



Stop Cancer Now!

Top cancer experts call for urgent global action to save millions of lives

30th January 2013 - Milan, Italy - On World Cancer Day, 4th February, a group of international experts will call on world governments to take urgent action to halt a catastrophic increase in death and suffering from cancer across the globe, and to deliver on commitments they made at the World Health Assembly in May 2012 to cut premature deaths from non-communicable diseases, including cancer, by 25% by 2025.

The Stop Cancer Now! appeal will raise the alarm about the rapid escalation in the human and economic cost of cancer, and warn that current strategies for controlling cancer are not working. It will call on governments and policy makers to commit to pursuing new strategies that have been shown to be effective and are achievable anywhere in the world.

The appeal is spearheaded by participants of the World Oncology Forum (WOF), which was organised by the European School of Oncology (ESO) in partnership with *The Lancet* for the purpose of evaluating progress in the fight against cancer. The Forum concluded that there is a need for a radical overhaul in cancer control strategies because too many people are getting cancers that could have been prevented, too many people are suffering and dying unnecessarily from cancers that could have been detected and treated, and the model for developing effective new curative therapies is not fit for purpose.

Under the scrutiny of a group of journalists from leading newspapers and magazines, who played the role of 'devil's advocate', the WOF participants built a consensus around a set of proven strategies that can be implemented across the world to help turn back the tide on cancer. These strategies are outlined in the Stop Cancer Now! appeal (embargo applies).

Commenting on the need for urgent action, Professor Franco Cavalli, WOF chairman, Chair of ESO's Scientific Committee and Scientific Director at the Oncology Institute for Southern Switzerland, said: "Time is running out. In launching this appeal, we in the cancer community are not just calling on world leaders to wake up to the scale of suffering caused by cancer, we are presenting feasible strategies that can be carried out anywhere in the world and can make a real difference. Cancer is one of the biggest causes of death in every corner of the globe, and the rate of new cases is increasing so fast that, according to WHO figures, it is expected to double over 25 years, with the heaviest burden falling on countries that are least prepared to detect and treat the disease and care for patients. This catastrophic

scenario can be averted, but it will take the sort of determined international action that was mounted in response to the AIDS crisis 20 years ago.”

Professor Mary Gospodarowicz, who was on the WOF Writing Committee, and is President of the International Union for Cancer Control (UICC), Medical Director of the Princess Margaret Cancer Center, Toronto, Canada, and Professor of Radiation Oncology at the University of Toronto, said: “Governments have already made a commitment to cut preventable deaths from non-communicable diseases, including cancer, by 25% by 2025. They must now follow this up with credible actions. Implementing the strategies we call for in the Stop Cancer Now! appeal will help them achieve their target with respect to cancer.”

- ENDS-

For further information:

In English:

Corinne Hall

European School of Oncology Cancer Media Centre (9am – 2pm CET weekdays)

+39 02 85464522

chall@eso.net

Kathy Redmond

Scientific Co-ordinator, World Oncology Forum

+41 79 3093958

kredmond@eso.net

In Italian:

Donata Francese

+39 335 6150331

dfrancese@consulenti-associati.it

For images

High resolution photos from the World Oncology Forum, including images of Professor Franco Cavalli, Professor Mary Gospodarowicz, and the other members of the WOF writing committee can be viewed and downloaded from www.worldoncologyforum.org. Images may be used free of charge and must be accompanied by the credit: © 2012 HarrisDPI

Notes to editors

About the Stop Cancer Now! appeal: The Stop Cancer Now! appeal will appear as an advertisement in the *International Herald Tribune*, *Le Monde*, *El País*, *La Repubblica* and *Neue Zürcher Zeitung* on the 4th of February. On the same day the Stop Cancer Now! appeal will be published alongside a commentary in *The Lancet* and in an article in ESO's *Cancer World* magazine (www.cancerworld.org). Further events are planned in a number of countries to bring the appeal to the attention of political leaders. Click on the following to view the Stop Cancer Now! appeal in English, French, German, Italian and Spanish. **Please note that the text of the appeal is embargoed and cannot be published before 00:01 hours local time on 4th February 2013.**

About the World Oncology Forum (WOF): The World Oncology Forum was a gathering of experts, convened by the European School of Oncology, on the occasion of its 30th anniversary, in partnership with *The Lancet*. It met in Lugano, Switzerland on 26–27 October 2012, with the task of evaluating

progress in the fight against cancer. The participants – 100 leading cancer clinicians, researchers, epidemiologists, health policy makers, industry representatives and journalists – spent two days listening to evidence on progress in controlling cancer before concluding that the current strategies are not working. In the final session, compèred by the Editor-in-Chief of *The Lancet*, Richard Horton, a consensus was built around a new set of strategies that can be implemented anywhere in the world and have shown themselves to be effective at preventing preventable cancers, detecting cancers at an early stage, getting essential diagnostics and care to all patients, and facilitating the development of new and effective curative therapies. WOF was supported by the European School of Oncology's sustaining Foundations, the Swiss Cancer League, the Swiss Cancer Research Foundation and the City of Lugano and Canton of Ticino authorities. It was totally independent of commercial sponsorship. Further information about WOF is available at: www.worldoncologyforum.org

About the European School of Oncology (ESO): Milan-based ESO is an independent, non-profit organisation that is dedicated to improving the care and treatment that cancer patients receive. The School was founded in 1982 with the aim of reducing deaths from cancer due to late diagnosis and inadequate treatment. Over the past 30 years it has grown into one of the most important providers of cancer education for physicians, nurses, patient advocates and the media worldwide. Further information about the School is available from www.eso.net

European School of Oncology
Via Turati, 29 - 20121 Milan, Italy
Ph +39 02 8546 451 - Fax +39 02 8546 4545
Email: chall@eso.net