

2024 Global Advocacy Report for World Cancer Research Fund International





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1. Background

UICC and WCRFI Global Advocacy Report 2024

UICC is delighted to continue our global advocacy partnership with the World Cancer Research Fund International (WCRFI).

Your valuable support has played a pivotal role in advancing our advocacy efforts to highlight the importance of cancer control on a global scale. It has also enabled us to engage meaningfully with UICC members on critical advocacy priorities, contributing to our shared mission of reducing the global cancer burden.

This report provides an overview of the key outputs and outcomes of our work in 2024, including specific activities and deliverables aligned with our partnership agreement.

We sincerely thank WCRFI for your support throughout 2024, and we look forward to building on this collaboration in 2025 and beyond.

Background

UICC's mission is to both unite and support the cancer community in its efforts to reduce the global cancer burden, promote greater equity and ensure that cancer control continues to be a priority in the world health and development agenda.

With a network of over 1,150 member organisations spanning 172 countries and territories, UICC is uniquely positioned to bring together voices from around the world, making global advocacy a central pillar of its work.

As a membership-based organisation, UICC is committed to ensuring that members have access to platforms and channels where their voices can be amplified on the global stage. Additionally, UICC curates and shares the latest developments in the global health landscape to keep members informed and engaged.

Cancer control advocacy involves strategically influencing governments, policymakers, and other key

stakeholders to make the necessary commitments, develop actionable plans and policies, and allocate resources to drive meaningful change. UICC supports this process by working across the policy cycle to provide evidence for effective cancer control, creating tools for national advocacy efforts, and showcasing examples of successful policy implementation.

The Knowledge, Advocacy, and Policy (KAP) team operates across three main work streams:

Knowledge generation - bringing together the evidence-base for effective cancer control.

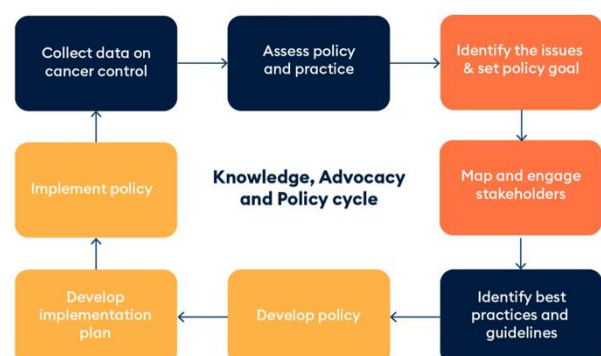
Advocacy initiatives - influencing decision makers and other stakeholders to change policies to improve cancer outcomes.

Policy analysis - Developing and implementing policies and programmes to improve cancer and health outcomes.

These work streams encompass UICC's technical and scientific expertise, advocacy efforts with members and partners, and in-depth policy analysis on key issues in cancer control.

"We are profoundly grateful to our members like WCRFI for their support to UICC's advocacy efforts as working together at the national, regional and global levels we can better facilitate change to improve the lives of people living with cancer"

Sonali Johnson, Head of Knowledge, Advocacy and Policy, UICC



2. Report on Deliverables

Please find below a report on the agreed deliverables between UICC and WCRFI for our 2024 partnership. **Thank you for your support.**

A. Continued support to include WCRFI's publication into scientific journals

1. Follow-up on commentary piece to promote WCRFI's publication into the International Journal of Cancer (IJC)

Four studies and an editorial were published in the International Journal of Cancer on Wednesday May 1 2024. The papers presented the findings of the World Cancer Research Fund (WCRF) Global Cancer Update Programme (CUP Global), a comprehensive review of the available literature and evidence. The four papers published were:

- Post-diagnosis body fatness, recreational physical activity, dietary factors and breast cancer prognosis: Global Cancer Update Programme summary of evidence grading.
- Post-diagnosis recreational physical activity and breast cancer prognosis: Global Cancer Update Programme systematic literature review and meta-analysis.
- Post-diagnosis body fatness, weight change and breast cancer prognosis: Global Cancer Update Programme systematic literature review and meta-analysis.
- Post-diagnosis dietary factors, supplement use and breast cancer prognosis: Global Cancer Update Programme systematic literature review and meta-analysis.

