

**LIVESTRONG**  
GLOBAL CANCER  
SUMMIT



August 24–26, Dublin, Ireland

## MEDIA AGENDA

### Agenda Overview

The LIVESTRONG Global Cancer Summit is a landmark event bringing together world leaders, corporations, non-governmental organizations and individuals to spotlight their collective commitment to the global fight against cancer. The three-day event is a platform for participants to share their unique experiences, stories and commitments to the fight against cancer as we create a sustained movement that changes the course of cancer in history.

### SUNDAY, August 23, 2009

1:00–5:00pm Registration, *Bewley's Hotel Lobby*

### MONDAY, August 24, 2009—Addressing the Cancer Burden

By 2010, cancer is projected to be the leading cause of death worldwide. Yet, cancer is one of the most preventable and curable of the major life-threatening diseases facing the world today. The first day of the Summit will make the case for acting urgently to address the global cancer burden and introduce new commitments to cancer control by bringing together world leaders, corporations, non-governmental organizations and advocates in an unprecedented show of solidarity.

8:00–9:00am Registration, Media Center, *Merrion Room*  
Breakfast, *Industries Hall*

9:00–9:30am **Opening Session, Welcome with Lance Armstrong, Main Hall**

9:30–10:30am **Panel #1: Understanding the Global Impact of Cancer.** Panelists will discuss how cancer affects individuals, families, communities and governments from a personal, economic and societal perspective, *Main Hall*

**NOTE: Availability for media interviews with panel members immediately following each panel session during the Summit in the Media Center (Merrion Room).**

#### Participants:

Dr. Sanjay Gupta, Medical Correspondent, CNN (Moderator)

Dr. Werner Burkart, Deputy Director General, International Atomic Energy Agency

Dr. John Seffrin, Chief Executive Officer, American Cancer Society

Dr. Christopher P. Wild, Director, International Agency for Research on Cancer

Lynn Faulds Wood, President, European Cancer Patient Coalition

- 10:30–11:30am **Panel #2: Government Action.** Current and former government leaders representing governments from around the world voice their support for greater attention to the global cancer burden and taking action through, commitments to new programs, policies and partnerships to reduce its impact, *Main Hall*
- Participants:  
 Doug Ulman, President and Chief Executive Officer, LIVESTRONG (Moderator)  
 Lance Armstrong, Founder and Chairman, LIVESTRONG  
 His Excellency Faisal A. Al-Fayez, Former Prime Minister, Jordan  
 His Excellency Olusegun Obasanjo, Former President, Nigeria  
 The Honorable Alojz Peterle, Member of European Parliament
- 11:30–1:15pm **Lunch Session, Tobacco: A Smoking Gun in the Cancer Epidemic,** Delegates meet for lunch and to learn more about tobacco’s link to cancer and the path forward in advancing tobacco control, *Industries Hall*  
 Prof. Judith Mackay, Senior Advisor, World Lung Foundation, and Senior Policy Advisor, World Health Organization
- 12:00-12:30pm **Media Briefing: Global Burden of Cancer Report,** *Merrion Room*
- Participants:  
 Doug Ulman, President and Chief Executive Officer, LIVESTRONG  
 Hana Ross, American Cancer Society  
 Richard Stein, Economist Intelligence Unit
- 1:15–2:15pm **Panel #3: Balancing Health Priorities and Government Resources.** Ministers of Health from around the globe discuss the challenges of addressing cancer amidst other public health threats facing their populations and present their experiences in affecting positive change, *Main Hall*
- Participants:  
 Dr. Ala Alwan, Asst. Director-General, Noncommunicable Disease and Mental Health, World Health Organization (Moderator)  
 His Excellency Dr. Abdullah Al-Rabeeah, Minister of Health, Saudi Arabia  
 The Honorable Dr. José Ángel Córdova Villalobos, Secretary of Health, Mexico  
 His Excellency Dr. Hatem El-Gabaly, Minister of Health, Egypt  
 The Honorable Mary Harney TD, Minister of Health and Children, Ireland  
 The Honorable Laurette Onkelinx, Minister of Social Affairs and Public Health, Belgium
- 2:15–2:45pm **Presentation of World Cancer Declaration Signatures to the International Union Against Cancer,** *Main Hall*  
 Dr. David Hill, President, International Union Against Cancer (UICC)
- 2:45–3:45pm **Panel #4: Answering the Call, Making New Commitments to Cancer Control.** Representatives from government, multilaterals and NGOs from around the globe discuss the translation of cancer control strategies into commitments to the fight against cancer, *Main Hall*

Participants:

Andy Miller, Executive Vice President, Mission, LIVESTRONG (Moderator)  
Prof. Jim Bishop AO, Chief Medical Officer, Australia  
Dr. Kisito Sheku Doah, Acting Chief Medical Office, Sierra Leone  
Prof. Alexander Eggermont, President, European CanCer Organisation  
Prof. Hamid Ghodse, Past President, International Narcotics Control Board

3:45–4:15pm

Break

4:15–4:45pm

**A Conversation about Corporate Social Responsibility.** Lance Armstrong and corporate executives discuss the role of the private sector in changing the course of the cancer epidemic, *Main Hall*

Participants:

Lance Armstrong, Founder and Chairman, LIVESTRONG (Interviewer)  
Mark Parker, Chief Executive Officer, Nike  
Jonathan Thomas, President and Chief Executive Officer, American Century Companies, Inc.  
Caroline Roan, President, Pfizer Foundation

4:45–5:00pm

**Call for Global Social Change with Lance Armstrong and Doug Ulman, *Main Hall***

6:30pm

**Dinner with Featured Speaker, *Industries Hall***

Dr. John Seffrin, Chief Executive Officer, American Cancer Society  
Lorena Rojas, Mexican-Born Actress/Singer & Cancer Survivor

**TUESDAY, August 25, 2009–Unity & Collaboration**

Day two of the Summit focuses on the key role that unity and collaboration play in addressing the cancer burden. The day will explore how governments, corporations, non-governmental organizations and advocates can come together to address cancer.

