



EVENT REPORT

Breast Cancer - Moving From Policy To Practice

12 October 2022

General overview

The event was hosted by The Global Surgery Foundation (The GSF) and the United Nations Institute for Training and Research (UNITAR) at the occasion of Breast Cancer Awareness Month. October is a month dedicated to increasing awareness as well as prevention efforts and provides an opportunity to shine a light on breast cancer and keep it high on the public agenda. Cancer care remains a priority and many countries have developed National Cancer care plans, strategies, and policies to combat the growing burden. However, despite the adoption of such policies and plans, there is still a gap in implementing them. The event aimed to address how we can more effectively translate policy into practice and to identify key political instruments for Breast Cancer care, to understand the main challenges for translating policy into practice and to raise awareness on Breast Cancer, particularly in low-resource settings.

Agenda and speakers

15:05 | Where are we today: WHO's Global Breast Cancer Initiative



Dr. Benjamin Anderson
Medical Officer,
World Health Organisation
Lead, WHO Global
Breast Cancer Initiative

15:15 | Shaping Cancer policy: National Integrated Cancer Control Act for the Philippines



Ms. Carmen Auste
CEO and Co-Founder,
Cancer Warriors Foundation,
Philippines & Vice President
Cancer Coalition Philippines

15:25 | Translating policy to practice: Akazi – Information, training and awareness in Malawi



Dr. Jonathan Chiwanda
Head of NCDs & Mental Health,
Malawi Ministry of Health



Dr. Ruth Hope Mwandira
Senior Associate
at the Agency for Scientific
Research and Training,
Malawi

15:00 | Welcome: Building bridges with communities



Ms. Shudufhadzo Musida
Miss South Africa 2020,
GSF Goodwill Ambassador

15:45 | Roundtable discussion All

Key messages

The discussion focused on how can more effectively translate policy to practice, fostering a comprehensive approach to improve Breast Cancer care, especially in low-income and resource-limited settings, and key points are noted below.

Key challenges

- Key challenges noted include lack of political will, lack of unity between parallel delivery (e.g. public and private), as well as financial toxicity, cancer fatalism and healthcare workforce.
- Majority of Breast Cancer cases already occur in low-and-middle income countries (LMICs), and by 2040, 60% of the projected 3 million new cases and 70% of the 1 million deaths annually will occur in LMICs.

Summary

- The aim of the WHO Global Breast Cancer Initiative (GBCI) is to reduce global breast cancer mortality by 2.5% per year, thereby averting 2.5 million breast cancer deaths between 2020 and 2040.
- The WHO GBCI consists of three key pillars: health promotion for early detection, timely breast diagnostics and comprehensive breast cancer management.
- The National Integrated Cancer Control Act for the Philippines focuses on integration via 4 dimensions:
 - Developing and structuring components of the law around identified priorities, needs and concerns of cancer patients
 - Specifying patient-centred and family focused approached and modalities
 - Integrating necessities of multidisciplinary care
 - Designing and organizing service deliver mechanisms throughout the cancer journey
- The National Cancer Control Strategic Plan Malawi was launched in 2019 with a ten-year commitment. Performance evaluation demonstrated improved outcomes for treatment, prevention, finance, governance against WHO AFRO average scores.

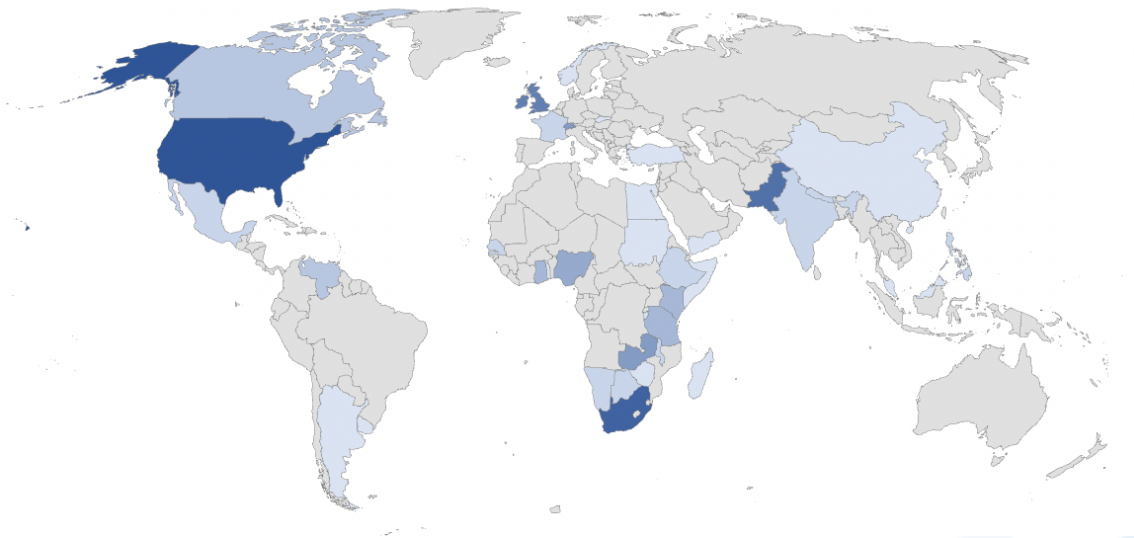
Recommendations for addressing challenges

- Phased implementation strategies, taking one step at a time with clearer understanding on how to prioritise.
- Using mammography not only as the first stop; ultrasound is a durable tool which can be used in many different settings.
- Identifying sustainable funding solutions not dependent on donors, especially for treatment, moving away from disease-specific approaches and towards women's health and developing Woman's Health Clinics (e.g., combining WHO GBCI and WHO Strategy to Eliminate Cervical Cancer).
- Ensuring collaboration to target advocacy, which needs to happen both as the higher-level but also at the grassroots level to achieve lasting change.

