



In 2012, an estimated 14.1 million people were newly diagnosed with cancer. It is expected that by 2030, this number will rise to 21.6 million. This alarming trend can be reversed with strong action at global and national level.

Investing in cancer control, from prevention to treatment and care, can bring about important changes in disease burden by reducing cancer-related illness and death. It is estimated that increased annual international funding of USD 18 billion globally on prevention, earlier detection and improved care for cancer patients could save three million lives per year by 2030 - and many more in the decades beyond.

What is cancer control advocacy?

Advocacy for cancer control is a strategic process that is designed to influence governments, decision makers and other key stakeholders through the effective use of evidence, to reduce the global cancer burden, to promote greater equity, and to integrate cancer control into the world health and development agenda.

Advocacy at UICC

UICC unites the cancer community through our members and partners to reduce the global cancer burden and drive forward the Non-Communicable Disease (NCD) agenda - building upon key international agreements, such as the [Sustainable Development Goals](#) (SDGs), the [Global Action Plan on NCDs 2013-2020](#), the [World Cancer Declaration](#) and the [2017 Cancer Resolution](#) - to ensure that these global goals and targets are translated into national action.

In addition to all countries developing and implementing an appropriately resourced and time-bound national cancer plan, we wish to see measurable improvements in the way that cancers are detected, treated and cured around the world.

With global cancer burden trends on the rise, advocacy at UICC is shifting its immediate attention to Treatment for All, a campaign emphasizing improved data, early detection, treatment and care to meet our [global commitment](#) of a 25% reduction in cancer and NCD mortality by 2025.

FROM: <http://www.rarecancerseurope.org/Patient-Advocacy-Toolkit/Practical-Tools>, Speak Up for Rare Cancers, Rare Cancer Patient Toolkit.