



Putting Cancer on the Global Health Agenda



Moderator: Kathy Redmond, Editor,
Cancer World Magazine

Speaker: Cary Adams, UICC

Panelists

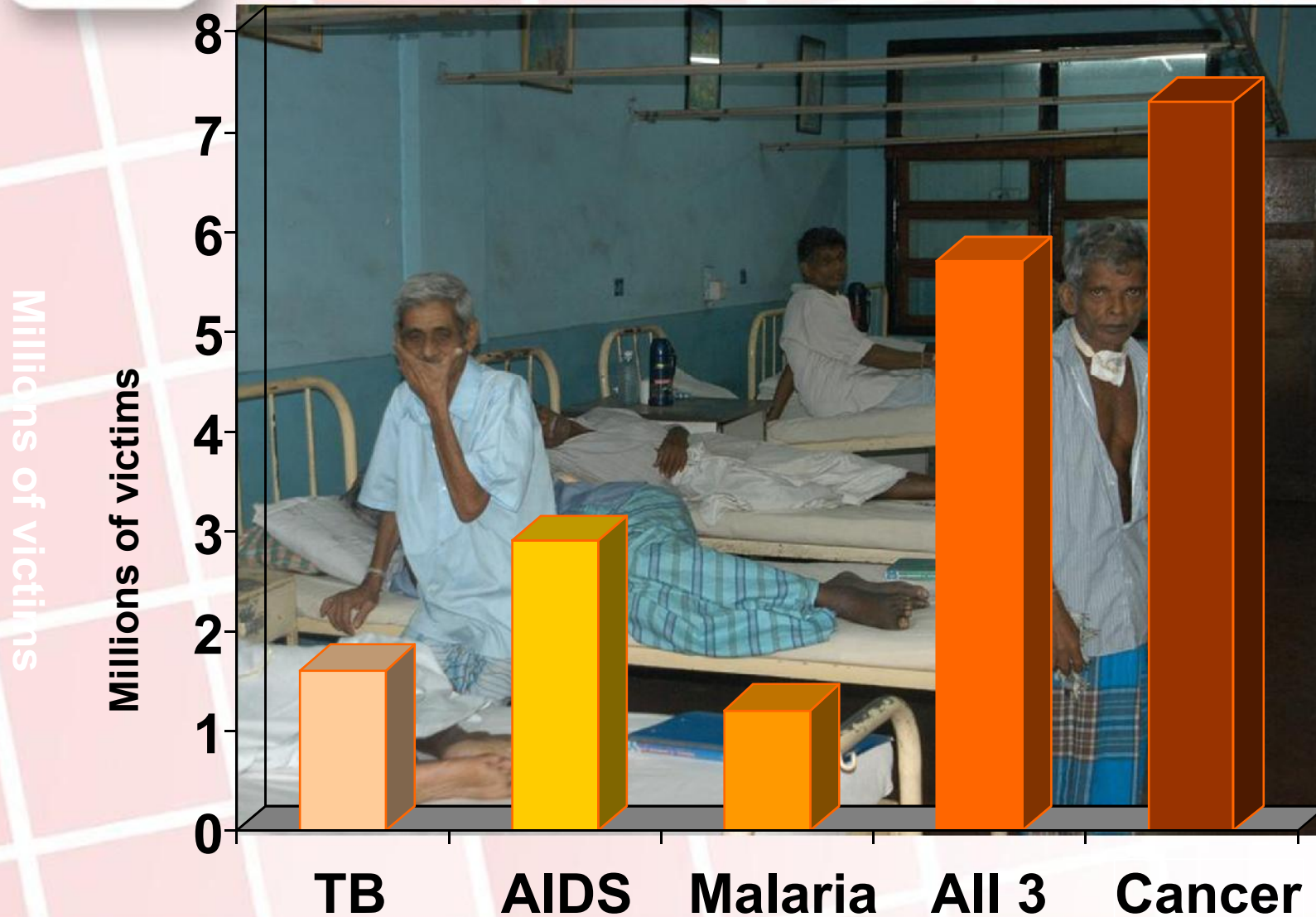
