angélica Rivera, Enrique Peña Nieto agregó que, de acuerdo con datos de la Organización Mundial de la Salud (OMS), en 2015 el cáncer ocasionó 8.8 millones de defunciones, en México que más de cada seis muertes se debió a esta enfermedad.

El presidente representó una carga para la economía, pues no cubre de la misma OMS indica que el costo mundial anual de la enfermedad alcanza a los 1.1 billones de dólares al año.

En esta sentido, anunció que la estrategia nacional de salud consistirá en un programa integral de prevención y control del cáncer que se enmarca como meta fundamental disminuir la mortalidad, que hoy es de 12% de los 80 mil casos registrados

INAUGURA CUMBRE MUNDIAL DE LÍDERES CONTRA EL CÁNCER

## Estrategia contra cáncer reducirá muertes: Peña



“En México estamos trabajando para reducir la exposición a los factores de riesgo, asociados con el desarrollo de esta enfermedad; disminuir la mortalidad en la población afectada y mejorar la calidad de vida de los pacientes.”

“La inversión oportuna bajo un enfoque integral (...) contribuirá a combatir la prevalencia de este padecimiento en los años y décadas por venir”.

ENRIQUE PEÑA  
PRESIDENTE DE MÉXICO

CUMBRE MUNDIAL. La inauguración de la Cumbre Mundial de Líderes contra el Cáncer 2017, asistieron entre otros personalidades, líderes políticos de España, el presidente Enrique Peña Nieto y su esposa, Angélica Rivera, y el primer ministro británico, David Cameron.



La Reina Letizia de España encabezó el compromiso que México adoptó ante los países participantes en la agenda pública sobre el cáncer.

Programme

Budget

Global Impact



*"We need to change the narrative. Health is not a cost. It is an investment. Investing in health is the most important thing a city or a country can do for the future of its population."*

**Dr Salomón Chertorivski, Secretary of Economic Development for Mexico City, and former Minister of Health for Mexico**

# Learning from global

leaders to accelerate

impact for cities

## Learning from the success of the C40 cities

In an interview with Dr Rachel Nugent of RTI International, Dr Armando Ahued, Secretary of Health for Mexico City, shared key insights from his experience working with C40, a city-focused climate change initiative that engages a global network of city mayors and their governments to drive environmental improvements, which can help inform the success of C/Can 2025: City Cancer Challenge. "The C40 experience can serve as a mechanism to share and replicate the experiences of what we have all done. There is a great opportunity to create a C40 for cancer." On the topic of Mexico City's commitment to tackling cancer, Dr Ahued highlighted his government's experience advancing HPV vaccination policy at a city level, which was later expanded to cover the entire country, and implementing tobacco control policies.

## The impact of investing in the health of cities

Dr Nugent opened discussion by highlighting the importance of focusing on financing in any discussion of cancer and healthcare, given its critical role in ensuring sustainable impact. Dr Salomón Chertorivski joined her on stage to share his experiences as Secretary of Economic Development for Mexico City and previously as Mexico's Minister of Health.

On the topic of addressing NCDs, he asked, "How do we shift a health system which was designed to deliver care in hospitals to a preventive system that needs to get to the streets, the working place, to the people? This is one of the challenge for non-communicable diseases." Health delivery systems need to change from a predominantly curative system to also embrace prevention and early detection. While policies can help advance these changes, action and implementation is required to deliver sustainable impact for people.

Ms Erin Barringer joined the discussion to offer a global perspective on health financing based on the experiences and research of Dalberg Global Development Advisors, noting that in order to reach the WHO's global health infrastructure targets, an additional US\$600 billion in financing will be required. Ms Barringer highlighted the role of both private and public financing to advance the universal health coverage agenda, and in particular the role that the private sector can play to fill key gaps and advance equitable access to care. At the same time, the critical role of domestic financing to achieving sustainable impact was noted.

## Opening Addresses

President of Uruguay and Ambassador of C/Can 2025: City Cancer Challenge (C/Can 2025), President Tabaré Vázquez gave the opening keynote address by articulating how cancer is the most pressing health challenge of our time, disproportionately impacting the most vulnerable in the world. He emphasised the power of cities to reduce mortality through improved information, early diagnosis, clinical research, optimal treatment and palliative care, particularly noting the importance of tobacco control and improved awareness and education.

President Enrique Peña Nieto, President of Mexico, drew themes together in his special address, underlining the value of government willingness and readiness to work with civil society and the international health community to ensure public policy that fights cancer, at the city and national level. "Health is a fundamental human right, so guaranteeing universal access to health services is one of our duties as the state," he said.

The President reminded all that last June, Mexico created a national cancer registry. As a second step, in line with the country's national priorities and international commitments, a comprehensive national cancer control plan should be launched imminently.