These were accompanied by the editorial: Post-diagnosis adiposity, physical activity, dietary factors and cancer survival: A systematic review of the evidence base.

2. Explore inclusion of paper from the CUP proceedings in the JCO – Global Oncology

As all the papers were published in the IJC, there was no need to approach the JCO- GO.

3. Promotion of WCRFI papers published in the IJC and the Journal of Global Oncology – Clinical Oncology (JGO) through social media (with collaboration / coordination from WCRFI / UICC communications teams)

A media advisory was issued on May 2 with a quote from Dr. Sonali Johnson, Head of Knowledge, Advocacy and Policy at UICC. UICC also included the information about the studies in a news article published on the UICC website and promoted on social media and in the UICC newsletter: <https://www.uicc.org/news-and-updates/news/world-cancer-research-fund-publishes-findings-connecting-lifestyle-changes>

The article included a quote by Dr. Helen Croker, Assistant Director of Research and Policy at World Cancer Research Fund International and co-author of the papers.

In addition, two new in-depth scientific reports were launched at the World Cancer Congress in Geneva, bring together a full synthesis of the current evidence on diet, nutrition, physical activity and body weight from WCRF International's Global Cancer Update Programme (CUP Global) on people living with and beyond breast and colorectal cancers. A press release was issued on the 18 of September 2024 with a quote from Dr. Sonali Johnson about the importance of the findings.

UICC was delighted to see pick-up of WCRFI's work published in the IJC in the prestigious newspaper The Guardian- "Coffee drinkers have much lower risk of bowel cancer recurrence study finds"

<https://www.theguardian.com/society/2024/mar/23/coffee-drinkers-much-lower-risk-bowel-cancer-recurrence-study>

4. Organisation of video podcast / interview with WCRFI and / or CUP experts on UICC website on selected paper(s)

While a podcast was not undertaken in relation to the CUP global papers, the UICC Communications and Marketing team have approached WCRFI for a news article and potential podcast on the soon to be released Policy Blueprint for Cancer Prevention in Q1 2025. This can also be an opportunity to bring in the findings from the CUP Global studies.

5. Dissemination of WCRFI resources / publications on the International Cancer Control Partnership (ICCP) portal and promotion through ICCP network

The NOURISHING policy index and MOVING policy index were featured on the ICCP portal: <https://www.iccp-portal.org/news/status-nutrition-and-physical-activity-policy-europe> in January 2024. These were announced as new materials in the International Cancer Control Partnership monthly meeting.



B. Joining forces for global advocacy on cancer

1. Quarterly updates from UICC on the advocacy landscape in Geneva (discussions at the WHO, Geneva based mission and civil society organisations) and discussion of opportunities for advocacy on priority areas (e.g. life course, NCD and cancer prevention, alcohol policy, nutrition, and policy for creating healthy environments, etc.)

The UICC Knowledge, Advocacy and Policy team has held periodic calls with the WCRFI policy team to update them on developments in Geneva, particularly focused on sharing intelligence and opportunities ahead of key advocacy meetings or discussions. These calls have included planning for the WHO Executive Board (EB) in January and the World Health Assembly (WHA) in May, together with updates on progress of the Intergovernmental Negotiating Body on Pandemic Preparedness and updates to the International Health Regulations.

2. Coordination of advocacy with the Geneva Permanent Missions, including relevant intelligence sharing and facilitation of introductions, where relevant and possible.

This has been an area of work which has stepped up significantly in 2024. The UICC team has sought to ensure that WCRFI are included in relevant Geneva-based Advocacy calls and document development, most notably briefings ahead of the EB and WHA and, ahead of the WHA, the two policy teams explored joint Mission engagement. This proved difficult to coordinate, given the limited availability of Health Attachés during this period and instead UICC provided email introductions to 21 country Missions and arranged in-person meetings with the Missions of Argentina, Brazil, Canada, Ireland and the US on the margins of the World Cancer Congress. These conversations are ongoing with further meetings with the delegations of Slovenia, Mexico and Colombia in progress.

3. Collaboration between WCRFI and UICC on statements delivered at the WHO Executive Board on selected agenda items and at the World Health Assembly, particularly in relation to the Appendix 3.