Anna Wagstaff, Cancer World
Magazine

Mohammed Yahia, Nature Middle
East



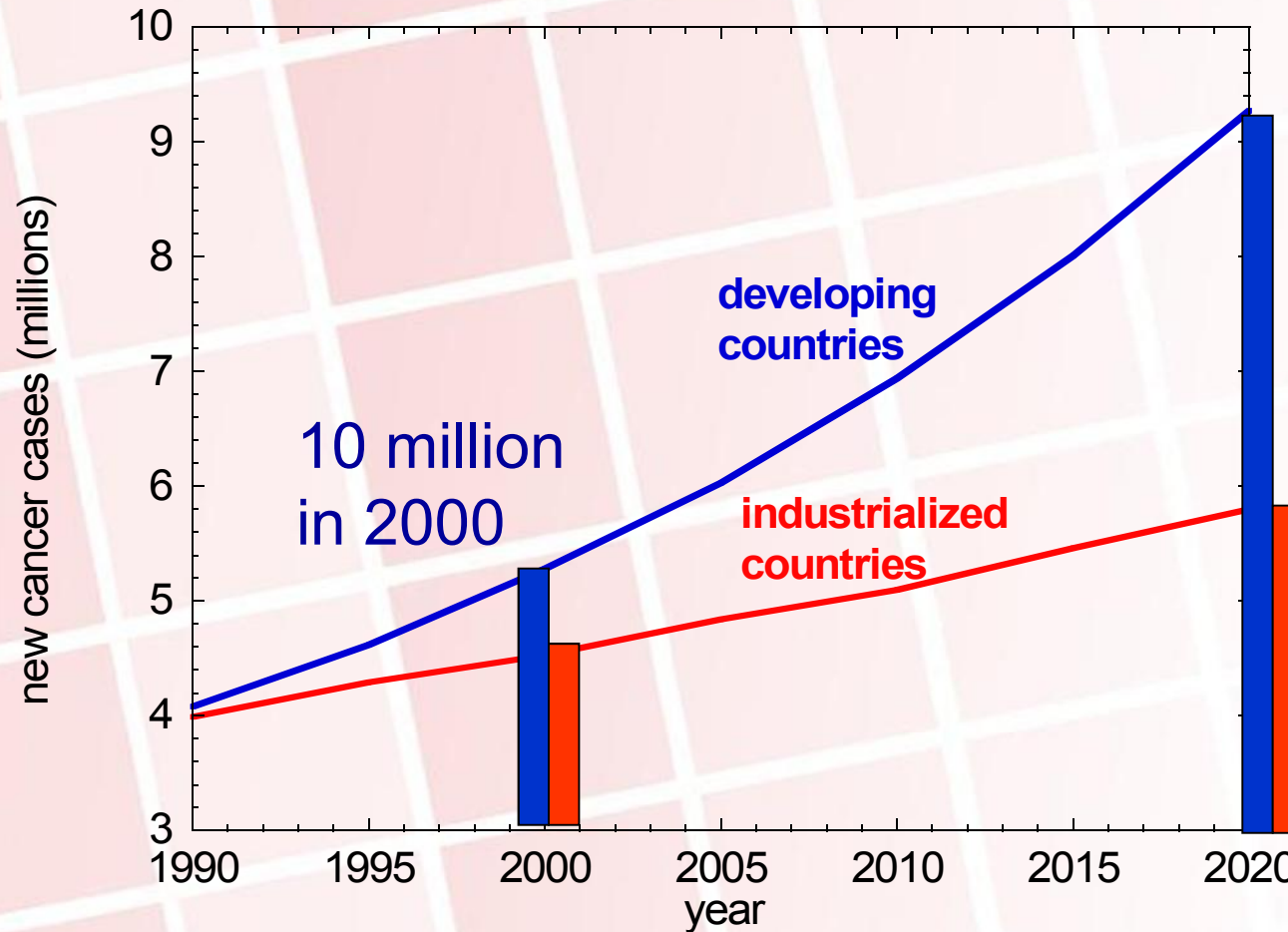
The Global Cancer Burden: An overview

Cancer Kills More Globally!





