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A WORLD WITHOUT CANCER

LIVESTRONG Global Cancer Campaign and Summit  
2009

LIVESTRONG

## LIVESTRONG GLOBAL CANCER CAMPAIGN AND SUMMIT

*Cancro. Kanker. Cancer.* The word itself can stir up feelings of fear and images of loss in those who come in contact with the disease personally. In any language and in every corner of the globe, cancer is one of the most serious looming public health threats facing governments, economies, individuals and healthcare systems. It differs from place to place, and affects people in different ways. But one thing is certain – the fight against cancer requires leadership and immediate action.

Why?

Because by 2010, cancer is projected to become the leading cause of death worldwide – claiming more lives than AIDS, malaria and tuberculosis combined. The death toll is set to rise dramatically in the coming decades. These projections are

both shocking and tragic because cancer is one of the most preventable and curable of the major life-threatening diseases facing the world today. Thirty percent of cancers are preventable, and one-third of cancers are treatable if detected early.

But statistics and numbers reveal only part of the story. The faces and experiences of cancer survivors, their families, friends and communities tell the rest.

For more than 10 years, **LIVESTRONG** has partnered with other nonprofit cancer organizations and committed

“Among the attendees from 65 countries were people who came with their own special story of their cancer. It was sobering to meet them and to hear how they were fighting back in many cases through setting up their own organizations, often with meager resources, to advocate on behalf of and to reach out to others affected by cancer. These people are silent heroes. I cannot stop thinking about them, and reflecting on how the Global Summit gave them a voice.”

– John McCormack  
Chief Executive Officer,  
Irish Cancer Society

advocates to make cancer a national priority in the United States. Recent research has shown that there are now 28 million people throughout the world who experience delayed diagnosis and suffer in isolation from cancer because of lack of awareness and widespread misconceptions that result in a terrible social stigma related to this disease.

In an urgent effort to address this growing burden of cancer around the world, we committed to take action by launching the **LIVESTRONG** Global Cancer Campaign at the 2008 Clinton Global Initiative Annual

Meeting. This commitment spurred activities in countries from Australia to Mexico to Italy throughout the year – bringing the message of hope and collective action against cancer to each location the campaign traveled.

Our commitment resulted in the landmark 2009 **LIVESTRONG** Global Cancer Summit, which brought together more than 500 world leaders, corporations, non-governmental organizations and advocates who are all working to reduce the burden of cancer in their own countries and communities.



## LIVESTRONG GLOBAL CANCER SUMMIT

The global cancer burden requires a global, collaborative response. During August 24–26, 2009, an unprecedented gathering of 500 delegates representing more than 65 countries occurred in Dublin, Ireland, at the LIVESTRONG Global Cancer Summit.

This Summit provided a platform designed to advance the global fight against cancer. Delegates were selected for their significant commitments to the cause. Discussions addressed every aspect of the cancer experience and the changes necessary to fight cancer around the world. People representing the smallest NGOs from Africa stood shoulder-to-shoulder with world leaders, underscoring the importance of unity and collaboration. Just as cancer respects no borders or socioeconomic divisions, the response will come from leaders and individuals around the world.

The Summit included presentations and roundtable discussions and highlighted the leadership, reach and innovation of non-governmental organizations, corporations and individuals in their commitments and actions in the fight against cancer. Delegates offered thoughts and questions for panels, and their roundtable discussions were analyzed to define overarching Summit themes.

### Day 1

- World leader commitment presentations
- Presentation of World Cancer Declaration 2008 signatures
- Plenary sessions on the worldwide cancer burden and global call to action
- Conversation on corporate social responsibility

### Days 2 and 3

- Briefings on the economic impact of cancer and stigma
- Roundtable and panel discussions
- Grassroots training sessions
- Personal action commitments

### A Path Forward through Unity

During the Summit, this LIVESTRONG statement of unity was put forth as a roadmap to guide our actions as we strive to reverse the course of the cancer epidemic and reduce the burden of the disease:

We face a looming public health crisis as cancer becomes the leading cause of death worldwide. Cancer strikes without respect for political borders, age or socioeconomic status and manifests differently from place to place. It is a global problem that requires collective action via a global movement to change the course of the disease. A failure to act is indefensible—the human and economic costs are too high. And patients and survivors around the world cannot wait for action. From today forward, advocates, governments, the development community and the private sector must collaborate to realize new and effective policy, programmatic and investment solutions.