UICC has continued to collaborate with WCRFI including supporting statements at WHO meetings, sharing intelligence on nutrition related discussions and strategizing with the WCRFI team on key messages and statements.

4. Relevant periodic updates on the inter-governmental process of negotiating a pandemic preparedness mechanism, including opportunities for advocacy around cancer prevention.

The UICC team has sought to provide brief updates on the pandemic accord negotiation process to WCRFI at the regular check-in calls, with additional calls arranged as needed. These updates identify language which would be most relevant to the WCRFI team's work, as well as provide a concise update on the general landscape of negotiations, likely next steps and potential 'wins'.

5. WCRFI to input on a new agenda/roadmap for advocacy for the next ten years (with key milestones e.g. 2025 and possible WHO commitment in 2027)

The UICC team has sought to engage WCRFI in the process of updating the World Cancer Declaration. The update process was highlighted in one of the WCRFI-UICC update calls and WCRFI was invited to join a preliminary consultation on the aims and objectives of a new World Cancer Declaration in July 2024. At the World Cancer Congress, WCRFI was invited to join a discussion of European members, focusing more on the thematic contents of the declaration.

6. Participating in the UICC global advocacy advisory group

In 2024, the focus of UICC's engagement with the global advocacy advisory group was on the update to the World Cancer Declaration. WCRFI's input into this discussion was very welcome and highlights the opportunities to align with other existing frameworks (such as the European Code Against Cancer) and in understanding the value of a global framework. Looking ahead to 2025, the KAP team are exploring how to best engage the expertise of the advisory group through calls and UICC's new platform, UICC Connect.

3. WCRFI / UICC Partnership

As part of the partnership between UICC and WCRFI, other partnership activity has occurred, including recognition of WCRFI and engagement between our two organisations.

