



**2014** | DEC  
3-6  
**MELBOURNE  
AUSTRALIA**

**JOINING  
FORCES –  
ACCELERATING  
PROGRESS**



## **2014 WORLD CANCER CONGRESS** SUMMARY REPORT

HOSTED BY:



Australia was at the centre of the global fight against cancer from 3-6 December 2014, with over **2,700 delegates from 105 countries** descending on Melbourne for the 2014 World Cancer Congress (WCC), hosted by Cancer Council Australia.

Under the banner of '**Joining Forces – Accelerating Progress**' and through plenary sessions, roundtable discussions, lively debates and symposia, critical issues, such as prevention and screening, diagnosis and treatment, survivorship and palliative care, and cancer control systems were tackled.

With a truly innovative programme that included the new additions of the Big Debates, Big sScreen sessions, e-poster pods, Master Courses, and UICC Members' Regional meetings, there was something for everybody to engage in.

The Global Village, networking events, and workshops organised throughout the week provided an exceptional interactive environment, which resulted in delegates rating these opportunities as their number one Congress highlight.



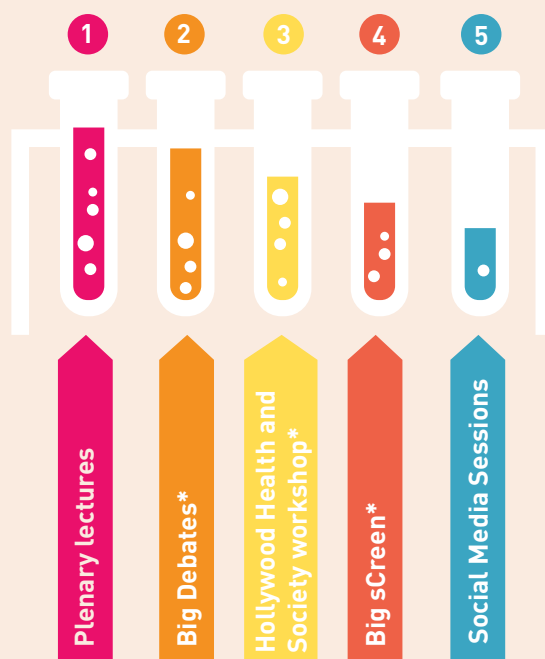
**Plenary speakers** from vast and varied backgrounds offered their insights from different perspectives with a view to showing how these learnings and experiences can be applied successfully to cancer and NCD control.

Among them, Stephen Lewis, a pioneer in the HIV/AIDS movement, spoke about 'International initiatives in global health challenges: First HIV, then cancer/NCDs' and challenged the cancer and NCD community to improve their efforts based on lessons learned from other health issues. Nicola Roxon, a former Minister of Health of Australia also delivered a rousing plenary, offering her inside knowledge on how to effectively engage with government using the nation's success with plain packaging as an example.

A clear Congress highlight was the introduction of the **Big Debates**, which gave a voice to differing opinions and schools of thought on controversial issues in cancer control and global health. A particular emphasis was placed on audience interaction, utilising the Congress App to rate how convincing each speaker and their points were. The debate on e-cigarettes is expected to continue at the next Congress as the issue continues to gain momentum.

Over 400 delegates registered for one of the 11 **Master Courses** that were conducted as distance learning and culminated in Melbourne with a one-day workshop followed by attendance at the Congress. The curriculum of each Master Course was purpose-built by internationally recognised cancer control professionals to meet specific needs for continuing education of those engaged in cancer control from various disciplines and at different levels.

## TOP 5 PROGRAMME HIGHLIGHTS



\* New additions to the Congress programme



"The World Cancer Congress is important to Roche because it is one of those premium events that takes place in the year where we come together and truly discuss policy issues around oncology and cancer control."

**Brigitte Nolet, Head of Global Public Policy, Roche**

"Through the World Cancer Congress, UICC created a valuable opportunity for knowledge and ideas exchange and for people to collaborate with the hope of overcoming the complexities and challenges within cancer control."

**David Tremblay, Global Oncology Patient Access Solutions, Novartis**

"We are particularly grateful to UICC for convening such an outstanding event that gave us the opportunity to work together and connect to drive actions on a global scale to help save even more suffering and lives from cancer worldwide."