As a result of attending the LIVESTRONG Global Cancer Summit, the following percentage of our survey respondents agreed

96% are better able to share their story.

97% developed a deeper level of understanding about the issues related to cancer.

97% learned something or met someone that will help them accomplish their goals.

99% are more aware that they are an important part of the global fight against cancer.

99% made connections they will maintain with other NGOs and advocates.

100% feel empowered with new ways of engaging others in the global fight against cancer.

“We were all aware of the need to make cancer a global priority but, during the Summit, we actually started to believe that this is possible.”

—Snezana Bosnjak, Serbia



The following four priority actions were reinforced and celebrated throughout the Summit in the words of speakers, in roundtable discussions and in stories told by participants and the media. **LIVESTRONG** supports these priority actions as a roadmap to making cancer a global priority:

### National Cancer Plan Development

Every government should develop and adopt a national cancer plan—a coordinated strategy, goals and timeline for addressing the burden of the disease within their borders. Regional and supranational organizations should seek to coordinate efforts across borders.

National cancer plans will specifically identify the needs of each country and forge the appropriate solutions and strategies. The global cancer community must provide support and work together to ensure plans are created and executed. Three key components must be integrated into every national cancer plan to ensure their effective implementation:

1. Identification of the role of each stakeholder group with strategies, goals, action steps and a timeline to ensure the plans move forward and that progress is accurately assessed.
2. Distribution of national cancer plans should include an educational component, such as well-known spokespeople and advocates with personal stories, to inform people throughout the country about the plan and to advocate for its success.
3. As lessons are learned from around the world about effective interventions, strategies and policies, ideas should be shared and brought to the forefront so that other countries might benefit as well.

### **National Cancer Plan Development Commitments**

The following commitments are specific examples of actions pledged by governments and advocates toward this goal:

- India has increased its national anti-cancer investment tenfold and has committed to increasing awareness, prevention and control of cancer through the National Cancer Control Program for the benefit of the entire 1.1 billion population—especially the impoverished suffering from cancer.
- The African Organization for Research and Training in Cancer (AORTIC) has pledged to draft a National Cancer Control Program for Africa and have it implemented by the Health Ministries.
- La Ligue nationale contre le cancer in partnership with the International Union Against Cancer (UICC) has committed to creating an international French-speaking network dedicated to the fight against cancer. This three-year, multinational project will include more than 20 countries in Africa and the Middle East, the Afro-Mediterranean cancer network of survivors, their families and friends, healthcare professionals, hospitals and clinics. Efforts will be tailored to individual country needs and focus on exchange of best practices and shared experiences to improve cancer control efforts and survivor support in French-speaking countries.



“Governments must seek what I call collaborative efforts to be able to maximize its own efforts and have higher effects from its own resources.”

— His Excellency  
Olusegun Obasanjo  
Former President, Nigeria



## Investment and Funding for Cancer Research, Prevention and Treatment

Funding for cancer research, prevention and treatment should be prioritized as a public health investment that will yield significant future savings. Greater public and private investment is needed to close the gap between current spending and the significant burden of cancer borne by countries around the world.

An Economist Intelligence Unit report, *Breakaway: The global burden of cancer—challenges and opportunities*, was commissioned by **LIVESTRONG** to determine the economic impact of cancer and the gap between current funding levels and what is needed to effectively fight cancer—the first time that the global burden of cancer has been converted to economic terms and the global gap in cancer spending quantified.

