



Global Summit on International Breast Health and Cancer Control:

Improving Breast Health Care through Resource-Stratified Phased Implementation

Advocate Presentation

FUNDAMENTALS OF CANCER ADVOCACY: THEORY TO ACTION

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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

Policy and Advocacy. (Cancer control : knowledge into action: WHO guide for effective programmes; module 6

http://www.who.int/cancer/publications/cancer_control_advocacy/en

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.

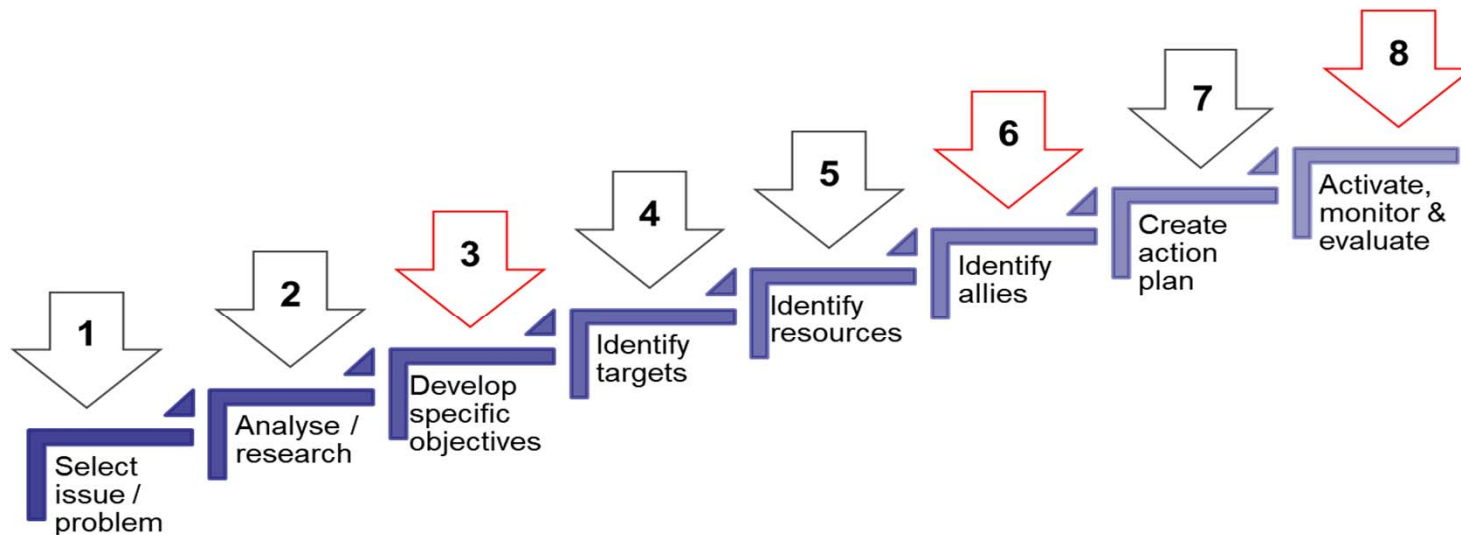
Community Outreach – Engaging and reaching out to the community to foster cancer control

Fundamentals of Cancer Advocacy

Help advocate for

- **Increased resource allocation**
- **Increased action**
- **Multi-sectoral collaboration**
- **Cancer control partnerships**

Critical steps- successful Advocacy



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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- Fred Hutch
- UICC & Pfizer
- Survivors and all Advocates

THANK YOU






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 **NCCN** National Comprehensive Cancer Network®