



Projets et programmes de prévention du tabagisme : rapport final

(Ne pas remplir à la main SVP)

Nom du projet	UICC World Cancer Congress 2008 – Tobacco track	
Début du projet	1 juillet 2006 (Début du congrès : 27 août 2008)	
Fin du projet	31 décembre 2008 (Fin du congrès : 31 août 2008)	
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Lieu, date

Signature

Genève, 19 février 2009

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1 Résumé du rapport final

*Présentez succinctement le déroulement du projet, les principaux enseignements et conclusions que vous en avez tirés ainsi que les éventuelles recommandations que vous souhaitez formuler.
Une page maximum*

The International Union Against Cancer (UICC) successfully organized the *World Cancer Congress 2008* at Palexpo, Geneva, Switzerland on 27-31 August 2008. More than 3,000 delegates from 126 countries participated in this five-day event which provided a unique opportunity to learn, share and exchange experiences with colleagues from around the world. The congress offered an excellent scientific programme with presentations from outstanding leaders with a variety of sessions formats – plenary sessions, concurrent sessions, educational workshops, challenge the expert sessions, satellite sessions as well oral and poster presentations.

The scientific programme of the congress was organized around five tracks:

- Track 1: Cancer Prevention& Control
- Track 2: Tobacco control
- Track 3: Research and Treatment (knowledge transfer)
- Track 4: Supportive Care
- Track 5: Capacity Building

Track 2: Tobacco Control included a plenary session, 19 concurrent track sessions, Challenge the Expert sessions, Symposia and workshops given by national and international tobacco control experts. In addition to these sessions, Oral and Posters presentations were scheduled throughout the programme. These presentations were the result of a very successful Call for Abstracts: 1,700 abstracts were submitted of which 250 were dedicated to tobacco control.

The *World Cancer Congress 2008* tobacco control sessions focused on how a global movement for tobacco control can be successful. Topics of these sessions included the WHO Framework Convention on Tobacco Control (FCTC), hazards of tobacco products, strategies for social, political and economic changes to reduce tobacco use and exposure, the necessity and practicalities of smokefree policies, communicating the benefits of quitting, helping tobacco users to stop, tobacco industry tactics and marketing practices, tobacco smuggling, tobacco surveillance and control in developing countries, trade, social and economic costs of growing tobacco in developing countries, and the role of cancer societies in tobacco control.

On top to the main programme, UICC organized a two-day pre-congress workshop *Developing Effective Tobacco Control Public Education Campaigns* and tobacco control was featured as a priority action during the World Cancer Summit and the World Cancer Declaration.

Tobacco control was also predominantly featured at the congress exhibition, where 57% of exhibitors presented their work, strategies and products in this topic.

The excellent results of the *World Cancer Congress 2008* were obtained thanks to four main factors: an excellent scientific programme, a very good participation of cancer and tobacco control professionals from around the world, a very successful exhibition, with a very strong participation of tobacco-related exhibitors and an effective internal accounting system and budgetary control.

In general terms, the key to success for this project was a very good support and collaboration from the different players: the host city with logistical and financial support, the Public Health authorities with intellectual and financial support, the support of programme collaborators, the many partners and sponsors and the notoriety of UICC within the international cancer and tobacco control community.

UICC would like to express its gratitude to the Office Fédéral de la Santé Public for making possible the organization of this event.

2 Brève description du projet

(Cette description doit permettre de comprendre le rapport sans connaître le projet).

The project consisted in the organization of the World Cancer Congress 2008 in Geneva, on 27-31 August 2008. More than 3,000 delegates from 126 countries participated in this five-day event which provided a unique opportunity to learn, share and exchange experiences with colleagues from around the world.

The World Cancer Congress brings together the global cancer community. Clinicians, practitioners, government agencies and NGOs, patient-care providers and advocates, tobacco control professionals, researchers and behavioural scientists and public health experts focus on transforming the latest knowledge into strategies that countries, communities, institutions and individuals can employ to reduce the cancer burden.

The scientific programme of the congress was organized around five tracks:

- Track 1: Cancer Prevention & Control
- Track 2: Tobacco control
- Track 3: Research and Treatment (knowledge transfer)
- Track 4: Supportive Care
- Track 5: Capacity Building

The Congress was organized by the International Union Against Cancer (UICC), the leading global non-governmental organization devoted exclusively to cancer, based in Geneva, Switzerland.

The first International Cancer Congress was held in Madrid in 1933. It led to the foundation of the International Union Against Cancer (UICC) in 1935. Since 2006, the World Cancer Congress takes place every other year.

3 Objectifs prévus

Présentez l'objectif stratégique (cf. stratégie nationale de prévention du tabagisme) que vous souhaitez contribuer à atteindre avec votre projet.

Présentez également les objectifs spécifiques au projet (cf. demande de financement).