The *Breakaway* report estimates the total economic burden of new cancer cases to be \$305 billion in 2009. It identifies a \$217 billion treatment expenditure gap for 2009, with low- and lower-middle income countries comprising 65 percent of that gap. In 2009, 12.9 million new cancer cases are anticipated. In 2020, it is estimated that there will be 16.8 million new cancer cases, with this burden felt most heavily in the developing world.

The *Breakaway* report issues an imperative call to action for global communities to act now and make new investments in cancer control, even in the face of the current economic downturn, in order to avoid overwhelming costs in both lives and money in the future. The visibility for cancer initiatives must be raised in order to address the great disparities that exist between the burden and the national and global expenditures for cancer.

The good news is that by applying what we know about prevention, early detection, screening and treatment, millions of lives around the world can be saved.

Report available at [LIVESTRONG.org/Summit](http://LIVESTRONG.org/Summit).

### Investment and Funding for Cancer Research, Prevention and Treatment Commitments

The following commitments are specific examples of actions pledged by governments and advocates towards this goal:

- The Middle East Cancer Consortium (MECC) plans to improve the current cancer registry project in the Middle East to obtain more accurate data concerning the incidence rate of new cancer cases in Egypt, Jordan, Palestinian Authority, Israel, Cyprus and Turkey. Further, MECC will establish palliative care services in the region to provide physical and psychological support programs for cancer patients and their families.
- The Africa Tobacco Control Regional Initiative (ATCRI) is an initiative of Cancer Research U.K. and the American Cancer Society, who are committed to improving access, dissemination and exchange of information by building institutional and human capacity for tobacco control across the African continent. ATCRI also will build a coalition among major players in tobacco control in Sub-Saharan Africa and promote research in key areas of tobacco control.
- The Ministry of Health of the Republic of Chile entered into an alliance with the U.S. National Cancer Institute to accelerate progress in the fight against cancer in Hispanic populations in the U.S. and across Latin America. Their agreement results in the formation of the United States-Latin America Cancer Research Network that will focus on basic and clinical cancer research, bioinformatics, data systems and transfer of technology.



## Investments in the Public Health Infrastructure and Education

Investments in essential public health infrastructure and education can have an impact on noncommunicable *and* communicable diseases. We encourage integrating noncommunicable disease targets in the Millennium Development Goals to underscore the urgent need for governments, the international development community and philanthropic organizations to commit resources to meet the health needs of the world's population. As evidenced by the *Breakaway* economic report presented at the Summit, noncommunicable diseases such as cancer can have a substantial impact on development in emerging economies.

The eight Millennium Development Goals (MDGs), designed to reverse the poverty, hunger and disease that affect billions by 2015, are drawn from the actions and targets contained in the *Millennium Declaration* adopted by 189 nations and signed by 147 heads of state and governments during the UN Millennium Summit in September 2000. The MDGs have been adopted by the international community as a framework for the development activities of more than 190 countries in 10 regions.

"The rise of cancer creates an enormous burden on health systems around the world. But this is not just a health challenge; it undermines economic growth and acts as a chronic poverty trap for the poorest countries. Bilateral and multilateral donors are not responding to requests from developing countries to support them in building sustainable institutional capacities to address non-communicable disease because these issues are beyond those targeted by the Millennium Development Goals. We need to take a close look at addressing that gap."

—Dr. Ala Alwan  
Assistant Director-General,  
Noncommunicable Disease  
and Mental Health,  
World Health Organization



The MDGs are established and accepted goals, several of which address the health of countries. However, cancer and other non-communicable diseases are not currently included in these goals. As a result, organizations and governments face an uphill battle in receiving the necessary visibility, support and funding to address cancer in their countries.

By encouraging integration of noncommunicable disease targets in the Millennium Development Goals, we can help ensure investments in the essential public health infrastructure can and do occur.

