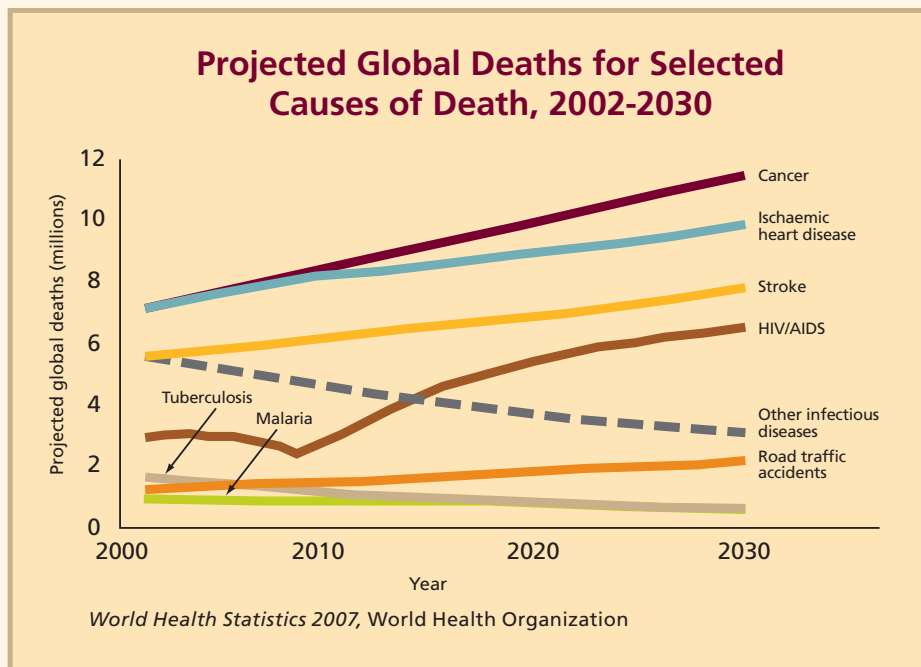


The Global Fight Against Cancer



The Growing Global Cancer Crisis

Cancer is rapidly becoming a global pandemic, with incidence and death rates rising in low- and middle-resource countries. In many of these countries, cancer is killing more people in the developing world than HIV/AIDS, tuberculosis, and malaria combined. In fact, 70 percent of all cancer deaths occur in low- and middle-income countries, and cancer has already surpassed infectious disease as the leading cause of death in many of these nations. Moreover, one-third of these cancers are preventable, and an additional one-third of cancers can be detected and treated while there is still hope.



A key factor in these rising rates is that many low- and middle-income countries lack proper access to cancer information and prevention, early detection, and treatment methods. As a consequence, cancers are often diagnosed too late, and there is needless suffering from inadequate palliative care. In addition, the tobacco pandemic will kill hundreds of millions of people in this century if we do not improve our ability to intervene.

With more than 90 years of experience and as the largest and most experienced voluntary health agency in the world, the American Cancer Society is emerging as a global leader in addressing the growing cancer burden.

Our Global Vision

The American Cancer Society aims to be a global leader in cancer control, through information sharing, advocacy, capacity building, resource mobilization, and collaboration with other cancer organizations throughout the world. The program targets markets where measurable impact can be determined and achieved, including countries that have multinational populations in the United States.

How the American Cancer Society Works to Fight Global Cancer



We fight cancer through three areas of global mission delivery: advocacy, capacity building, and information. We work to share knowledge and foster demand for cancer control through advocating leaders and building in-country expertise in effective cancer control practices.

ACSU, Oakland, California, 2007

Advocacy

Leading efforts to raise awareness about the global cancer burden and to create the political will to address it

Tobacco Control Training and Grants

The American Cancer Society tobacco control program employs a multi-pronged approach, including training, advocacy, and research. With our partners, we have supported more than 200 tobacco-focused seed grants worldwide, provided technical assistance around raising awareness about the global cancer burden, and created the political will to address it. These grants provide much-needed data and help to establish new tobacco control leaders in the developing world.



Tobacco cessation training, Wuhan, China, 2007

Global Smokefree Partnership

Central to our tobacco control program is support of the World Health Organization's (WHO) Framework Convention on Tobacco Control (FCTC), the world's first public health treaty. Our support has helped create an environment for FCTC ratification in more than 150 countries. In 2007, the Society became the co-host, along with the Framework Convention Alliance (FCA), of the Global Smokefree Partnership (GSP), a multi-partner initiative dedicated to promoting smoke-free policies worldwide. The GSP led efforts to secure strong global guidelines for smoke-free policies and is working to ensure their effective implementation. Through GSP, we also are helping employers develop smoke-free worksites, and our tobacco program creates links with successful evidence-based domestic cessation programs, including Freshstart® and Quitline®.