Event attendance

- A total of 116 participants attended the event via Zoom.
- A total of 39 countries were represented, with highest representation from United States (9%), South Africa (8%), Pakistan (7%), Ireland (6%) and United Kingdom (6%).
- Most participants who attended were Medical Staff (29%) followed by Academia (24%), NGO (11%), and UN/Government (11%).

Geographic distribution

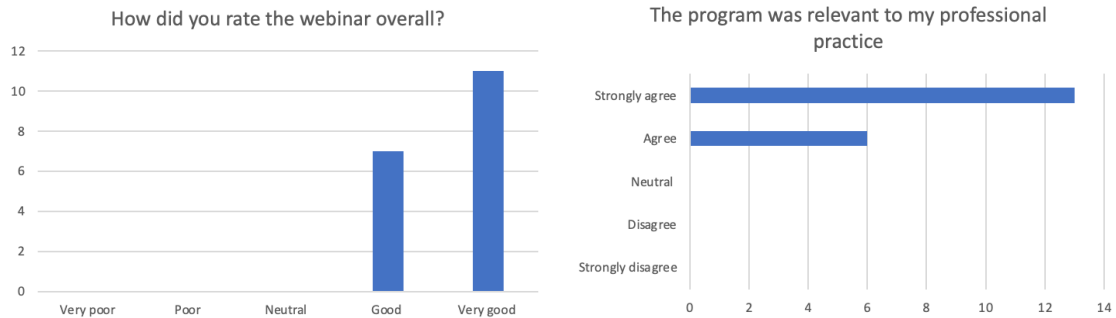


Promotion and planning

- A promotional video was developed by GSF Goodwill Ambassador, Ms Shudufhadzo Musida which invited participants to join the event and raised awareness on Breast Cancer as a health priority area. The video generated a total of 42k impressions across social media platforms (Instagram, Twitter and LinkedIn) in the span of 5 days. Please see the video by clicking [here](#).
- Promotional activities were channelled on social media via UNITAR and The GSF platforms. The GSF social media campaign generated 56k impressions across Twitter and Instagram with an above average engagement rate over the span of two weeks.
- The GSF sent out a targeted mailing campaign focused on the promotional video from Ms Shudufhadzo Musida which created a total of 369 clicks to the event page.
- Promotional efforts generated a total number of 321 registrants.

Evaluation

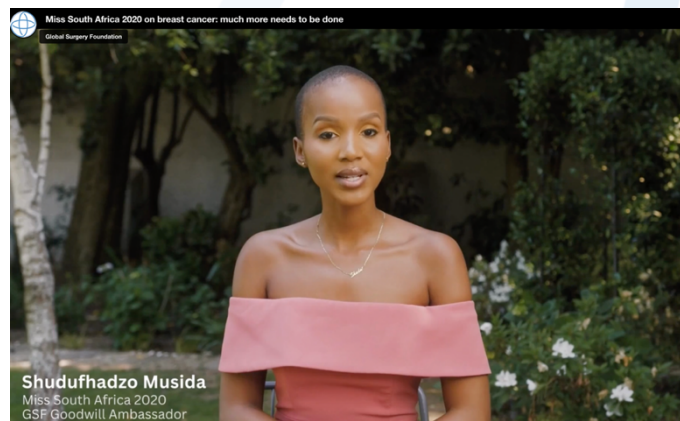
A total of 19 participants responded to the evaluation survey sent to the participants following the event. Participants were re-directed to the survey following the event and a reminder to complete the survey was also sent out the following day.



100% of respondents rated the webinar as 'very good' or 'good' overall and 84% of respondents strongly agreed that there was sufficient opportunity for discussion and questions from the participants. 100% of respondents strongly agreed or agreed that the webinar was relevant to their professional practice. Respondents also appreciated the representation of different geographies noting 'Loved the collaboration of different countries' and 'The panellists were very good. They talked about the challenges that are found not only in Malawi but in most of Africa'.

Event outcome and next steps

- 1) The **event recording** is available here: <https://www.globalsurgeryfoundation.org/events/2022/breast-cancer-policy-to-practice>
- 2) The promotional video by GSF Goodwill Ambassador, Ms Shudufhadzo Musida is available here: <https://vimeo.com/758699660>
- 3) Cancer care is a key entry point for The GSF and the GSF is committed to continuing to support, develop, and collaborate on programmatic efforts for Breast Cancer.





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