

# Using effective partnerships to mobilise resources for cancer control

Dr Cary Adams, Chief Executive Officer, Union for International Cancer Control



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

Strengthen  
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Deliver



Track 5 - Raising funds and attracting resources

Disclosure of interest: None declared

# Let's start by a definition...

An arrangement based on aligned interests that combines the complementary resources and competencies of organisations from different sectors (including business, government and NPOs) to generate maximum value in the fight against cancer, while creating value to the partners themselves.



# The Partnering Process

Steps to be taken in order to build an effective collaboration:

- Understand Alignment of Interest
- Agree on Overarching Vision
- Agree a Common Purpose/Mission
- Agree Specific Objectives/Activities
- Agree Resources, Roles and Responsibilities
- Structure the Partnership
- Sign a Partnership Agreement



# What Type of Partnership?



## DELIVERY

NPO works with a company to support its wellness programme



## LEVERAGE

Company provides resources – financial or in-kind – to the NPO to carry out a programme



## COMBINE TO INNOVATE

Partners combine their diverse resources to create new approaches and added value



## TRANSFORM

Multi-actor approach to tackle complex challenges through system transformation



# Session Speakers

- C/Can 2025: A truly multi-sectoral initiative to improve cancer services and define solutions at the city level

Susan Henshall, Union for International Cancer Control (UICC) (Switzerland)

- Improving patients' information about cancer registration: A MacMillan Cancer Support and Cancer Research UK collaboration

Michael Chapman, Cancer Research UK (United Kingdom)

- A first-of-its-kind initiative to address unmet needs in cancer care distribution

Neil Wildman, Director, Public Affairs, Oncology and Vaccines Lead, Asia Pacific, Pfizer Inc

- Engaging employees and raising funds for UICC members across Europe: the BMS Country to Country for Cancer Ride

Cathy Trzaskawka, Head, Global Advocacy, Bristol-Myers Squibb (USA)

# Common Challenges of Partnership

- Political alignment
- Building trust
- Cross sector collaboration
- Ownership of the partnership
- Scalability and Sustainability



# C/Can 2025: A truly multi-sectoral initiative to improve cancer services and define solutions at the city level

T5-13 : Using effective partnerships to mobilise resources for cancer control

Dr. Sue Henshall

Director, City Cancer Challenge



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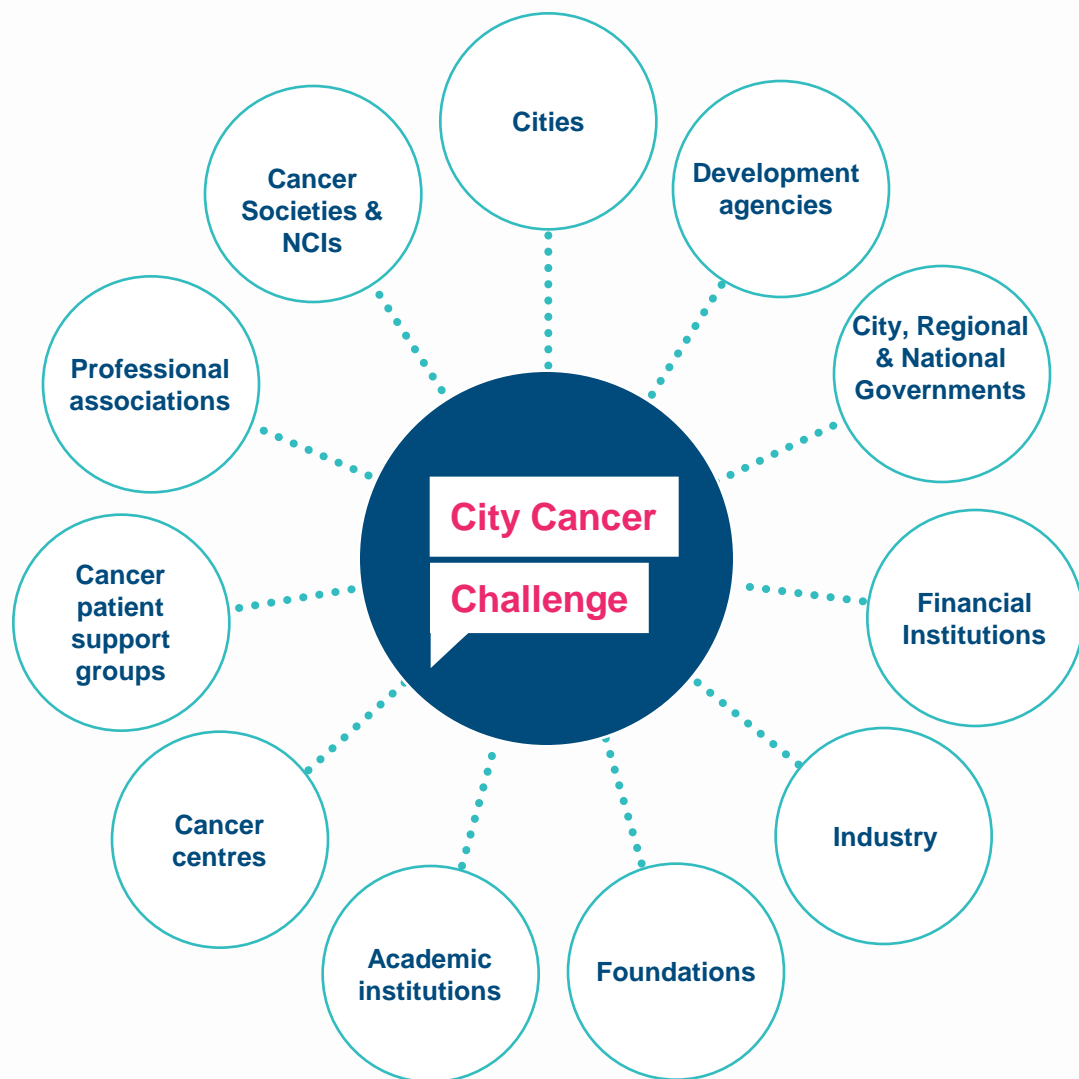
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T5-13