8:00–9:00am

**Media Briefing: The World Tobacco Atlas, *Merrion Room***

Participants:

Dr. John Seffrin, Chief Executive Officer, American Cancer Society  
Prof. Judith Mackay, Senior Advisor, World Lung Foundation, and Senior Policy Advisor, World Health Organization

9:00–10:30am

**Breakfast Briefing: Global Economic Impact of Cancer.** Unveiling of a new report commissioned by the Lance Armstrong Foundation on the growing economic and social impact of cancer worldwide and the current global investment in fighting this disease, *Industries Hall*

Participants:

Doug Ulman, President and Chief Executive Officer, LIVESTRONG (Moderator)  
Dr. Montserrat Meiro-Lorenzo, Senior Public Health Specialist, Human Development Network, World Bank

- 10:30–11:55am      **Working Session 1: Leadership.** Methods and models of achieving leadership in the cancer community to create change, *Main Hall*
- Participants:  
 Prof. Tom Keane, National Cancer Control Programme of Ireland (Moderator)  
 Harmala Gupta, CanSupport  
 Samir Khleif, National Cancer Institute (NCI)  
 Mohamed Shaalan, Breast Cancer Foundation of Egypt
- Note: Each Working Session will include a panel introduction, small group discussions and presentation of discussion outcomes.*
- 11:55–1:40pm      **Lunch Session, Collaboration for Transformation: Putting Commitments to Work,**  
*Industries Hall*  
 Dr. Paul Farmer, Co-Founder, Partners in Health  
 Felicia Knaul, Chief Economist, Mexican Health Foundation  
 Dr. Lawrence N. Shulman, Chief Medical Officer and Senior Vice President for  
 Medical Affairs, Dana-Farber Cancer Institute
- 1:40–3:05pm      **Working Session 2: Reach.** Engaging individuals and communities to drive social change, including fostering partnerships and grassroots support to extend reach, *Main Hall*
- Participants:  
 Dr. Luis Fernando de Barros Correia, Radio CBN (Moderator)  
 Brother Charles Anthony, The Ormylia Foundation  
 Pat Kelly, Campaign to Control Cancer  
 Gabriel Madiye, The Shepherd’s Hospice Sierra Leone  
 Kim Thiboldeaux, The Wellness Community
- Note: Each Working Session will include a panel introduction, small group discussions and presentation of discussion outcomes.*
- 3:05–3:30pm      Break
- 3:30–5:00pm      **Working Session 3: Innovation.** Focus on commitment activities and strategies that embody innovative approaches to cancer control, *Main Hall*
- Participants:  
 Dr. Tami Hultman, AllAfrica Global Media/allafrica.com (Moderator)  
 Dr. Jean Anderson, Jhpiego  
 Dr. Ian Garbett, University of Papua New Guinea  
 Letha Sandison, Wrap Up Africa  
 Prof. Michael Silbermann, Middle East Cancer Consortium

*Note: Each Working Session will include a panel introduction, small group discussions and presentation of discussion outcomes.*

**WEDNESDAY, August 26, 2009–Mobilization**

The final day of the Summit focuses on understanding and overcoming stigma, and harnessing the power of storytelling and digital media to mobilize global action in the fight against cancer. At the end of the day, Lance Armstrong will issue a global call-to-action against cancer as the culmination of the Summit.

8:00–9:30am           **Breakfast Briefing: Stigma.** Panel discussion about the stigma and silence that can accompany a cancer diagnosis, *Industries Hall*

Participants:

Greg Donaldson, American Cancer Society (Moderator)  
Dr. Xishan Hao, Chinese Anti-Cancer Association  
Rick Lyke, Pints for Prostates  
Dr. Alejandro Mohar, Instituto Nacional de Cancerologia  
Molebatsi Pooe-Shongwe, BreastSens  
Dr. M.R. Rajagopal, Trivandrum Institute of Palliative Care

9:30–11:30am       **Powerful Digital Storytelling.** A three-phase workshop to provide delegates with the inspiration, structure and tools to empower them to fulfill their commitments, including how to tell the story of their mission in a compelling way and spread their message through available, low cost technologies, *Main Hall*

Participants:

Thomas Crampton, Digital Media Specialist (Moderator)  
Jeremy Heimans, Purpose Campaigns (Moderator)  
Adam Garone, Movember Foundation  
Dr. Mateus Kambale Sahani, AGIR ENSEMBLE  
Maria Carla Sison, ICanServe Foundation

11:30–12:00pm      **Global Cancer Call-to-Action with Lance Armstrong and Doug Ulman,** *Main Hall*

12:00–12:30pm      **Media Briefing, LIVESTRONG Movement: Global Action Against Cancer,** *Merrion Room*  
Lance Armstrong, Founder and Chairman, LIVESTRONG  
Doug Ulman, President and Chief Executive Officer, LIVESTRONG  
The Honorable Mike Rann, Premier, South Australia

12:30–1:00pm       Lunch, *Industries Hall*

*All activities take place at the Royal Dublin Society (RDS) unless otherwise noted.*