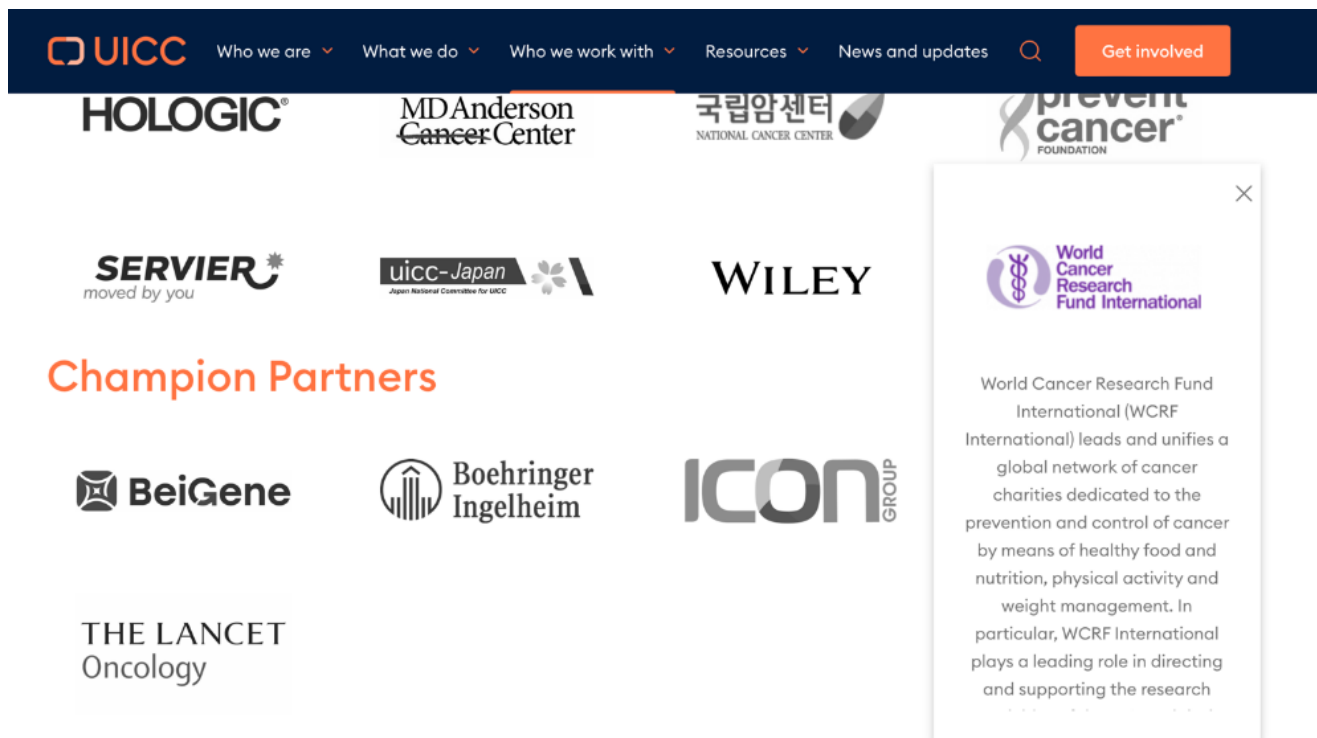
1. UICC Champions Programme

WCRFI's name, logo and description are featured in the *Benefactor* category of UICC's Champions Programme on the [partners' page](#) of the UICC website. [UICC.org](#) receives an average of 25k users and enjoys over 50k page views per month.



Benefactor Partners





As a Benefactor partner, WCRFI was featured in the 2023 Annual Report, which was shared with over 1,150 UICC members and is accessible on the UICC website. The 2023 UICC Annual Report reflects a year of expanding the organisation's global network and celebrating its 90th anniversary. It was a year that saw UICC grow in reach and deepen its support of the cancer control community.



UICC.org

2. UICC Website and Social Media

Throughout 2024 UICC featured WCRFI on both the UICC website and UICC social media. Below are examples of content shared.

Promotion of WCRFI Cancer Prevention Action Week 2024

Who we are ▾What we do ▾Who we work with ▾Resources ▾News and updates 🔍[Get involved](#)

Monday, 19 February 2024 - Sunday, 25 February 2024

Cancer Prevention Action Week 2024


wcrf-uk.org/CPAW

#MakeYourMove

19-25 FEBRUARY

CANCER PREVENTION ACTION WEEK 2024

Interested in this event?


[Learn more here](#)

Cancer Prevention Action Week (CPAW) focuses on supporting and empowering the public to make changes to their daily habits, and that of their families, to reduce their risk of preventable cancers.

Our next CPAW is 19-25 February 2024 and the theme is being more physically active.

UICC.org

Promotion of WCRFI’s INSPIRE Research Challenge

Who we are ▾What we do ▾Who we work with ▾Resources ▾News and updates 🔍[Get involved](#)

INSPIRE RESEARCH CHALLENGE

Monday, 12 February 2024 - 09:00 - Friday, 8 March 2024 - 17:00

INSPIRE Research Challenge

This new grant call is aimed at Early Career Researchers worldwide and will prioritise innovative, bold and creative proposals with the potential to catalyse rapid and impactful advances in cancer prevention, treatment and survivorship.

As part of our continued commitment to accelerating progress, World Cancer Research Fund International has launched the INSPIRE Research Challenge, in partnership with American Institute for Cancer Research, World Cancer Research Fund in the UK and Wereld Kanker Onderzoek Fonds in the Netherlands.

The programme is open to early career individuals – defined as not less than 2 years, but not more than 6 years post-doctoral degree (PhD or MD research). Applicants must be employed on a research contract within a department at a research institution affiliated with a university or medical school.

Proposed projects must have direct relevance to cancer prevention, treatment or survivorship and may address any or all stages of the cancer journey. Proposals should address modifiable factors including both lifestyle – such as diet, nutrition, physical activity – and environmental factors – such as pollution/contaminants and pathogens.

Particular priority will be given to novel exposures including stress, sleep and host factors such as immune function.

Event Information

ORGANISER World Cancer Research Fund International	DATE AND TIME Monday, 12 February 2024 - 09:00 - Friday, 8 March 2024 - 17:00
EMAIL inspire@wcrf.org	WEBSITE INSPIRE Research Challenge web page