Disclosure of interest: None declared

# City Cancer Challenge



**Our mission is to build a collective movement of cities supported by a network of global and local partners to deliver quality, equitable and sustainable cancer treatment solutions for all.**



# What cities are agreeing to – Guiding principles

- To work with both the **public and private** sectors
- To take an **open, transparent and participatory** approach to decision-making and monitoring and evaluation of outcomes based on a set of mutually agreed key performance indicators and annual progress reporting
- To take a **patient-centred approach** to the evaluation, planning and implementation process whereby optimal support and care of a patient is at the centre of a comprehensive and sustainable cancer treatment solution
- To work closely with the **City Cancer Challenge global and regional** teams and receive counsel and guidance on the planning and implementation process

# C/Can 2025: A Truly Multi-stakeholder Initiative

The **UN Secretary General** highlighted C/Can 2025 as an example of successful public-private partnerships in his preparatory report for the 2018 UN High Level Meeting on Non-communicable Diseases (NCDs).

“Through C/Can 2025, the city of Kigali has the opportunity to deliver a more effective cancer treatment solution leveraging existing infrastructure at different levels of the healthcare system in the city, as well as a good partnership with stakeholders, particularly civil society, implementing cancer and NCD related activities.”

**-Patricia Muhongerwa, Vice Mayor in charge of Social Affairs, City of Kigali**

“As part of the C/Can 2025 initiative, the Valle del Cauca and city of Cali are working together with support from UICC to improve access to timely treatment and quality cancer care. Building on the commitments and attention that are being generated at a global level, the Valle del Cauca department and its capital city have a unique opportunity to become a model not only for the country, but for the Latin America region in the fight against cancer.”

**- Dr Maria Cristina Lesmes Duque, Departmental Secretary for Health, Valle del Cauca**

“Consensus building between the public and private sector is required to make lasting progress. Paraguay should use C/Can 2025 as a laboratory to then drive health system reform.” **-Santiago Peña, former Minister of Finance of Paraguay**