**Åsa Hedin, Executive Vice President Global Marketing, Elekta**

As part of the exciting new Media Track, the **Big sScreen** programme showcased best practice examples of video-based awareness campaigns. In addition to seeing cinema-sized screenings of the campaign clips, delegates heard about the background, learning points and outcomes from those who contributed to their development.

Attendees left with 'take away' tips and inspiration from successfully implemented campaigns that have either the potential to be or have already been adapted internationally.



**Bupa** harnessed the World Cancer Congress as an opportunity to showcase the synergies of the event with the vision of their business, to help people lead "longer, healthier, happier lives," and the work they have been undertaking in partnership with UICC under the banner 'Wellness at work'.

In addition to sponsoring the Wellness Pavilion, where delegates could participate in fun activities and receive a massage, the 'Bupa Healthy Breaks', and a satellite symposia exploring how technology could deliver sustainable models of care, Bupa also hosted a special roundtable. In this session, UICC members came together to explore their role in engaging organisations worldwide to adopt best practices to tackle cancer. Attendees discussed the opportunities for making a long-lasting, positive impact on the health of the global workforce, which now stands at over three billion, through prioritising cancer prevention and early detection in the workplace.

The Congress was also used as a platform to launch a series of practical resources including toolkits to help support employers set up breast cancer and quit smoking initiatives, a smoking cessation app entitled 'Bupa Quit', and a report setting out the business case for investment in cancer control initiatives in the workplace.

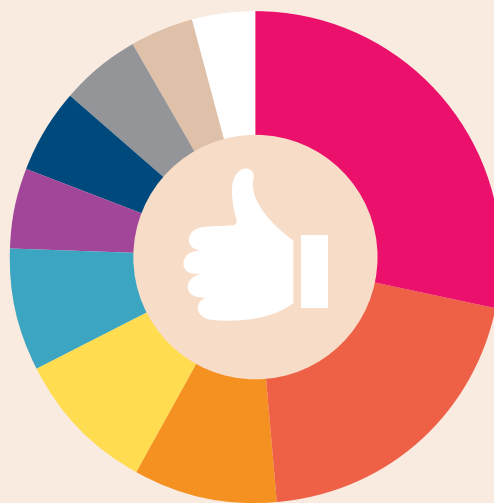


"The fact that there was standing room only at our session on national NCD movement learnings is testament to the NCD programme concept and the great enthusiasm and support that exists for the global NCD movement. Sharing experiences with the conference delegates and fellow panelists has given us all fresh ideas on how we can be stronger and bolder NCD advocates."

**Rohan Greenland, National Director,  
National Heart foundation of Australia**

"Every opportunity to emphasise multisectoral and intersectoral cooperation for the prevention and control of NCDs is a golden one. The NCD programme presented such opportunities and I doubt anyone left without being convinced that the various sectors, through conviction or enticement, simply have to cooperate."

**Sir George Alleyne, Director Emeritus,  
Pan American Health Organization**



### TOP 10 CONGRESS HIGHLIGHTS

- 21% Networking
- 15% Plenaries
- 7% Diversity of the delegates
- 7% Big Debate
- 6% Diversity of programme
- 4% Level of speakers
- 4% Global Village
- 4% Import knowledge back home
- 3% Master Courses
- 3% Opening Ceremony

## ABSTRACTS

**1323**  
Submissions

**997**  
Accepted

**790**  
Presented

Scientific studies describing the collection, analysis and interpretation of cancer-relevant data

**NEW** - Practice, policy and advocacy reports describing innovative programmes in detection, care, support, prevention, organisation

**NEW** - Fundraising reports describing programmes to build public support to fund or donate to cancer control causes.

37 Oral Presentations

121 Rapid-Fire Presentations

632 ePoster Presentations



### **The Prostate Cancer Foundation of Australia**

(PCFA) were early supporters of the 2014 World Cancer Congress, identifying it as a unique platform to engage across a broad spectrum of activities and work in close collaboration with others. PCFA took on a leadership role in jointly running the Peer Support Master Class, had a lively exhibition space as part of the 'Peer Support Pavilion' in the Global Village and led the launch of the consultation phase of Australia's first clinical guidelines for PSA testing, which culminated in a number of exciting programmatic events including a breakfast, sponsored session and press conference – jointly organised and held together with Cancer Council Australia and UICC.