UICC.org

Members

Highlight of the month



INSPIRE Research Challenge

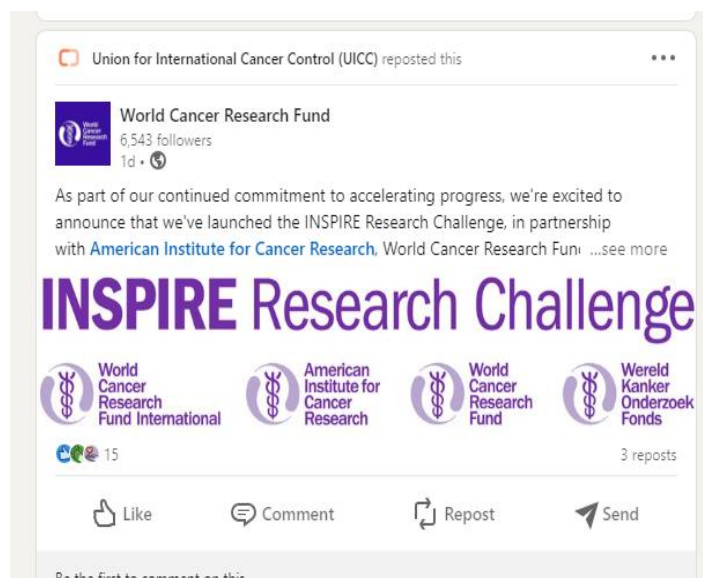
The INSPIRE Research Challenge is aimed at early career researchers and will prioritise innovative, creative proposals driving rapid and significant advances in cancer prevention, treatment and survivorship. [Find out more](#)



This month in the Members' corner, meet the new members joining the UICC community and register for upcoming activities.

[Click here to visit the Members' corner](#)

UICC Newsletter



UICCs LinkedIn page

NEWS

02 May 2024 3min read

World Cancer Research Fund publishes findings connecting lifestyle changes and colorectal cancer survival

Research from the World Cancer Research Fund, as reported in the International Journal of Cancer, suggests diet and physical activity may affect colorectal cancer survival. The findings stress the importance of quality research to inform recommendations.

UICC.org



Union for International Cancer Control (UICC)
18,410 followers
4d • 🌐

A physically active lifestyle, along with a diet rich in plant-based foods, whole grains, and coffee, could enhance overall survival rates for colorectal cancer patients.

Read the findings of the UICC member [World Cancer Research Fund](#) to learn more.

<https://lnkd.in/gQPBBn6Z>

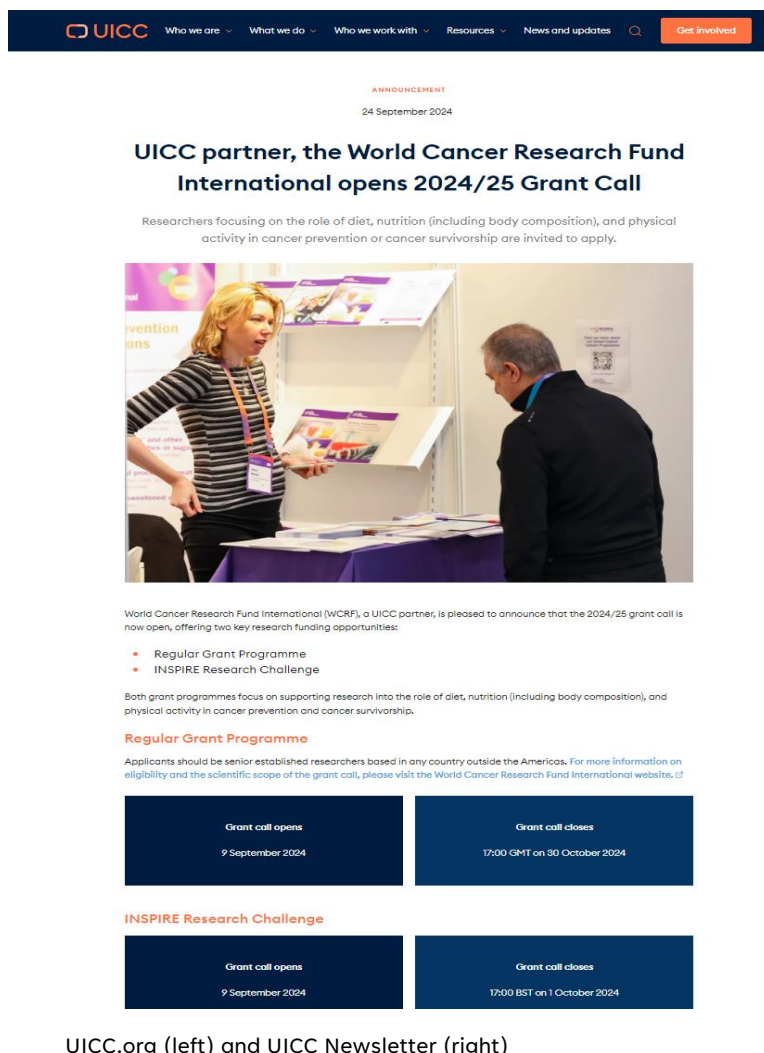
[#colorectalcancer](#) [#CancerResearch](#)