Patient Advocacy

The American Cancer Society is actively involved in promoting patient advocacy worldwide by showing cancer patients and their families how they can influence policy-makers at all levels to make necessary changes that benefit cancer patients. The Society collaborates with other cancer organizations to conduct patient needs assessments, to hold meetings to give a voice to cancer patients, families, and caregivers, and to provide training and support for advocacy efforts.

Capacity Building

Building international capacity to fight cancer by strengthening regional and country-based cancer control

American Cancer Society University

The American Cancer Society University (ACSU), the Society's signature international program, is an intensive training and development program designed to enhance nonprofit management practices and cancer control activities among cancer control leaders around the world. The ACSU curriculum augments the ability of emerging cancer societies to deliver services by presenting best practices in community-based cancer control programming. American Cancer Society volunteers and staff share insights with colleagues from around the world to deliver customized ACSU curricula addressing the unique conditions and challenges in each target country and region.



ACSU, Oakland, California, 2007

International Relay For Life®

International Relay For Life® (IRFL), modeled after the American Cancer Society's signature activity, rallies communities to acknowledge and celebrate cancer survivors; remember loved ones lost; advocate for better care and more funding; and raise funds to eliminate cancer. For the past two decades, Relay For Life® has

Relay For Life®, Malaysia, 2007



spread to more than 3,400 US communities and is now in 20 countries. IRFL has universal appeal to mobilize communities to increase public awareness about cancer and support survivors while raising funds for developing cancer organizations.

Building Regional Capacity

While many of our efforts have a global impact, our regional focus ensures that we can have a sustainable impact in key countries where intervention has the greatest likelihood of reducing the burden, both in the short- and long-term. Moreover, our areas of emphasis include multinational populations that may have ties to the United States and to their countries of origin. While we have multi-year engagements and an on-the-ground presence in more than 20 countries throughout Latin America, Asia, and Africa, a particular focus is placed on India, China, Mexico, and South Africa because of high emigration to the US, health infrastructure, and multinational partnerships. In each country, our capacity building efforts include tailored training and technical assistance programs, led in partnership with local nongovernmental organizations (NGOs) and pilot worksite and patient navigation initiatives.

National Cancer Planning

Comprehensive cancer control planning is an essential tool to ensure that national, state, and regional cancer plans are developed and implemented as effectively as possible. The American Cancer Society works with partners to provide forums for a variety of stakeholders in countries to come together to develop national cancer plans. These stakeholders include health ministers, NGOs, health care leaders, and others who need to be involved in creating a national cancer plan, determining priorities, and developing plan implementation and monitoring guidelines.

Information

Providing lifesaving information to the global health care community, employers, the public, and journalists



The American Cancer Society is a leading source of high-quality, evidence-based cancer information through print publications, translations, online strategies, media trainings, and international call centers. We disseminate lifesaving cancer prevention and awareness messages through journalist fellowships and trainings on cancer and tobacco and have conducted media outreach in priority countries to raise awareness of the disease in-country, resulting in a notable increase in coverage in countries as diverse as India and Nigeria. We also seek and employ novel solutions to capture and assess data about cancer.

About 25 percent of the American Cancer Society Web site traffic on www.cancer.org comes from domains registered outside of the United States. We also work to develop country-specific, Web-based information to share tailored cancer and program information in our key areas of emphasis, focusing on both health professionals and the general public. And our new global workplace solutions program is partnering with employers of every size to reach their employees with lifesaving cancer and tobacco awareness, information, and programs.



Top left: Community health educators with Fronteras Unidas Pro Salud, an American Cancer Society grantee in Mexico

