UICC Capacity Building Workshops

5 Workshops
Public health communication for cancer prevention: capacity building for research and practice

Since 2007, 40,255 people from 39 countries have participated in the International Union Against Cancer's (UICC) cancer related beliefs and behaviours survey. This is the first survey to provide internationally comparable data on cancer risk behaviours, cancer diagnosis and screening and cancer related beliefs.

Save the Date
Turkey 2009  Singapore 2009  Central America 2010  Africa 2010  China 2010
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Background

There is good evidence to show that appropriate lifestyle choices could prevent more than one-third of all cancers worldwide. Organized, evidence-based, population-focused cancer prevention programs have the capacity to shape population change in lifestyle behaviours to reduce the risk of cancer in later life. However, such programs need to be informed by reliable local population survey data in order to design appropriate messages and strategies, and evaluate progress. At present, this transfer of research-to-practice is not fully developed in any country. UICC is in the process of playing an active role through its members in significantly building this capacity.

UICC has invested in the collection and analysis of population survey data on cancer risk perceptions and behaviours in 44 nations, including low- and middle-income countries. A report on the survey findings from 39 of these countries was released on World Cancer Day 2009 and individual country reports have been prepared and sent to UICC. For many countries, this is the first time such data have been made available to form part of the planning process for developing public health communication initiatives in cancer prevention.

UICC announces a series of two-day workshops to provide training and technical support to low- and middle-income countries to assist them to use research to guide the development and evaluation of cancer prevention programs.

Workshop objectives

After the workshop, the participants will be able to:

a) identify, access, interpret and apply research to plan and implement public health communication programs for cancer prevention

b) apply principles and practical tools to develop and implement public health communication programs for cancer prevention

c) evaluate and continuously improve public health communication programs for cancer prevention

Workshops planned:

2009
• 24-26 August: Istanbul
• 2-4 November: Singapore

2010
• Late March (dates & location tbc): Africa
• Late May (dates & location tbc): Central America
• 16-18 August (prior to the 21st World Cancer Congress): China

For more information:
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