### Investments in the Public Health Infrastructure and Education Commitments

In recognition of the importance of this issue, governments and advocates alike are taking action to align with partners who are already working in the area of communicable disease. They are adapting lessons learned from the following commitments (and others) offered at the **LIVESTRONG** Global Cancer Summit:

- Partners in Health (PIH) is a well-known, non-governmental organization with a long history of success and more than two decades of experience delivering high-quality care, including treatment for complex chronic diseases in resource-poor settings. PIH has committed to build on its established networks of health centers, mobile clinics and community health workers to provide vaccination against HPV (human papillomavirus) to 8,000 girls aged 9–14 in Haiti and Lesotho.
- A Global Coalition to Stop Cervical Cancer has committed to a three-year project to expedite the global availability, affordability and effective use of new and improved prevention and early detection tools. This will be done through assessment, advocacy, information sharing, collaboration and resource mobilization. The coalition is committed to promoting the effective introduction and use of innovative new tools such as HPV vaccines, visual screening methods and new, rapid HPV DNA tests in developing countries.



"I believe in health care as a human right. The fight for health care is a human right. The goal of preventing human suffering must be linked to the task of bringing others — many others — into a movement for basic rights."

—Paul Farmer, MD, PhD  
Co-founder, Partners in  
Health and Deputy UN  
Special Envoy for Haiti

## Reducing Stigma for Cancer Patients and Survivors

Cancer patients and survivors deserve to live—and die—with respect and dignity, not discrimination, because of their disease. Efforts to reduce stigma should be supported through the implementation of educational programs and awareness-building efforts, creation of support systems for patients and families and a health system that supports compassionate end-of-life care.

Throughout the Summit, the need for decreasing stigma through education and awareness was discussed. The following three key points arose:

1. We know that 30 percent of cancers are preventable and that by applying what we know we could literally stop the disease before it starts. By changing the way students think about cancer, we have the opportunity to reduce the cancer burden over time starting with our youngest citizens.
2. We must ensure that health-care providers are educated and supported to give empathetic, quality care with an awareness of the needs of people with cancer throughout the cancer experience.
3. We must use innovative methods to reach those who are most in need. Successful outreach and education interventions should encourage partnerships and collaboration with advocates and use media, social networking and other technology.

### Reducing Stigma for Cancer Patients and Survivors Commitments

In recognition of the importance of this issue, governments and advocates alike are taking action:

- Molebatsi Pooe-Shongwe, the founder of BreastSens in South Africa, will implement a national campaign called *Amabele wam* (which translates to “MY breasts MY decision”) to empower women to assert their right as sole decision-makers over their bodies, promote breast health awareness and build gender alliances in the fight against the stigma of cancer.
- Andrew Young, CEO of CanTeen Australia in Sydney, has committed to improving services, support and care for adolescents and young adults with cancer because survival for this group is lagging dramatically behind other age groups. CanTeen will establish a network of specialized AYA cancer services around Australia, write and adopt an international charter of rights for adolescents and young adults with cancer and raise \$15 million over five years to match the commitment made by the Australian government. Among other issues, the international charter of rights calls for the elimination of all forms of discrimination, during and beyond treatment, in education, vocation and insurance, or in the community.

“What they need is an assurance, ‘we are with you.’ I honestly think rather than advice, there should be this concerted effort [toward] offering information, empowering people and ensuring support.”

—Dr. M.R. Rajagopal  
Pallium India



“LIVESTRONG campaigned to obtain more than 100,000 signatures in support of the World Cancer Declaration,” said Doug Ulman, President and CEO of LIVESTRONG. “From cancer survivors and activists to family members and physicians—the signatories represent our global commitment to galvanize the UICC’s truly grassroots movement. The World Cancer Declaration is an unprecedented plan of action that will forever shape the future policies in the battle against cancer.”

### WORLD CANCER DECLARATION

During the 2009 LIVESTRONG Global Cancer Summit in Dublin, Ireland, LIVESTRONG presented more than 100,000 signatures on the World Cancer Declaration to Dr. David Hill, President of the International Union Against Cancer (UICC). Every Summit commitment was directly related to this important declaration.