Bottom left: Journalist "Boot Camp" in New Delhi, India, 2007

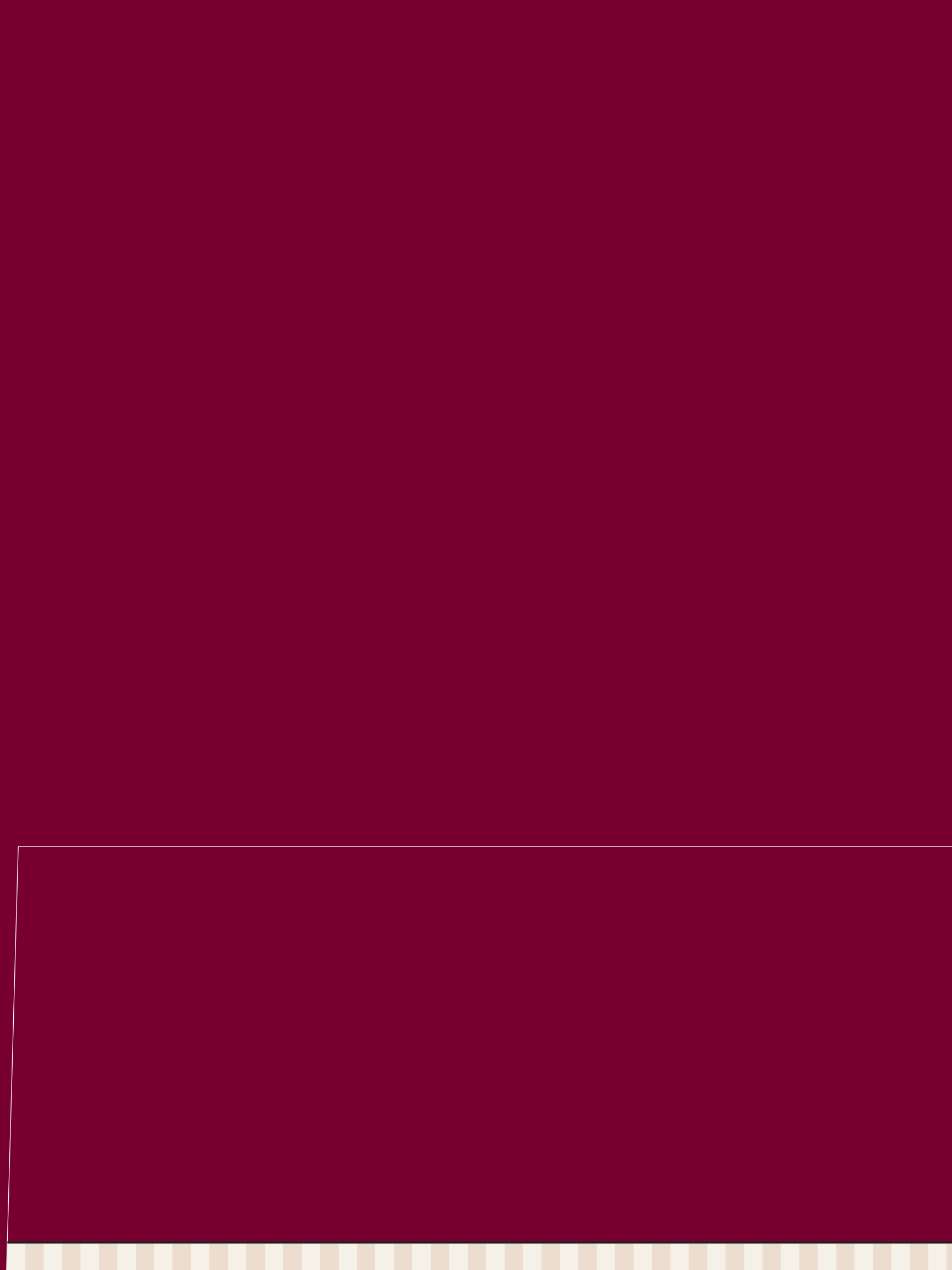
Collaborating and Mobilizing Resources to Fight Cancer

Our international program seeks to place cancer as a critical health issue on the global agenda, through building awareness of the pandemic and strategic alliances with key partners in governments and civil society, including: **African Organization for Research and Training in Cancer (AORTIC), Centers for Disease Control and Prevention (CDC), Cervical Cancer Action, Chinese Anti-Cancer Association (CAC), Comprehensive Cancer Control Leadership Forum, Framework Convention Alliance (FCA), Instituto Nacional de Cancerología (INCAN) in Mexico, International Agency for Research on Cancer (IARC), International Atomic Energy Agency (IAEA), International Union Against Cancer (UICC), Lance Armstrong Foundation (LAF), Tata Memorial Centre in India, and the World Health Organization (WHO).**

American Cancer Society representatives participate in international conferences and meetings to raise the visibility of cancer control on the global development agenda. In 2008, the Society will sponsor the first of a series of World Leaders Roundtables on the global cancer pandemic. These Roundtables will bring together leaders in government, business, health care, and other areas to discuss critical issues related to cancer control.



Participants at 5th AORTIC Conference, Dakar, Senegal, 2005



The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

No matter who you are, we can help. Contact us anytime, day or night, for information and support.



1.800.ACS.2345
www.cancer.org

Hope.Progress.Answers.®