The overall objective of the project was to successfully organize the World Cancer Congress 2008 in Geneva in August 2008.

The objectives of the congress included:

- Translating scientific and behavioural research into relevant prevention, early detection, treatment, psychosocial support, palliative care, etc.
- Understanding the economic implications of cancer control interventions in both developed and developing settings and determining which interventions produce the best results
- Implementing effective tobacco control and public health programmes
- Promoting the development of national cancer plans as building blocks of a comprehensive anti-cancer strategy worldwide
- Stimulating capacity-building among UICC member organizations and cancer NGOs
- Strategic planning and sharing and exchanging best practices
- Engaging donor organizations in cancer control effort
- Developing north south partnerships

In regards to tobacco control, the objectives were:

- Provide evidence-based information and identify the research needs
- Establish standards of good practice on tobacco control (particularly focus on the tobacco control framework of the WHO)
- Encourage and facilitate collaboration, knowledge transfer and collective action within the international tobacco control community
- Facilitate the interaction and representation of cancer organizations in the tobacco control field and relationships with government entities at national, regional and international level.

Specific objectives related to the organization of the congress included:

Congress participation: Our objective was set to minimum if 2,500 participants, with a prominent representation of Swiss delegates

Scientific programme: Our objective to provide an excellent scientific programme with presentations from outstanding leaders with a variety of sessions formats – plenary sessions, concurrent sessions, educational workshops, challenge the expert sessions, satellite sessions as well oral and poster presentations. We particularly aimed to dedicate 37% of the scientific programme to tobacco control.

Congress exhibition: Our objective was to provide a unique platform for the pharmaceutical industry, international organizations, tobacco control and cancer organizations to showcase their products and services, as well as to provide an area for networking and information sharing.

4 Objectifs atteints

*Etablissez une comparaison entre les objectifs spécifiques prévus et les objectifs atteints.
(Si les objectifs n'ont pas été atteints ou seulement partiellement, expliquez pourquoi au point 7)*

Congress participation:

The *World Cancer Congress 2008* gathered over 3,000 cancer and tobacco control professionals from 126 countries – 495 delegates coming from Switzerland. Based on registration information, room occupancy and congress survey, we can confirm the percentage of delegates' primary interest in the five tracks offered as follows:

- | | |
|--|-----|
| • Track 1: Cancer Prevention& Control | 23% |
| • Track 2: Tobacco control | 20% |
| • Track 3: Research and Treatment (knowledge transfer) | 21% |
| • Track 4: Supportive Care | 19% |
| • Track 5: Capacity Building | 17% |

UICC offered approximately 250 travel grants to delegates from developing countries. These grants were a contribution to the costs of travel, accommodation and congress registration. More than 480 national and international cancer and tobacco control experts were invited as speakers of chairs of the different sessions of the scientific programme.

In all, the Tobacco Control track attracted 20% of the congress delegates including tobacco control researchers, professionals, educators, advocates, project managers, governmental policy decision-makers, and all those involved in the implementation of smokefree policies.

Scientific programme:

Track 2: Tobacco Control included a plenary session, 19 concurrent track sessions, Challenge the Expert sessions, Symposia and workshops given by national and international tobacco control experts.

In addition to these sessions, Oral and Posters presentations were scheduled throughout the programme. These presentations were the result of a very successful Call for Abstracts: 1,700 abstracts were submitted of which 250 were dedicated to tobacco control.

The *World Cancer Congress 2008* tobacco control sessions focused on how a global movement for tobacco control can be successful. Topics of these sessions included the WHO Framework Convention on Tobacco Control (FCTC), hazards of tobacco products, strategies for social, political and economic changes to reduce tobacco use and exposure, the necessity and practicalities of smokefree policies, communicating the benefits of quitting, helping tobacco users to stop, tobacco industry tactics and marketing practices, tobacco smuggling, tobacco surveillance and control in developing countries, trade, social and economic costs of growing tobacco in developing countries, and the role of cancer societies in tobacco control.

Opening ceremony:

The *World Cancer Congress 2008* was inaugurated by Pascal Couchepin, president of the Swiss Confederation. During his speech, Mr Couchepin addressed the problem of tobacco as a major cause of cancer, amongst other public health priorities.

Exhibition:

The exhibition hall of the Congress was a space dedicated to:

- commercial and non commercial organizations active in cancer and/or tobacco control to present their programmes, strategies or products
- delegates for community building workshops and networking
- poster sessions
- congress registration and general information point
- catering area for coffee breaks and lunches

A total of 53 exhibitors were present, 29 of them emphasized tobacco control. **Accordingly, tobacco control was represented in 57% of the exhibition stands.**

The exhibition hall also hosted the GLOBALink stand which offered delegates free access to the Cyber Centre, free set-up and printing of their individual congress itineraries as well as their personalized abstract book. GLOBALink, a programme of the International Union Against Cancer (UICC) since 1993, is devoted to serving the global tobacco control community in the fight against the use and promotion of tobacco products. It provides a user-friendly mean of information exchange through the Internet and email, exclusively for people working in tobacco control. GLOBALink's community-reviewed membership has grown from less than 50 at the start to an over 6,200-strong group of tobacco control professionals from 155 countries.