"The opportunities to network with our national and international colleagues, to attend a range of excellent presentations on various aspects of cancer and to understand the significant scope of work being undertaken to reduce the impact of cancer on the global community were invaluable. I look forward to the 2016 World Cancer Congress in Paris to continue to strengthen our international links and collaborations."

**Anthony Lowe, Chief Executive Officer,  
Prostate Cancer Foundation of Australia**



**120 SESSIONS PRESENTED BY 350 SPEAKERS**



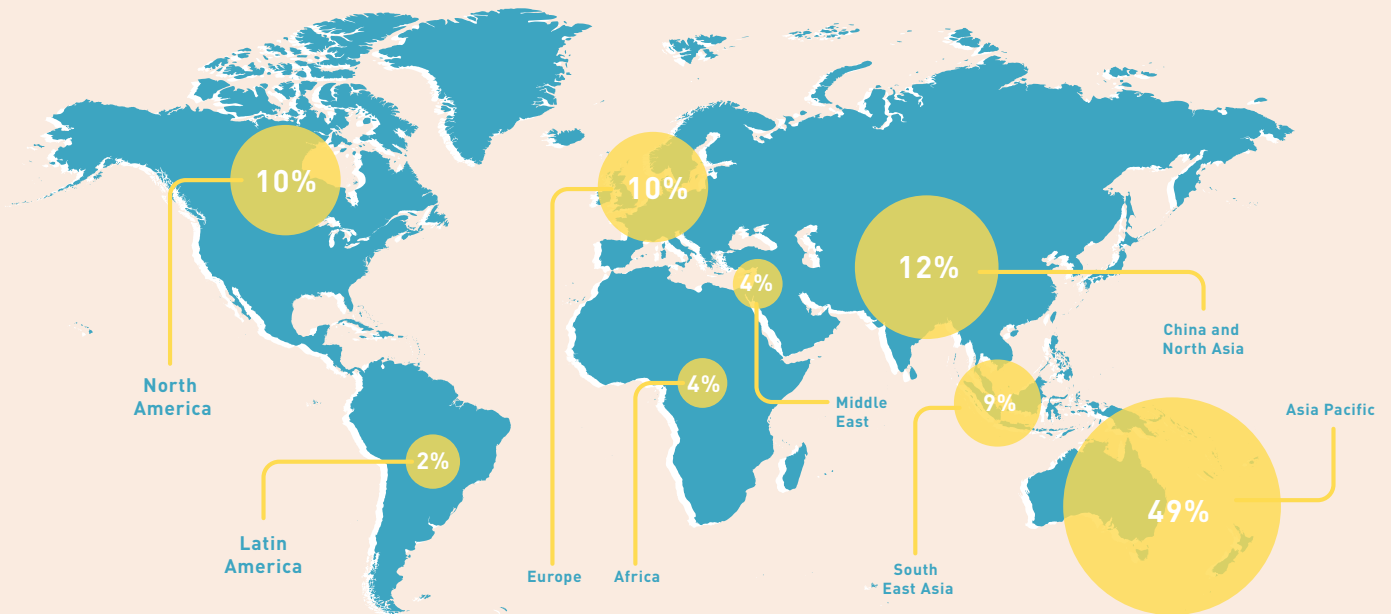
**98%** of delegates would **recommend the Congress** to a colleague

**88%** of delegates rated their Congress experience from **very good to outstanding**

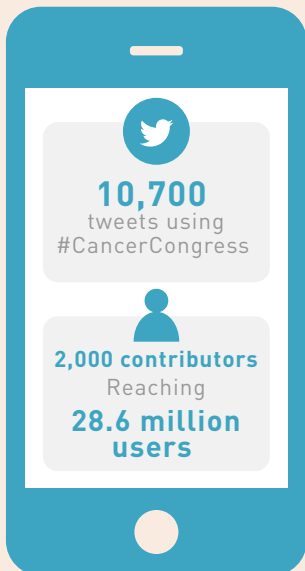
**81%** rated the general atmosphere in the Global Village from **very good to outstanding**



Delegate attendance was up **35%** with **2,700** participants from **105** countries



**SOCIAL MEDIA**



**HOT OFF THE PRESS**

Coverage highlights include the inside front page of The Times (London), The Guardian (Australia) and newswires AAP and Africa Science News.