# REVIEW OF INFORMED CHOICE FOR CANCER REGISTRATION

**Michael Chapman**

Director of Information and Involvement  
Cancer Research UK

*on behalf of the review working group*

**Disclosure of interest: None declared**

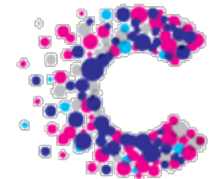


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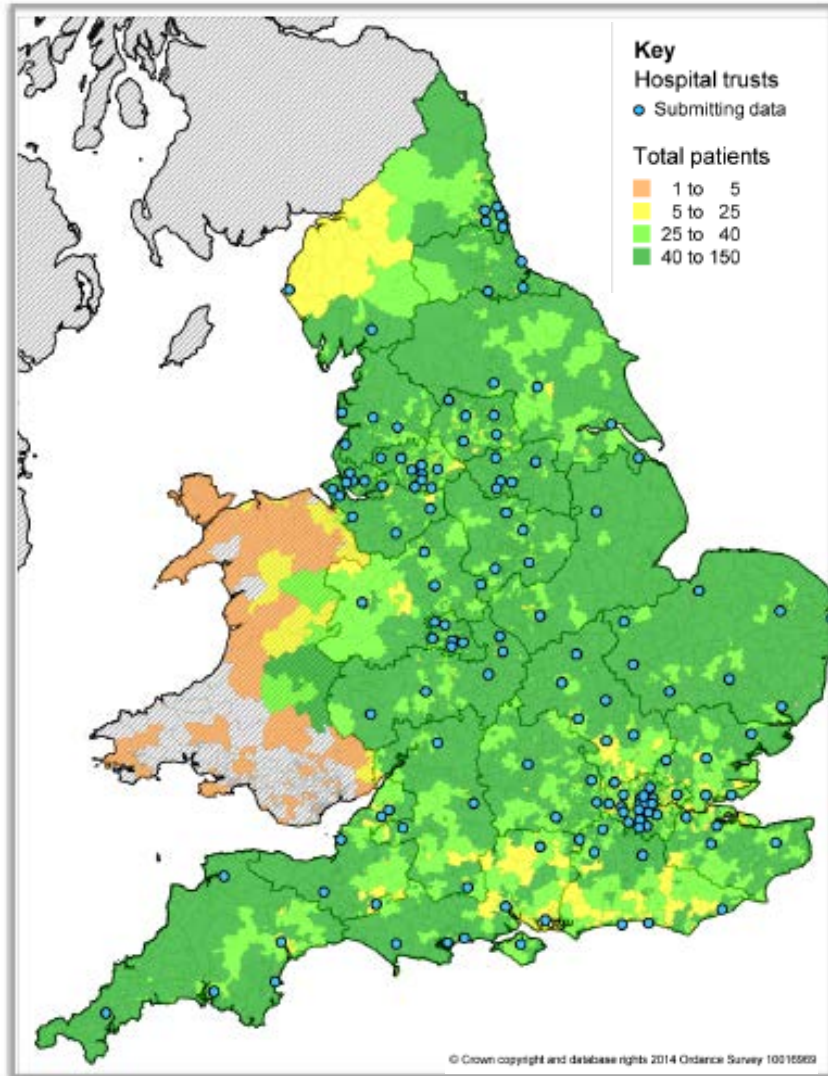


**MACMILLAN**  
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**CANCER  
RESEARCH  
UK**

# WITHOUT PATIENT TRUST, THE DATA COLLECTED BY THE NATIONAL HEALTH SERVICE GOES UNUSED



**Your confidential  
medical records  
for sale...at just £1**

**Mail**Online

**Is YOUR doctor sharing your medical details  
on WhatsApp? Majority of medics send  
texts and pictures of patient information -  
which 'could lead to data leaks'**

**2,000 NHS  
PATIENTS'  
RECORDS  
ARE LOST  
EVERY DAY**

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# THE UK'S LARGEST CANCER CHARITIES WORKED TOGETHER TO UNDERSTAND THE VIEWS OF PEOPLE AFFECTED BY CANCER ON THE USE OF THEIR DATA

**1,400** people affected by cancer

**340** health professionals

**1,000** members of the public

**20** cancer charities



# PEOPLE KNOW IT'S IMPORTANT TO USE DATA, BUT WANT TO KNOW HOW IT'S USED – 'NO SURPRISES'

## When we asked people affected by cancer:

**85%** agreed that we should collect data about cancer patients when given a description of how it is used.

**66%** were in favour of a model where data is collected automatically and the patient can choose to remove it.



I was not told and although I have no problem with it many people would and I feel it is a violation of trust/privacy if this information is not explained – a patient



I did not know that I had been on the Cancer Register for 18 years, but I am delighted that such a register exists – a patient



Transparency is essential so that patients can have confidence in how their data is used – a patient

# WE PROVIDED A SET OF RECOMMENDATIONS THAT ARE NOW BEING USED TO IMPROVE AWARENESS

Ambition	Recommendation
Awareness of the cancer registry is significantly improved among people with cancer.	<i>1 Hospital trusts should be accountable for ensuring that patients are made aware of the cancer registry and their ability to opt-out, at the earliest appropriate time after diagnosis.</i>
Information provided about the cancer registry is accessible and tailored to relevant audiences.	<i>2 There should be multiple channels through which people affected by cancer can find out about the registry and all communication materials need to be tailored to the relevant audiences.</i>
Awareness of the cancer registry is significantly improved among health professionals.	<i>3 All healthcare staff that directly interact with people affected by cancer (including support staff and health professionals in primary care and palliative care) should be able to answer basic questions about the registry and signpost to further sources of information.</i>
Processes for providing people affected by cancer with information about the cancer registry should be measurable.	<i>4 The implementation of local and national awareness raising strategies should be measurable.</i>
The general public are more aware of how healthcare data, including cancer data, is used and shared by the NHS and others.	<i>5 General awareness of how the NHS uses healthcare data, including cancer data, should be improved</i>

