Advocate Presentation

FUNDAMENTALS OF CANCER ADVOCACY: THEORY TO ACTION

Gertrude Nakigudde
Patient Advocate & CEO Uganda Women’s Cancer Support Organisation
ngertrude@uwocaso.org.ug, www.uwocaso.org.ug
Meeting Objectives

- Examine the current state of scientific understanding regarding:
  1. successful models of breast cancer diagnosis
  2. Care delivery
  3. Resource utilization
  4. Analyze issues and barriers affecting access to care.
  5. Role of Advocates
Presentation Objectives

To contribute to the global campaign to reduce disparities in breast cancer outcomes for 2.5 million patients by 2025 through Active and Coordinated Advocacy
What is Advocacy?
When do we advocate?
How do we advocate?

Advocacy is the process of pleading or arguing in favor of a cause, idea, group or policy

- Making the case for change
- Influencing people and organizations
- Giving an issue urgency


Wpmen 4Cancer –Kenya; www.women4cancer.org
Reality Check- Current Advocacy in LMIC
Ideal Advocacy – Coordinated, Integrated, Collaborative

**Political** – Lobby to impact Policy

**Education** – Champion cancer education.

**Research** – to generate evidence.

**Fundraising** – Raise funds to support cancer research, services, education and community outreach.

**Support** – Patient Navigation, families and caregivers.

**Community Outreach** – Engaging and reaching out to the community to foster cancer control
Fundamentals of Cancer Advocacy

Help advocate for

- Increased resource allocation
- Increased action
- Multi-sectoral collaboration
- Cancer control partnerships
Lessons; It is Important to be:

- Clear of the changes you want to make and see
- Clear about what is in and out of your control
- Marketers of progress
- Learn, reflect, unlearn and start again.
Advocacy Theory- Action
Working with stakeholders

African saying; If you want to go fast go alone, if you want to go far go together

- Who are they??
- What are their interests??
- How much influence / power do they possess?
- What is their take on the issue (for or against)?
- How and when do we deal with them?
Challenges

- Limited resources for Advocacy
- Limited skills for advocates – to make a case
- Unmet patient expectations
- Less involvement of Advocates in scientific and decision making
- Advocacy is misinterpreted to be anti-Government.
FOOD FOR THOUGHT

What do WE need to do today to ensure breast cancer patients benefit from this discussion??

– How do you impact implementation?
– What are we doing to help empower Communities to understand these frame works?
– Is there something you can do for Access to Affordable and Quality Treatment?
– Is it enough for experts, governments to draft guidelines? Who disseminates and How?
– Every single day someone is going through a difficult cancer journey. Why October only?
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