*"An integrated, comprehensive cancer control strategy is the best alternative for a more balanced, efficient and equitable use of limited resources. In low- and middle-income countries - with scarce human and infrastructure resources - a cancer control plan that considers primary, secondary and tertiary healthcare for cancer patients will have the best opportunity of moving into effective action and control of these diseases."*

**Dr Abelardo Meneses García,  
Director General of the National  
Cancer Institute of Mexico**

*"The most important lesson learned is the impact of collective work. The SDGs offer us a new opportunity for cancer."*

**H.E. Ms Gabriela Michetti,  
Vice President of Argentina**

Building these efforts into the global cancer control landscape, H.E. Ms Gabriela Michetti, Vice President of Argentina introduced the importance of including the Sustainable Development Goals (SDGs) in the design of policies. This framework allows governments to speak the same language in improving quality of life and wellbeing through greater cohesion and collaboration at all levels of government and with a suite of new partners.

# Featured Messages

## National Coverage (messages)

- ✓ **Announcement by the Federal Government** of the Comprehensive Program for the Prevention and Control of Cancer in Mexico
- ✓ Support to the **National Registry of Cancer**
- ✓ **INCan** leadership in the **national strategy against cancer**.
- ✓ Illuminated monuments on the occasion of the WCLS
- ✓ **World leaders** meet in Mexico for WCLS

## International Coverage (coverage & messages)

- ✓ The **UICC** celebrates the **World Summit of Leaders against Cancer in Mexico**
- ✓ The WCLS is led by **Queen Letizia, Princess Dina Mired, the President of Mexico, Enrique Peña Nieto, and the President of Uruguay, Tabaré Vázquez**
- ✓ The participation of Ghana to C / Can 25 is announced

# Moments

## Session with CSO – World Summit of Leaders Againsts Cancer

**Dr. Abelardo Meneses / INCan  
Mexico host of the WCLS**



**SAR Princesa Dina Mired / UICC  
Called to CSOs**



**Panel of organizations  
Leadership and mobilization**



**Dr. Francisco Ochoa / AMLCC  
Contribution of CSOs**



**Presentation of commitments of  
CSOs 2018-2030**



**Dra. Laura Suchil / INCan  
Conclusions and call to action**



# Achievements

- Involve Organizations in the recognition of risk, economic, political and financial factors that imply the creation and execution of the Program.
- Align and direct the CSOs with respect to the strategic pillars of the Program
- Unite CSOs in a single effort to support the Program through the documentation of commitments for the period 2018-2030
- Bring together the social, institutional and political actors, national and international, for the knowledge and promotion of the Program.



# Conclusions

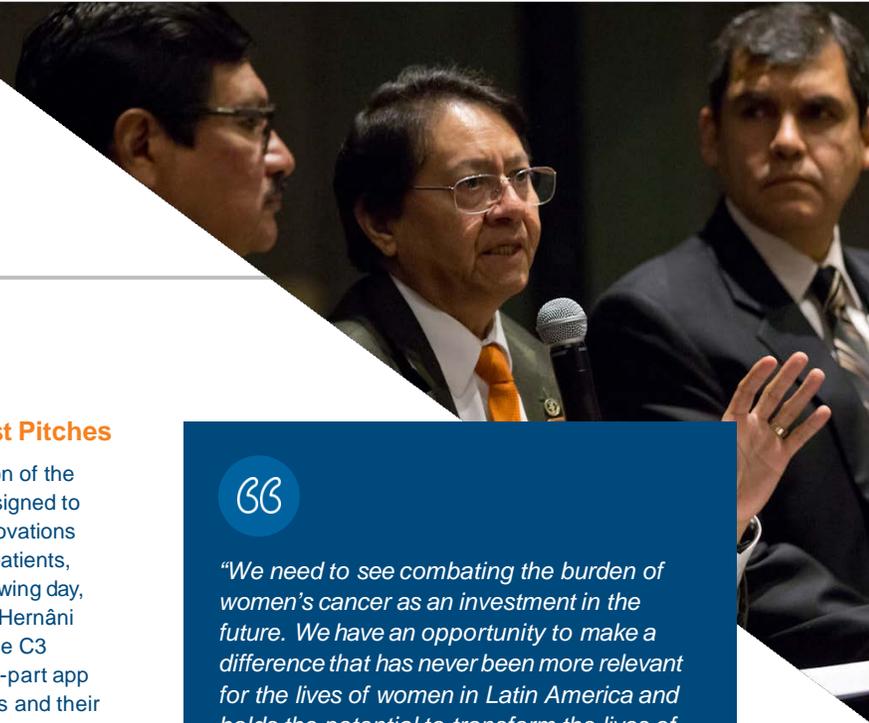
- For the first time, the World Summit of Leaders against Cancer was held in Latin America and Mexico was the host country. At this juncture, the Federal Government pronounced itself in favor of a public health policy that gives priority to cancer.
- President Enrique Peña Nieto announced that, in accordance with national priorities and international agreements; a Comprehensive Program for the Prevention and Control of Cancer in Mexico is being promoted, as a model of care to unify criteria, management methods and budgets for a timely investment with a comprehensive approach.
- It was highlighted that the National Cancer Registry, in charge of the Ministry of Health, is already being implemented, with which the number of patients, the situation of the pathology and the impact of resources to fight cancer will be known.