# PARTNERSHIP WORKING HAS POSITIVES AND CHALLENGES, BUT WE ACHIEVE MORE TOGETHER

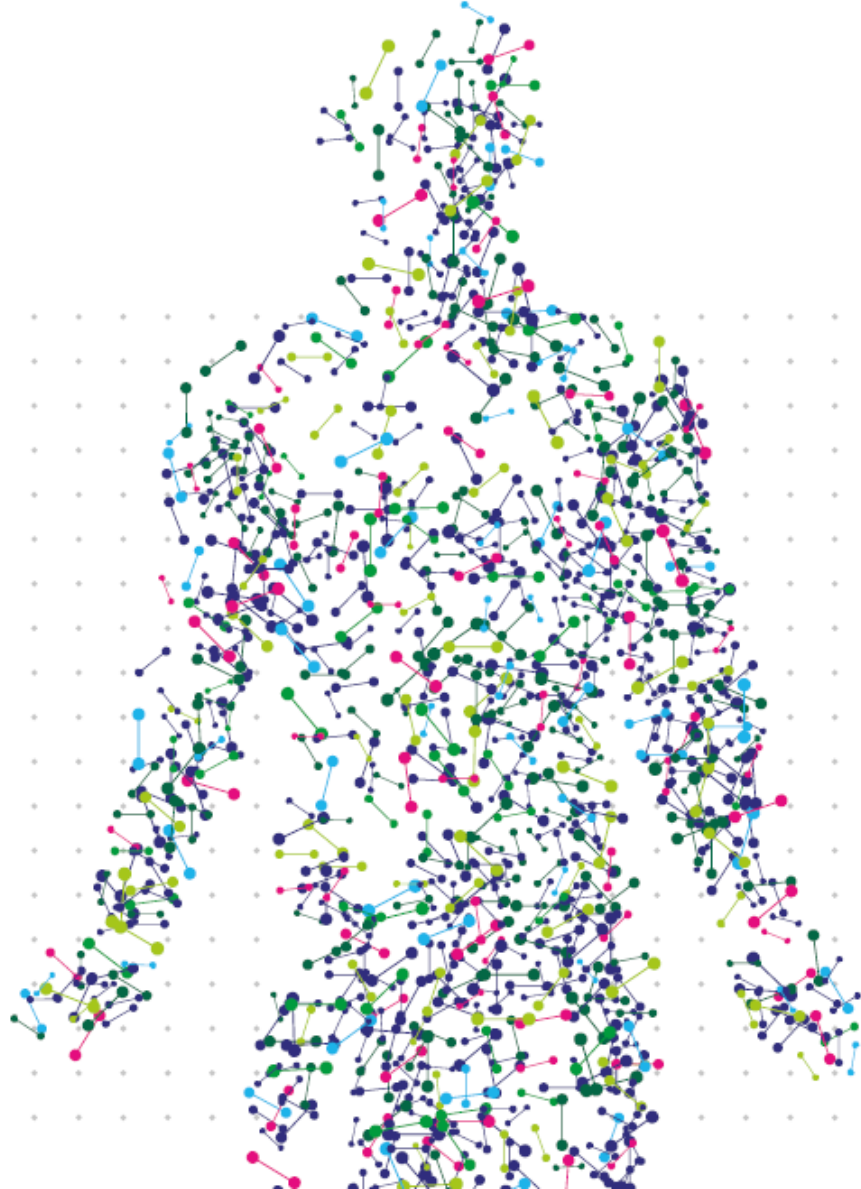
## POSITIVES

- We bring complementary skills and resources.
- Sharing costs, staff and those skills let us do more.
- Speaking with one voice makes people sit up and listen.
- Our relationship is stronger as a result and close working on these issues has continued.

## CHALLENGES

- Decision making becomes more complex through (necessary) consultation.
- Who owns relationships and data that emerge?
- Contracting with suppliers (and each other) takes time.
- Teams need to adjust from competition to collaboration.