## Final Thoughts

Investments in public health infrastructure and education do not have to be costly or burdensome – some require fiscal resources while other investments require only political will to change policies. These investments will benefit the fight against communicable and noncommunicable diseases alike. Many interventions are known to successfully reach even those populations that are the most challenging to access. Global cooperation and adoption of proven methods will have a positive impact on the incidence and treatment of cancer – and of other diseases as well.

As **LIVESTRONG** has learned over time from our efforts in the United States, to truly make cancer a priority we must engage people and communities to drive social change. We must engage people at all levels of society, even those not currently committed to the fight against cancer, to ensure this disease is prevented and treated around the world. Through the outpouring of online communication since the Summit we have already seen many people taking action in their communities and in connection with new partners.

Over the next year, **LIVESTRONG** will work with our partners to measure the success of the Summit and the work of the **LIVESTRONG** Global Cancer Campaign and to determine the impact the Summit had on the fight against cancer with the goal of sharing our results at the World Cancer Congress 2010. In addition, **LIVESTRONG** will continue to collaborate with multi-lateral organizations and world leaders to realize greater global priority for cancer control and health infrastructure change, continuing our relationships with the UN, WHO, World Bank, G8 leaders and other decision-makers who have the capability to raise the profile of the disease and marshal new resources.

Through collaboration across all levels, governments, corporations, advocates and the medical community can make cancer a global priority and realize these changes. **LIVESTRONG** will continue its commitment to this process and continue to work to unite and empower those committed to ending the suffering caused by cancer.

### 99% of **LIVESTRONG**

Global Cancer Summit survey respondents agreed the Summit provided a one-of-a-kind platform which will significantly advance the global fight against cancer.

97% of respondents agreed they felt like an active part of the **LIVESTRONG** movement making cancer a global priority.

“From today forward advocates, governments, the development community and the private sector must collaborate to realize new and effective policy, programmatic and investment solutions. This is a very difficult challenge, but this room can do it. Your friends and family, and your communities, countries and continents can do it. We believe in that – you believe in that – we just have to go and do it!”

– Lance Armstrong  
Chairman and Founder, **LIVESTRONG**

“I think what will make this Summit a success is that people will start working together in ways they haven’t heretofore. Once they do that, we know from experience that they get results.”

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

“The field is currently very fractured, with few groups working together, and you bringing these groups together gave a very powerful message. Speaking with many of the delegates, they were clearly energized with a new hope of moving this cause forward.”

– Lawrence N. Shulman, MD

“**LIVESTRONG** has the ability to organize, reach out and network with organizations, support groups and lobby politically. **LIVESTRONG** can take on the leadership role and under their umbrella guide organizations, governments and bring about changes all over the world.”

– Summit Delegate, India

“You have given me the tools to proceed forward not only in my community, state and country but the world. To stimulate the realization that it is possible is a credit to **LIVESTRONG** and all its employees and volunteers.”

– Dawn Durbin  
American Cancer Society Legislative Ambassador  
and Ovarian Cancer Survivor

# LIVESTRONG GLOBAL CANCER CAMPAIGN TIMELINE

LIVESTRONG®

"With these investments, Jordan hopes other countries in the region will join us in our efforts to improve cancer care, research and development in the Middle East. We are proud to be associated with the LIVESTRONG Global Cancer Campaign and are hopeful about the progress we can make together."  
— His Majesty King Abdullah II  
Hashemite Kingdom of Jordan



**FEBRUARY** Lance Armstrong competes in the Amgen Tour of California, his second race in his return to professional cycling, and continues his efforts to build awareness about the worldwide threat of cancer.

**FEBRUARY** U.S. President Barack Obama signs a law providing \$10 billion for research at the National Institutes of Health, including \$1.26 billion for cancer research, and **urges Congress to seek "a cure for cancer in our time"** by doubling the budget for cancer research.

**FEBRUARY** Official announcement that the LIVESTRONG Global Cancer Summit event in Dublin, Ireland, will be held in August.

**APRIL** Hashemite Kingdom of Jordan commits to a five-year, \$300 million cancer control initiative to build a cutting-edge cancer treatment and research facility, develop a national cancer control plan and create an Office of Advocacy and Survivorship.