New World Cancer Research Fund Study



UICCs LinkedIn page

Promotion of WCRFI's Grant Call




UICC Who we are What we do Who we work with Resources News and updates [Get involved](#)

ANNOUNCEMENT
24 September 2024

UICC partner, the World Cancer Research Fund International opens 2024/25 Grant Call

Researchers focusing on the role of diet, nutrition (including body composition), and physical activity in cancer prevention or cancer survivorship are invited to apply.



World Cancer Research Fund International (WCRFI), a UICC partner, is pleased to announce that the 2024/25 grant call is now open, offering two key research funding opportunities:

- Regular Grant Programme
- INSPIRE Research Challenge

Both grant programmes focus on supporting research into the role of diet, nutrition (including body composition), and physical activity in cancer prevention and cancer survivorship.

Regular Grant Programme

Applicants should be senior established researchers based in any country outside the Americas. For more information on eligibility and the scientific scope of the grant call, please visit the World Cancer Research Fund International website.

Grant call opens	Grant call closes
9 September 2024	17:00 GMT on 30 October 2024

INSPIRE Research Challenge

Grant call opens	Grant call closes
9 September 2024	17:00 BST on 1 October 2024

UICC.org (left) and UICC Newsletter (right)



World Cancer Research Fund International opens 2024/25 Grant Call

Researchers focusing on the role of diet, nutrition (including body composition), and physical activity in cancer prevention or cancer survivorship are invited to apply.

[Read more](#)

As part of the partnership between WCRFI and UICC in 2025, UICC will endeavour to promote WCRFI initiatives if appropriate and as long as there is no clash with UICC activities, such as World Cancer Day.

Key stats on UICC.org and UICC social media:

- UICC.org: receives an average of 25k users and over 50k page views per month
- UICC LinkedIn: 17k followers
- UICC newsletter: sent to 8k subscribers

3. Engagement between UICC and WCRFI

UICC was pleased to welcome Giota and Kendra in Geneva during the World Health Assembly in May 2024. Additionally, Cary Adams was able to visit the WCRFI team in London in October.

World Cancer Congress 2024

We were delighted to welcome the WCRFI team to the [World Cancer Congress](#) in Geneva in September. As well as having a booth in the Global Village, the WCRFI team also made valuable contributions to the Congress programme including:

WCRFI's session titled "[Integrating Food and Nutrition into Oncology Care Through Food is Medicine Interventions](#)", which emphasised the critical role of nutrition in enhancing cancer treatment outcomes and overall patient care.

WCRFI also contributed to two rapid-fire presentations:

- **Rapid Fire 21: Assessing nutrition and physical activity policy for cancer prevention in 30 European countries: Utilising the NOURISHING and MOVING policy indexes to drive action** - Ioana Vlad, World Cancer Research Fund International
- **Rapid Fire 12: Alcohol and Cancer: policy recommendations to reduce cancer risk** - Kendra Chow, World Cancer Research Fund International

Furthermore, Helen Croker, highlighted the value of attending the World Cancer Congress in a featured [YouTube video](#). She underscored the importance of such platforms in driving forward cancer prevention, research, and health system strengthening.

We were also pleased to organise a meeting at the Congress between Cary Adams and Rachael Gormley, CEO of WCRF and Giota Mitrou, Director of Research, Policy and Innovation at WCRFI.

Finally, we would like to take this opportunity to extend our sincere thanks and gratitude to Kate Allen, Science and Policy Advisor at WCRFI for sitting on the World Cancer Congress programme committee.



We look forward to our continued partnership in 2025!



Union for
International
Cancer Control

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