# THANK YOU!

[WWW.CRUK.ORG/CANCER-REGISTRATION](http://WWW.CRUK.ORG/CANCER-REGISTRATION)

[WWW.MACMILLAN.ORG.UK/CANCER-REGISTRATION](http://WWW.MACMILLAN.ORG.UK/CANCER-REGISTRATION)

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saving the lives  
of people with  
blood cancer

**Bloodwise**  
Beating blood cancer since 1960



\*use MY data



**Brain Tumour  
Research**  
Together we will find a cure

**breast  
cancer  
care**



independent cancer patients' **voice**  
[www.independentcancerpatientsvoice.org.uk](http://www.independentcancerpatientsvoice.org.uk)



National Data  
Guardian



**Lymphoma  
association**

*maggie's*

br**instrust**  
the brain cancer people



Department  
of Health



ovarian  
cancer **action**

Pancreatic  
Cancer  
UK



**cancer52**  
the common voice  
for less common cancers



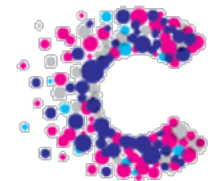
Public Health  
England



The **BRAIN  
TUMOUR  
CHARITY**

THE  
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# Using Effective Partnerships To Mobilise Resources For Cancer Control

Organised by the Union for International Cancer Control



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Track 5 - Raising Funds And Attracting Resources

Disclosure of interest: None declared

# **Seeding Progress and Resources for the Cancer Community: Metastatic Breast Cancer Challenge (SPARC mBC Challenge) - - A First-of-its-kind Initiative**

Neil Wildman

Director, Therapeutic Area Public Affairs

Oncology and Vaccines Lead, Asia Pacific

Pfizer



Neil to provide headshot

# Seeding Progress and Resources for the Cancer Community (SPARC): mBC Challenge

## BACKGROUND

While breast cancer is the most common cancer for women globally, there **remains a need to better support these women**. This is particularly true for those with metastatic disease -- the most advanced stage of breast cancer that currently has no cure, and where fewer patient and community resources are available compared with early-stage breast cancer.

## OVERVIEW

- The SPARC MBC Challenge was established to fund new projects in countries around the world that **support women with an MBC diagnosis**
- Awardees were **selected through a competitive application process overseen by an external, multidisciplinary selection committee** formed by UICC and chaired by Dr. Fatima Cardoso (Champalimaud Cancer Center)
- Since 2015, the SPARC mBC Challenge has supported **40 organizations in 30 countries**

## CAPACITY BUILDING

- Awardees were given additional opportunities to support their granted projects. These include but not limit to:
  - **Participate and engage at international events**
  - **Access to online and face-to-face SPARC Master Course and SPARC workshops at conferences**
  - **Mentorship and best practice sharing from previous awardees and international experts**

# Global Overview: SPARC mBC Challenge

## Wave 1 - 2015

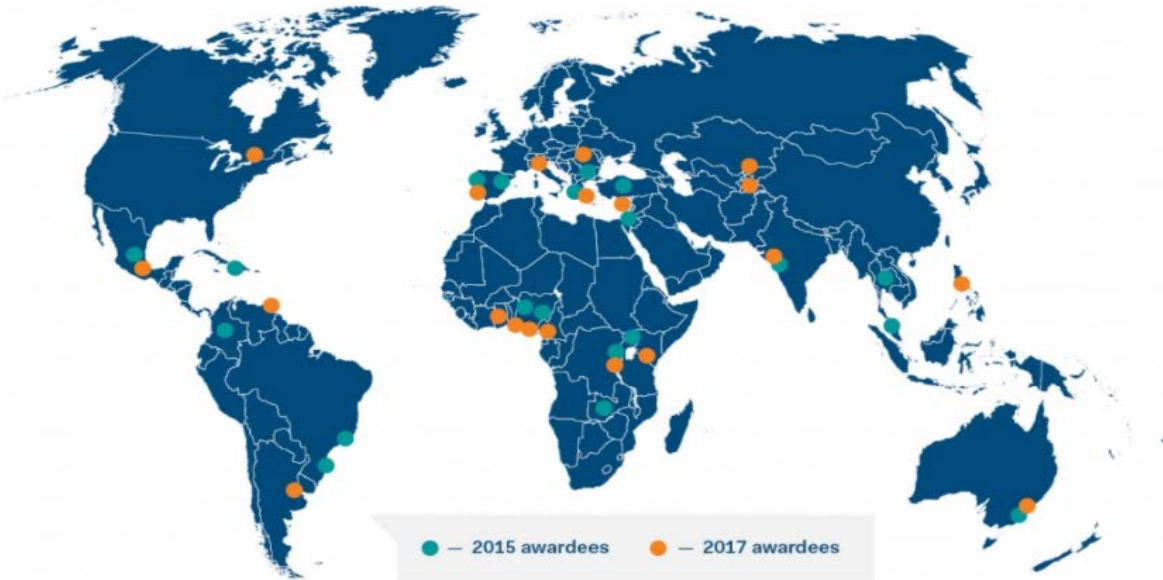
**80+** applicants  
**46** countries

*89% of the projects complete*

## Wave 2 - 2017

**80+** applicants  
**42** countries

*5% of the projects complete with  
65% implemented*



**40 Total Global Awardees**

**\$1.3M** in cumulative  
funding

- The SPARC awarded programs **have exceeded expectations across the global mBC community**
- As of July 2018, the awarded programs have supported directly and indirectly more than **127,000 patients** and **raised awareness via news and social media channels**
- Through the SPARC mBC Challenge, the **global breast cancer community has come together** to address key issues through various **social movements for positive change in MBC**