Annual new cases of cancer globally



**16 million
in 2020**

**a 50%
increase!**

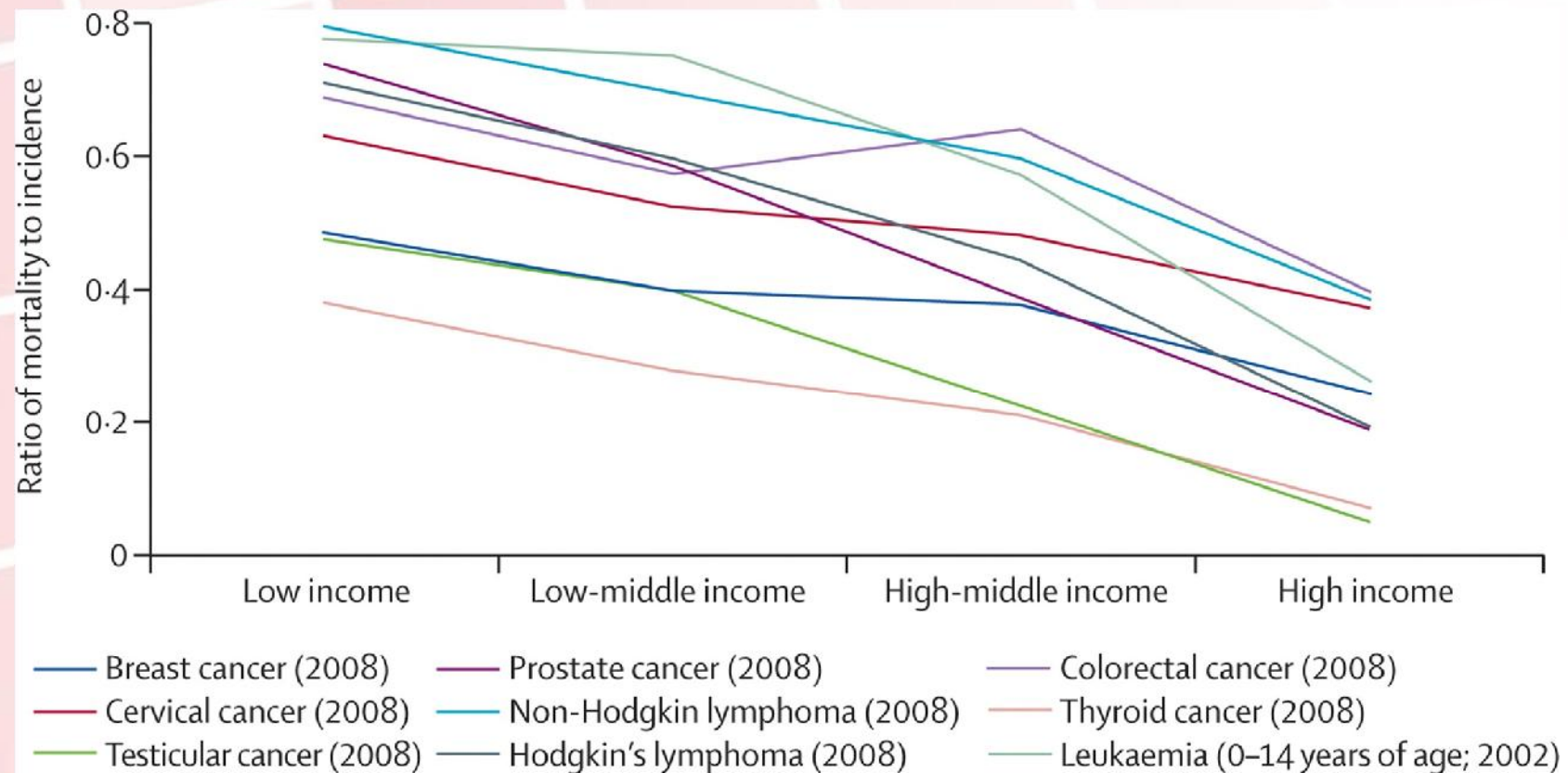
**70% will be
in the
developing
world**

**1 million /
yr in Africa**

WHO (2003)



Ratio of mortality to incidence in a specific year by cancer type and country income



Farmer et al, Lancet, 2010 376(2) 1186-1193

ACCESS TO RADIOTHERAPY

pact@iaea.org



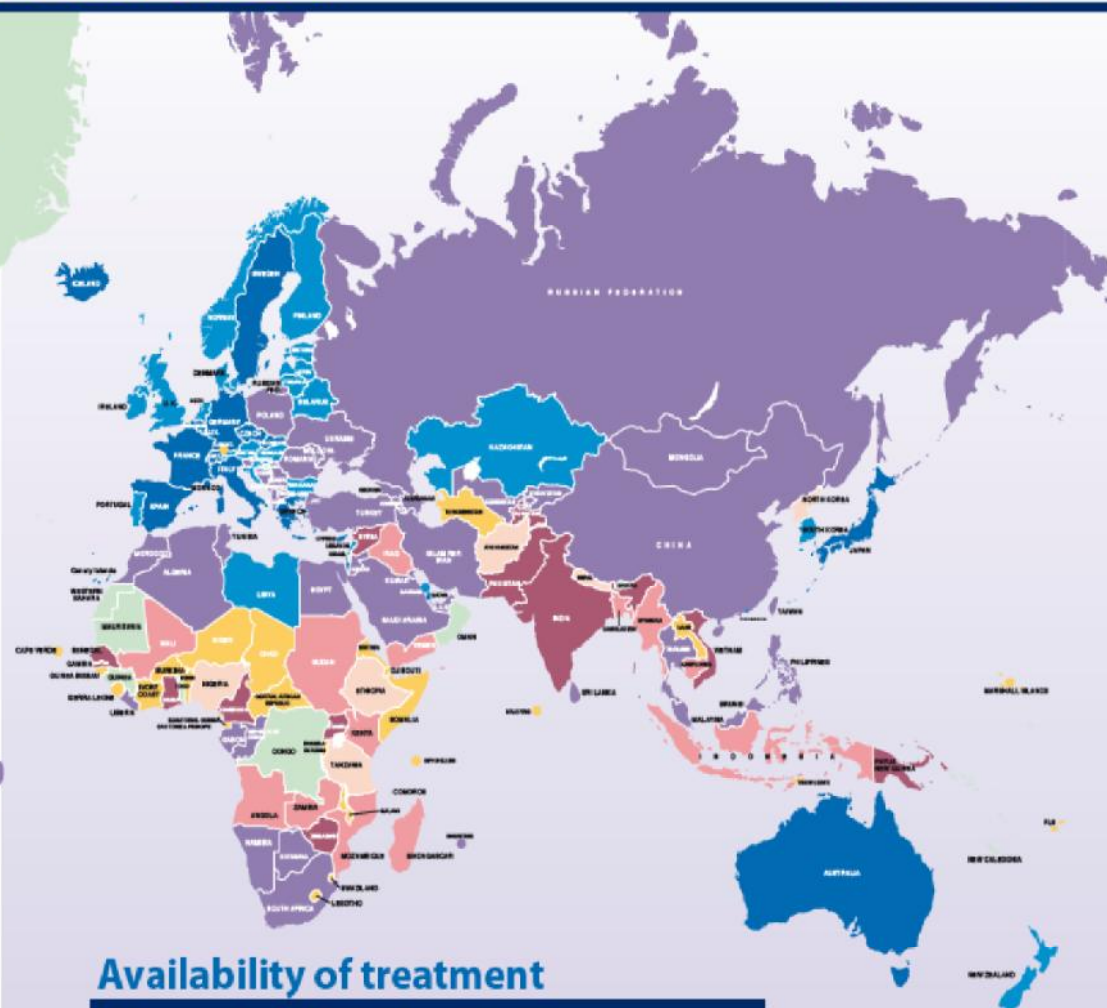
Radiotherapy is an essential part of the treatment of cancer