Tobacco control pre congress workshop:

UICC organized a two-day pre-congress workshop *Developing Effective Tobacco Control Public Education Campaigns* on tobacco control on 25-26 August. Over 60 participants from 34 countries took part in this workshop. The aim was to introduce smokefree toolkits and other resources and share country experiences in order to intensify the global effort to create a smoke-free environment for all, especially children. Please see enclosed documentation for more information about this meeting.

The World Cancer Leaders Summit:

UICC hosted on 30 August 2008 the *2008 World Cancer Summit*, a meeting of more than 60 high level policymakers, leaders and health experts, chaired by former UN High Commissioner for Human Rights, Mary Robinson. This meeting organized in parallel, adopted the *World Cancer Declaration*, a global plan aimed at tackling the growing cancer crisis in developing countries.

One of the main targets by 2020 of the *World Cancer Declaration* is the significant reduction of global tobacco consumption. Priority actions include increasing efforts to reduce tobacco consumption by encouraging governments to fully implement and enforce the Framework Convention on Tobacco Control (FCTC). The plan is to have a follow up and report to be presented in the 2010 UICC World Cancer Congress in Beijing, China. The *World Cancer Declaration* can be found with the enclosed congress documentation.

5 Réalisations (outputs)

Indiquez les réalisations dont vous disposez (manuel, brochure, matériel pédagogique, etc.).

Toutes les réalisations prévues sont-elles disponibles ?

(Si une partie seulement des réalisations prévues est disponible, expliquez pourquoi au point 7).

The conference outputs included the following products:

Congress website: A dedicated website to the 2008 World Cancer Congress was launched 18 months ahead of the congress date to provide delegates, exhibitors, partners and sponsors with an overview of the congress and up-to-date information and facilitate their participation in the congress.

Congress e-updates: Electronic updates were sent every two months to potential delegates, exhibitors, partners and sponsors, giving participants the latest developments of the organization of the congress

Congress Final Programme Book: A comprehensive guide to the 2008 World Cancer Congress was given to all delegates. This publication included a directory/timetable of the scientific programme, satellite symposia, socials events, exhibitors' listings, etc.

Conference abstracts: The abstracts and power point presentations of the speakers of the congress are available through the congress website.

Congress Daily News: A congress newsletter was produced with next-day reporting, articles, features and highlights of the programme ahead.

Media coverage report: The conference enjoyed very good coverage from the international media. A detailed media report was produced and available upon request.

Publication: Highlights of the Congress Plenary Sessions: A post-congress reporting of the congress plenary sessions is available.

6 Impact

(Ces informations relèvent de la perception qualitative et subjective du projet par son responsable).

Une évaluation externe de l'impact a-t-elle été réalisée ? Oui (joindre le rapport) / Non

Si non :

Quel est l'impact de votre projet ? Sur quoi se base votre réponse ?

UICC conducted an evaluation of the congress through a survey that was sent to all delegates and exhibitors few days after the congress. This survey evaluated the satisfaction of delegates of the scientific programme, the sessions, the exhibition, travel grants, UICC staff and overall organization of the congress. Specific surveys were administrated to exhibitors and speakers to evaluate their congress satisfaction.

Overall, the vast majority of participants to the congress (delegates, speakers, exhibitors) expressed as very good and outstanding overall satisfaction with the congress.

7 Rétrospective et enseignements

Veillez répondre à toutes les questions :

- 1) Comment expliquez-vous les résultats obtenus (atteinte des objectifs, réalisations) ?*
- 2) Quelles mesures prises pour atteindre les objectifs se sont révélées efficaces, lesquelles pas ? Quels facteurs ont joué en votre faveur et lesquels en votre défaveur (facteurs de succès et d'échec) ?*
- 3) Comment évaluez vous les coûts et le travail liés au projet par rapport aux résultats atteints ?*
- 4) Quels sont les enseignements généraux que vous avez tirés de ce projet ?*
- 5) Autres aspects ?*

- 1) The excellent results obtained were due to four main factors :