SPARC Has Made an Unprecedented Impact for Patients Around the World, Addressing Key Priorities for the Global mBC Community

8,325 mBC patients reached\* through patient support groups, community engagement and online forum interactions

\*Estimates suggest over 127,861 BC patients reached overall

ADDRESSING KEY GAPS

INFORMATION & AWARENESS

3,638 resources produced

including videos, podcasts, training kits & awareness materials

SUPPORT

65% of the projects supported have a component that contributes to enhancing patient care

including support groups, patients' case management enhancement, or psychosocial support

HEALTH SYSTEMS

1,818 healthcare professionals trained to better take care of patients' needs

Collaborated with 491 organizations globally

POLICY

Several projects aimed at influencing national policies, including advancing national cancer planning, increasing access to medicines through the essential medicines list or influencing the passing of laws for cancer control

# Awardees Identified Several Impactful Program Benefits

Connection with UICC

ABC conference  
attendance

Seed funding

WCC attendance

Visibility for their organizations

\*Top five benefits identified based on a survey of wave 1 and 2 SPARC grantees conducted in July 2018, who were asked to rate from 1 (low) to 5 (high) the value of 8 benefits from being part of the SPARC initiative. 20 responses were received.





*"This was my chance to show my support for those battling cancer. Some have fought the battle and won, others have not been so lucky, and others are fighting the battle of their lives. For these people, I will fight through this" C2C4C Rider*

# Country 2 Country 4 Cancer Ride C2C4C

Increasing Impact and Reach

Cathy Trzaskawka, Head, Global Advocacy



Bristol-Myers Squibb



# C2C4C 2018: 4,000 Km to support cancer organisations across Europe



- BMS is a long standing partner of the **Union for International Cancer Control - UICC** - the largest and oldest cancer fighting organisation in the world with over 1050 members across 164 countries
- After two successful C2C4C rides in 2016 and 2017 organised in partnership with UICC, BMS launched the 3<sup>rd</sup> European edition in 2018
- Approximately 80 European BMS employees completed over 4,000 km across Europe to raise funds for cancer patients and support a national UICC member in each country

66

*"We are very proud to work hand in hand with our partner BMS on this exciting initiative for the second year. For this edition, we successfully engaged key UICC members across Europe as main beneficiaries to increase promotion of the ride within their local communities, amplify the fundraising objectives, and ultimately make the ride more impactful for cancer patients. We truly feel honoured to be part of this project and we thank BMS, the committed riders, and the UICC member organisations for working together to achieve our common goal and accelerate the fight against cancer."*

**Cary Adams, Chief Executive Officer, Union for International Cancer Control (UICC)**



# 2017 Success Story: BMS employees raise funds for UICC members

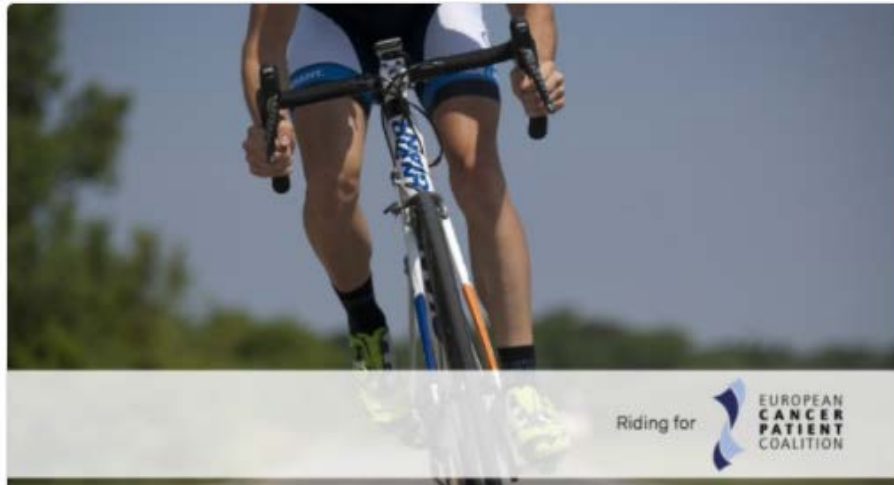
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- 2017 saw the great involvement of **8 key UICC member organisations** who have benefitted from the fundraising efforts of the different BMS riding teams
  - Aktiv Mot Kreft
  - Cancer52
  - Cent pour Sang La Vie
  - Cris Cancer Foundation
  - European Cancer Patients Coalition - ECPC
  - German Cancer League - Deutsche Krebsgesellschaft
  - Italian association for cancer patients, relatives and friends – AIMaC
  - Swiss Cancer League - Krebsliga
- Approximately **USD 100K have been raised** with funds being used to support local activities aimed to reduce the cancer burden in their country