Over 30 African and Asian countries have no access to radiotherapy

There is a shortfall of over 5000 radiotherapy machines in the developing world

IAEA has initiated PACT to comprehensively address this urgent problem, and is moving its radiotherapy programmes to a public health model

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Availability of treatment

Number of people served by a single radiotherapy centre (latest available data 1995-2003)

below 500 000	10-19.9 million
500 000-999 999	20 million and above
1-4.9 million	no centre
5-9.9 million	no data



IAEA

Atoms for Peace: The First Half Century
1957-2007

Programme of
Action for
Cancer
Therapy

PACT



International Narcotics Control Board – Global opioid consumption



90% of global opioid consumption occurs in Australia, Canada, New Zealand, the United States of America and several European countries



Cancer Stigma

- Lance Armstrong Foundation conducted a survey on cancer stigma in 2008
 - Japan, Mexico, Russia, Argentina, Brazil, China, France, India, Italy, South Africa
 - About 500 people polled in each country
- Survey showed that
 - Stigma continues to persist across countries, cultures and communities
 - Caused by misinformation, lack of awareness, deeply engrained cultural myths and fear
 - Opportunities to capitalise on shifting perceptions
 - Mass media are key resources for facilitating more positive attitudes

<http://www.livestrong.org/pdfs/3-0/LSGlobalResearchReport>



http://www.uicc.org/declaration/sign-world-cancer-declaration

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global cancer control

Union for International Cancer Control

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Sign the World Cancer Declaration

Together we are Stronger

230,455
people have signed the Declaration so far

Together we are Stronger
Sign now for a cancer free world
uicc

The World Cancer Declaration is a tool to help bring the growing cancer crisis to the attention of government leaders and health policymakers in order to significantly reduce the global cancer burden by 2020.

First name: *

Last name: *

Email address: *

Country: *
Please Choose

Register my signature on behalf of:
- None -

100% 20:28 19/06/2011



World Cancer Declaration targets to be achieved by 2020

- **Availability of cancer-control plans in all countries**
- **Substantial improvement in measurement of global cancer burden**
- **Substantial decrease in tobacco consumption, obesity, and alcohol intake**
- **Universal vaccination in areas affected by human papilloma virus and hepatitis B**
- **Misconception about cancer dispelled**
- **Substantial improvements in early detection programmes**
- **Diagnosis and access to cancer treatment, including palliative care, improved worldwide**
- **Effective pain control universally available**
- **Greatly improved training opportunities in oncology**
- **Substantial decrease in migration of health workers**
- **Major improvement in cancer survival in all countries**



UN Summit on Non-communicable disease

- Draft outcome document of the High-level Meeting on the prevention and control of non-communicable disease
- Posted by WHO on June 23rd
- Ability to track government responses and ask government what their response will be
- www.ncdalliance/zerodraft



DISCUSSION



Best Cancer Reporter Award



- 2011 joint winners
 - Mark Henderson (UK)
 - Victoria Lambert (UK)
- Runner-up
 - Martina Keller (Germany)