## FALL 2008

**SEPTEMBER** Lance Armstrong unveils the LIVESTRONG Global Cancer Awareness Campaign—an initiative to address the burden of cancer worldwide—before world leaders, policy makers and nonprofit organizations gathered at the opening session of the Clinton Global Initiative in New York.



## WINTER 2009

**JANUARY** LIVESTRONG launches the Campaign at the Tour Down Under in Australia. Australian Prime Minister Kevin Rudd announces his government will invest \$3.8 million to fund new research and clinical trial initiatives to reduce the impact of cancer on all Australians.

"I hope all of us follow Lance in the fight against cancer [around] the world. And I am sure that we can do it for people to have access to a better life and to overcome this illness that until recently was considered deadly, fatal, unbeatable. We can do it."  
— Felipe Calderón Hinojosa  
President of Mexico

**FEBRUARY** The LIVESTRONG Global Cancer Campaign continues in Mexico, where Mexican President Felipe Calderón Hinojosa pledges his support.



## SPRING 2009

**MARCH** In collaboration with the National Cancer Institute of Mexico, LIVESTRONG brings together Mexico's leading voices on cancer and public health for a roundtable event to discuss the burden of cancer in their country.

**MARCH** LIVESTRONG announces that Mary Robinson, the first female President of Ireland and former United Nations High Commissioner for Human Rights, will serve as Honorary Chairperson of the LIVESTRONG Global Cancer Summit.

"It is up to all of us—governments, non-governmental organizations, cancer survivors, all concerned individuals—to see that detection and treatment are offered to as much of the world's population as possible. Through the LIVESTRONG Global Cancer Summit we will make great strides towards making this a reality."  
— Mary Robinson  
First female President of Ireland,  
Former United Nations High  
Commissioner for Human Rights,  
Honorary Chairperson of the  
LIVESTRONG Global Cancer Summit

**MAY** Treasurer Wayne Swan announces as part of the 2009–2010 budget that the Australian Government will invest a record \$2 billion (over five years) to build a “world-class cancer care system.”



**JUNE** By the June 15 submission deadline, **LIVESTRONG** receives more than 250 commitments from around the world as part of the application process for the **LIVESTRONG** Global Cancer Summit.



**JULY** Following the start of the Tour de France, more than 15,000 inspirational messages are submitted online or by text to Nike’s custom-made Chalkbot, which writes those messages in yellow chalk along the roads of the Tour.

**AUGUST** **LIVESTRONG** releases the Economist Intelligence Unit report, *Breakaway: The global burden of cancer—challenges and opportunities*, the first global assessment of the funding dedicated for cancer control efforts and the impact of cancer on the global economy.

**FALL** The European Commission launches the “European Partnership on Cancer,” a pan-European commitment to combating cancer across all 27 member countries.

## SUMMER 2009

**MAY** Lance Armstrong participates in his premiere Giro d’Italia (May 9–31), which celebrated its 100th anniversary the same year. Lance meets with the Minister of Foreign Affairs, Franco Frattini, who pledges his support for the **LIVESTRONG** Global Cancer Campaign.

**JUNE** **LIVESTRONG** and the American Cancer Society form a first-of-its-kind partnership to empower and support survivors all over the world and aggressively address the global cancer burden. The Society becomes an international collaborating partner for the **LIVESTRONG** Global Cancer Summit.

**JULY** **LIVESTRONG** Action.org launches to grow the **LIVESTRONG** global movement and to collect signatures for the World Cancer Declaration. The goal is to build these submissions into the world’s largest dedication book—a living document that demonstrates the personal impact of cancer.

**AUGUST** More than 500 world leaders, corporations, non-governmental organizations and advocates attend the premiere **LIVESTRONG** Global Cancer Summit in Dublin, Ireland.

**FALL** **LIVESTRONG** reports the success of its **LIVESTRONG** Global Cancer Campaign at the Clinton Global Initiative.

## FALL 2009