# 2017 Success Story: examples of engagement from UICC members

 **ECPC** @cancereu · 1d  
Country 2 Country 4 Cancer ride 2017 by @bmsnews & @uicc - support ECPC  
at [fundrazr.com/C2C4C-ECPC](https://fundrazr.com/C2C4C-ECPC)  
#C2C4C #crowdfunding #ECPC2017



 **Cancer52** @Cancer52org · 31 ago 2017  
In risposta a @cancereu, @bmsnews e @uicc  
looking forward to working on this. Funds raised on UK leg of ride supports work of @Cancer52org #C2C4C #r&lcc



AIMaC fornisce informazioni personalizzate e offre sostegno psicologico ai malati di cancro, alle loro famiglie e ai loro amici.

BB

*"Cancer52 was thrilled to be invited by UICC to be a partner in this ride, undertaken by so many dedicated bike riders from within the BMS team. We worked very happily alongside BMS in promoting the ride on social media and through our networks and we were very proud to be invited to the BMS employee event at their office in London on 25 September to welcome the riders home. This is a fantastic contribution to a small charity like us and will go towards our work on ensuring that the recommendations within the NHS England Cancer Strategy that are particularly relevant to rare and less common cancers are met."*

Jane Lyons, CEO of Cancer52 - a UICC member focusing on rare cancers in the UK

BB















The BMS Bike riders with Cary Adams, UICC CEO, Jane Lyons, CEO of Cancer52, Ben Hickey, BMS General Manager UK & Ireland, and Murdo Gordon, BMS Chief Commercial Officer



# 2018 Ride: Fundraising model

Like 2017, BMS riders were organised in different country teams. Each country team did fundraising for a national UICC member

			UICC Member UK	Funds raised £ 30,000
			UICC Member Spain	Funds raised € 30,000
			UICC Member Germany	Funds raised € 30,000
			UICC Member France	Funds raised € 30,000

- Each UICC member will receive the funds gained through their own fundraising efforts
- UICC will transfer money fundraised by each country team to the respective organisation

# 2018 Ride: Operating model

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## BMS's Responsibility

Responsibilities: overall organisation of the ride and global promotion

1. Designate preferred UICC members as partners for the ride
2. Review and approval of the fundraising platform
3. Work ahead with UICC to determine the important features of the platform
4. Share overall communication strategy and fundraising events
5. Provide in-kind support/assistance when needed

## UICC's Responsibility

Responsibilities : global fundraising coordination, promotion among the cancer community

1. Selection of the fundraising platform
2. Pre-selection of UICC members
3. Coordination of the overall fundraising process/financial aspects and reporting
4. Coordinating and supporting BMS/ Members communication/promotion efforts
5. Main ongoing contact for BMS

## UICC Member Responsibility

Responsibilities : local fundraising and promotion

1. Support UICC with all information needed to set-up the platform
2. Promote the ride within its community and network
3. Issue a donation/tax certificate in case it is requested from donors

# Fundraising Platform:



## C2C4C ride - Support Cancer52

**£13,834** raised

265 contributors

0 days left

Ended Oct 26, 2017

Riding for **cancer52**

More (2)

by C2C4C ride - Team UK/Benelux (Includes Lindsay Hall, Wendy Lloyd-Goodwin and 8 others)

Pays to Cancer52 - Keep it all - London, GB - Contact campaign

As part of the 2017 Country 2 Country 4 Cancer ride organised by Bristol-Myers Squibb, the Team UK/Benelux will raise funds for Cancer52 - a member of UICC - by riding approximately 720km across UK and Northern France in 3 days.

Share Tweet Share Email Link More

Like 367 Follow Meet the team Join the team Report campaign

"FundRazr is a highly valuable platform offering a perfect setup for running successful fundraising campaigns. It is flexible, operates internationally, offers multiple creative solutions for various organizational tasks and has a powerful social media toolset for promoting the campaigns. We look forward to working together again!"