# Conclusions

- It was possible to bring together various key actors such as government, health institutions, medical community, civil society organizations and the pharmaceutical industry, as the main responsible in the fight against cancer
- The dialogue between international leaders was opened so that key cities, with more than one million inhabitants, could join the initiative of C / Can 2025, which will be one of the main topics to be discussed after the Summit: León in Mexico, will be proposed city.
- Commitments of federal, state, municipal governments, CSOs, businessmen, health professionals and key actors of cities, together to achieve these objectives.

## Showcasing partnerships

## and collaboration



Complementing the Summit programme, a number of official side sessions were organised from 13-15 November by the Summit hosts, partners and supporters to explore the future of cancer control and how we can tackle some of today's most pressing issues to achieve our shared goal of reducing premature mortality from cancer and non-communicable diseases (NCDs).

### Leadership in Action: Cancer control in Latin America

More than 40 CEOs (including Managing Directors, Secretary Generals and Director Generals) of UICC member organisations from 19 countries came together for this tailored half-day workshop designed to address specific opportunities and challenges cancer organisations in the regions face. It was an occasion for the sharing of expertise, best practices and strengthening regional networks across the cancer control spectrum.

### Mexican civil societies meeting on National Cancer Control Planning

The National Cancer Institute of Mexico (INCan) convened Mexican civil societies and other national stakeholders for a final workshop on "collaboration and engagement" of all sectors of society in establishing a National Cancer Control Plan and setting it as a national public health priority.

### Astellas Oncology C3 Prize Finalist Pitches

Astellas Oncology hosted the second edition of the C3 Prize competition, a global challenge designed to acknowledge and support non-medical innovations to improve the cancer care experience for patients, caregivers and their loved ones. On the following day, during the Summit's closing reception, Mr Hernâni Oliveira from Portugal was announced as the C3 Prize winner with his HOPE PROJECT, a two-part app developed to help paediatric cancer patients and their parents solve issues related to medication adherence and the sedentary lifestyle of children diagnosed with cancer.

### Looking ahead: How to deliver sustainable cancer care despite resource constraints

*Breakfast organised by Amgen*

The discussion kicked off with reflections on the need for urgent action to improve access to quality cancer prevention, early detection, and treatment and care services if we are to meet global targets on reducing premature mortality from cancer and NCDs globally. The point was made that to address cancer sustainably the whole health system needed to be strengthened. Tackling inefficiencies in financing is also critical to deliver better patient outcomes.

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*"We need to see combating the burden of women's cancer as an investment in the future. We have an opportunity to make a difference that has never been more relevant for the lives of women in Latin America and holds the potential to transform the lives of millions and millions of women."*

**Dr Arnold M. Baskies,**  
American Cancer Society

### Working locally to combat the burden of cancer in women in Latin America

*Breakfast organised by Merck*

Nearly 300,000 women die from cancer in Latin America each year. This not only places significant burden on health systems but also on patients and their families. This session highlighted how action to prevent, detect and treat women's cancer in the region poses significant challenges, but also brings with it fantastic opportunities for improved outcomes.

# Global impact on media



Articles until 27 November

**1,100**



Journalists who covered the Summit

**110**



Scope of Publications

**72,063,117,866**



International Coverage

**LATAM** Argentina, Bolivia, Brazil, Colombia, Costa Rica, Cuba, Ecuador, Dominican Republic, El Salvador, Guatemala, Nicaragua, Panama, Peru, Uruguay and Venezuela



Mentions of the UICC **37%**  
Mentions of the WCLS **63%**  
Mentions of INCan **46%**

**Worldwide** Bahrain, Cameroon, France, Germany, Egypt, UK, India, Italy, Japan, Kuwait, Malaysia, Morocco, Netherlands, New Delhi, Nigeria, Pakistan, Philippines, Portugal, Saudi Arabia, Singapore, South Africa, Spain, Romania, United Arab Emirates, USA



Publication cost value

**US\$1,528,234,827**

# Top Media WCLS 2017 México