- a. *Scientific programme:* The evaluation of the scientific programme of the Congress was very positive. This accomplishment was the result of the strategy of a five-track programme, an excellent collaboration from UICC members and partners, a very good selection of topics, world renowned speakers from UICC's extensive network and the overall coordination of the different programme collaborators.
- b. *Participation:* The congress benefited from a very good participation of cancer and tobacco control professionals from around the world. This participation was due to an efficient marketing and communications plan, the availability of travel grants for delegates from low and middle income countries, the strategy of a five-track programme, particularly a track dedicated to tobacco control (and thus, a programme attractive for this community) and the creation of a dedicated congress department within the UICC secretariat.
- c. *Exposition:* The conference had a very successful exhibition, with a very strong participation of tobacco-related exhibitors. This was the result once again of the strategy of dedicating a complete track to tobacco control, the excellent relationship between UICC and its members and partners and the Globalink network.
- d. *Budgetary control :* The effective budgetary control was due thanks to the support of the OFSP and other partners, the excellent long-term relationships established with suppliers (and thus, a better negotiation power), an effective internal accounting system and budgetary control and to the « law of numbers » (more participants, more negotiation power)

- 2) Mesures efficaces

- a. Factors in our favour: UICC is the leading non-governmental organization dedicated to global cancer control. A long-standing institution founded in 1933, UICC has over 330 members in more than 100 countries. In addition, UICC works closely with other international organizations such as WHO, IARC, PACT, etc and it has an extensive and global network of cancer and tobacco control experts.
- b. Factors against us: In spite of our success, we are still young in the organization of our own conference and thus, our relationships with suppliers and partners are very recent. The support of the OFSP and other sponsors made the difference.

- 3) In general terms, the project held the road financially thanks to a very good support from the congress centre (Palexpo). In addition, thanks to the support of the OFSP and other partners, we were able to offset the hotel prices in Geneva. We also had the support of the Tourism Office of Geneva which offered free public transportation to delegates and the support of the Etat de Genève, who offered the Welcome Reception which was very well appreciated.
- 4) The key to success for this project was a very good support and collaboration from the different players: the host city with logistical and financial support, the Public Health authorities with intellectual and financial support, the support of programme collaborators, the many partners and sponsors and the notoriety of UICC within the international cancer and tobacco control community.

8 Durabilité et valorisation

Comment évaluez-vous la durabilité de votre projet ? Par exemple :

- *L'impact du projet perdurera-t-il une fois ce dernier terminé ?*
- *Le projet aura-t-il d'autres impacts (mimétisme, effet boule de neige)?*
- *Les processus nés de votre projet perdureront-ils ? Ont-ils un impact sur d'autres groupes que le groupe cible défini ?*

Avez-vous évalué les possibilités de multiplication du projet ? Quelles sont-elles ?

Comment comptez-vous exploiter le savoir-faire acquis et les expériences réalisées pour d'autres projets et thématiques ?

The impact of the conference will be lasting and can be seen in a number of areas:

- Presentations and abstracts of the Conference programme are available on the website
- With the variety of sessions along with the hands-on experiences that were shared amongst speakers and participants, cancer and tobacco control professionals and volunteers have been informed, refreshed and motivated with new ideas and strategies for their efforts.
- The impact was also reflected by the endorsement and interest in the implementation of the World Cancer Declaration
- The impact was also broader thanks to the coverage of national and international media
- Lessons learned and experience obtained will be implemented in the organization of the 2010 World Cancer Congress in Beijing, China

9 Egalité des chances

Avez-vous pris des mesures particulières pour promouvoir l'égalité des chances (sexe, origine sociale et appartenance ethnique)? Oui / Non

Si oui, quelle a été votre expérience dans ce domaine ?

Si non, de telles mesures auraient-elles permis, d'après vous, d'obtenir de meilleurs résultats ?

In order to give the opportunity to individuals from low and middle income countries to participate in the congress, UICC offered approximately 250 travel grants. These grants were a contribution to the costs of travel, accommodation and congress registration.

More than 480 national and international cancer and tobacco control experts were invited as speakers of chairs of the different sessions of the scientific programme.

UICC will continue this practice and will try to increase the number of travel grants available as this is the only way that many cancer and tobacco control experts in resource-constraint countries are able to participate in this important event.

10 Forces et faiblesses

Quelles sont les forces et les faiblesses de votre projet ?

Forces:

- The notoriety of UICC within the international cancer and tobacco control community
- The extensive global network of UICC: 330 members in more than 100 countries, partner organizations such as WHO, IARC, PACT, etc and the global network of cancer and tobacco control experts
- The uniqueness of the conference, which meets a clear need of the international cancer and tobacco control community
- The support from sponsors and partners

W (Weakness):

- Even as UICC benefited from the experience accumulated from the preceding editions, of the *World Cancer Congress*, this was the first conference entirely organized by the UICC secretariat in Geneva. An excellent project management made it possible to eliminate this disadvantage.

11 Conseils

Quels conseils donneriez-vous à d'autres acteurs préparant un projet similaire ?

Follow the same "business model" : to have the combination of a close collaboration and support from the host city, the public health authorities, programme collaborators, the support of sponsors and the notoriety, capacity and global networks similar to those of UICC.

12 Divers