Lorenzo Boffi, *Partnership Development Manager*  
Union of International Cancer Control (UICC)

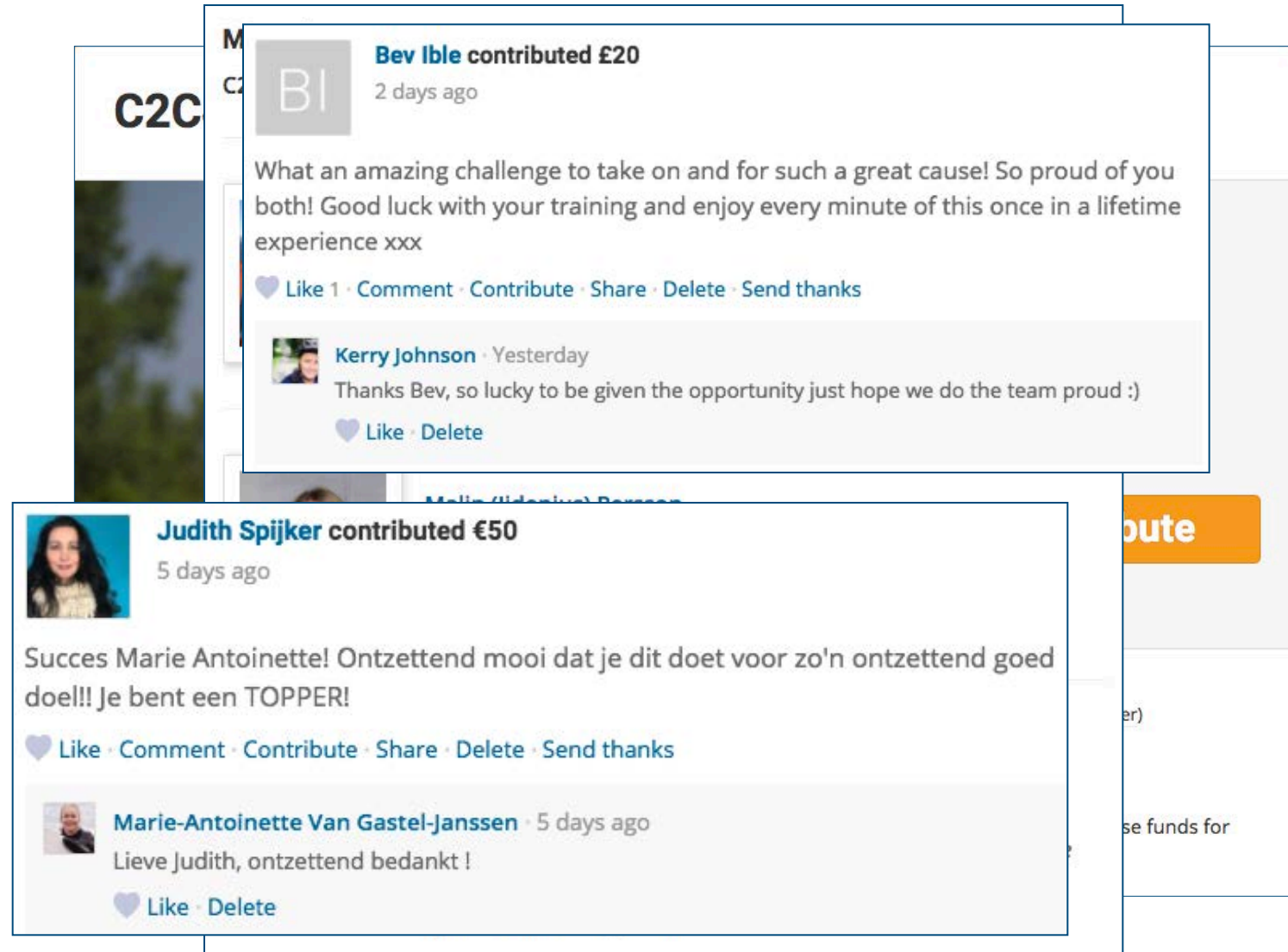
- Simple, flexible and free to start
- Built-in sharing features to engage supporters and grow funding via social networks and email.
- Monitoring and reporting on fundraising efforts made available on the platform
- Easy and secure payments by PayPal or credit card
- Donations are made available in different currencies (USD, EURO, GBP, CHF, etc)



# Fundraising platform:



- A fundraising page per organisation
- Team members featured
- Great opportunities of interaction and social media sharing



# 2018 Ride Overview

- Bristol-Myers Squibb employees from across Europe rode over 3,600 km from Germany to the UK. They rode through Switzerland, Italy, France and Spain, all to raise funds for cancer research and organisations that support cancer patients in Europe
- **By the numbers:**
  - 9 Markets
  - 14 Countries
  - 81 Riders
  - 3,600 kilometers
  - 6 countries traversed
  - 21 days riding
  - 5 month of training



# C2C4C Mission

Our riders are motivated by a unifying purpose:

*Helping cancer patients to be able to create  
and share more treasured memories with those they  
love.*

**This year's fundraising is still  
underway and will be  
announced soon by BMS!**