**2,177,585,590** Media opportunities to see, hear or read about the Congress

**x3** international press conferences

**>25** broadcast interviews

**1,117** printed or online articles mentioning the Congress

**x13** UICC or partner press releases



### NCD Programme

Non-communicable diseases (NCDs) were a key part of the programme at the 2014 World Cancer Congress, with a suite of plenaries, sessions and side events that were of relevance to the wider NCD community beyond cancer. Whilst the Congress covered the full spectrum of cancer control, for the first time, NCDs were a common thread throughout, with sessions relating to risk factors, advocacy, fundraising for a cause, patient rights, palliative care and political engagement being of immense relevance to the whole NCD movement.

In witnessing a global NCD movement which has successfully brought together world experts and civil society advocates to unite in elevating NCDs on the global health and development agenda, the World Cancer Congress offered a unique opportunity to bring these networks together, share good practice and lessons learnt, form new alliances and further harness our impact by joining over 2,700 delegates from 105 countries.



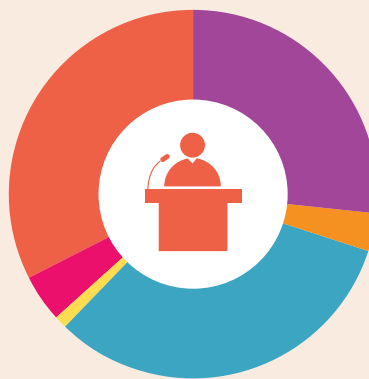
“The 2014 World Cancer Congress successfully met its key objective to equip delegates and attendees with the necessary tools that will empower them to trigger a change and take action at all levels in the global fight against cancer.”

**Her Excellency Ameera BinKaram, Founding Member President Board of Trustees, Friends of Cancer Patients**

“The Global Village was a unique opportunity for UICC members to showcase their organisations to the international cancer control community and to share experiences and projects.”

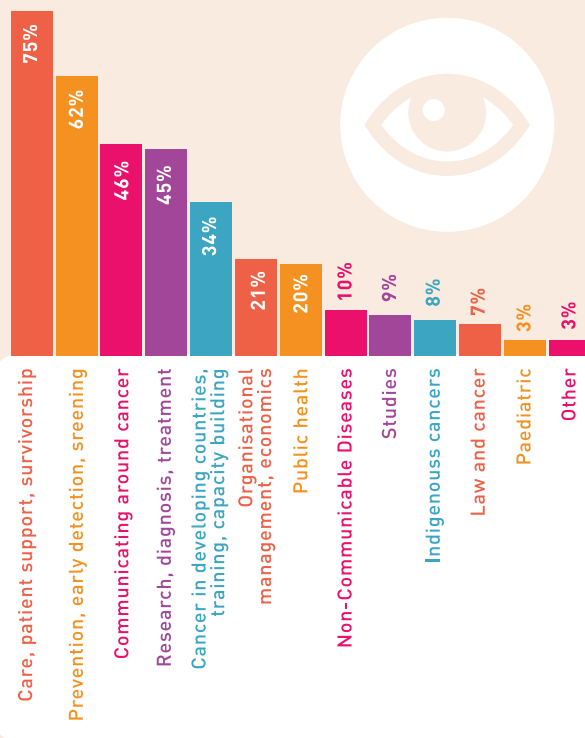
**Eduardo Cazap, Founder President, Sociedad Latinoamericana y del Caribe de Oncología Médica (SLACOM)**

### REGIONAL SPREAD OF SPEAKERS



- 25% North America
- 30% Europe
- 3% Latin America and Caribbean
- 1% Middle East
- 4% Africa
- 30% Asia Pacific

### PARTICIPANT AREAS OF INTEREST



We would like to thank the 2014 World Cancer Congress Platinum sponsors: American Cancer Society, Bupa, Cancer Council Australia, National Cancer Institute USA, and Roche.

Destination sponsors



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