



THE CAMPAIGN TO
CONTROL CANCER

CAMPAGNE D'ACTION
CONTRE LE CANCER

“Greatness is about working with and through others, as counterintuitive as that may seem. Its not about building our individual brands or having a well-managed nonprofit – it’s about making a powerful impact by leveraging every sector of society to become a force for good. – *“transforming others to become powerful forces for good.”*”

Quote from - Forces for Good: The Six Practices of High-Impact Nonprofits

In a word...

“MaRS is all about convergence innovation – if there’s one thing we realize, it’s that the greatest challenges society faces cannot be solved by one organization alone. **Cancer is definitely one of our great challenges**”

- Ilse Treurnicht, CEO of MaRS

“World Cancer Day 2013 represents a transformational shift in the way we are responding to the global myths and challenges about cancer. **No longer are we asking cancer experts to go it alone.**”

- Paul Alofs, CEO of Princess Margaret Cancer Foundation

“Armed with the right knowledge, **we need to be influencing those we love**”

- Shelly Jameson, CEO, Canadian Partnership Against Cancer

“Why can we still buy cigarettes in the stores?”

- Dr. Mary Gospodarowicz, President, UICC

“Almost nothing I currently do in my cancer practice is the same as it was when I started 17 years ago. Smarter treatments that have come our way through scientific advances, greater awareness of cancer, early diagnosis, and the importance of lifestyle are all contributing to better outcomes.”

- Dr. Craig Earle, OICR

“I have been **empowered through E2C2 to change the cancer game.**”

- Vivien Li – E2C2, U of T

“My mantra to life is: Even if I knew that tomorrow the world would go to pieces, I would still plant my apple tree” - Martin Luther King. Despite the constant diagnosis, death, and suffering cancer has plagued us with, I think it is vital for us all to keep these words in mind as **we stand together in confidence to conquer and prevent cancer.**”

- Anita McFarlane – E2C2, McMaster

“Through partnerships, we are accelerating innovation in cancer control by **inviting in the crowd, shining a light on knowledge and dialing up the desire for change.**”

- Brent Schacter, President, C2CC

Brief

Having successfully raised the profile of cancer control in Canada, the Campaign to Control Cancer (C2CC) set its sights on engaging and mobilizing new audiences, including Canadians 18-40 to address the cancer burden. The C2CC World Cancer Day event at MaRS on Feb. 4th, 2013, had two overarching goals:

1. Raise awareness of cancer myths and make the case for the urgency of addressing the issues
2. Engage and mobilize new audiences by highlighting innovative campus-based campaigns led by young Canadians

As the landmark launch of the 1st annual C2CC/MaRS World Cancer Day Toronto event and the combined launch of the Engaging Emerging Leaders in Cancer Control (E2C2) campaign, the objective was aimed to highlight the myths about cancer and the need for an urgent response, linked with the Union for International Cancer Control (UICC) messages; and to build a Canadian movement to influence action in the fight against cancer.

Our Approach

Working as an integrated team with colleagues from UICC, MaRS (generously providing the venue), Princess Margaret Cancer Foundation (PMCF), and the Ontario Institute for Cancer Research (OICR), the Canadian Partnership Against Cancer (CPAC), Janssen Canada and AstraZeneca Canada, C2CC developed strategic and operational plans for WCD/YYZ. The strategy aligned local, provincial and national outreach to the C2CC cancer stakeholder community, local University hospital and healthcare provider network, MaRS corporate tenants, Queens Park and media priorities, while linking with the international WCD campaign developed by the Union for International Cancer Control (UICC).

Early engagement managed by C2CC ensured that Ilse Treurnicht, CEO of MaRS, Mary Gospodarowicz, President of the UICC, Paul Alofs, CEO of PMCF, Shelly Jameson, CEO of CPAC, Dr. Craig Earle, OICR, were early supporters during the preparation of the event, promoters and marketers for registration, and active participants in the event itself. In-kind support included an official welcome from Ilse Treurnicht, staff support for strategy, planning, promotion and on-site management.

The role for C2CC included mobilizing grassroots support including the recruitment of post-secondary students at 5 Ontario universities, who participated in the development and launch of student-led campaigns – Engaging Emerging Leaders in Cancer Control - on World Cancer Day, active social media participation and the creation of a 2 minute compilation video welcoming participants to the MaRS event. Over a three week period, C2CC deployed government relations and media relations activity in traditional and digital media that won national press coverage, placement on key websites, and thousands of re-tweets by followers of #worldcancerdaytoronto on Twitter. Thanks to this work, the WCD/YYZ success was underpinned by the efforts of more than 50 skilled volunteers from all over Toronto and Ontario.

Among the many calls to action in the fight against cancer, Dr. Mary Gospodarowicz made a passionate plea to address the role of the tobacco industry with regards to questionable marketing practices, especially in low and middle income countries, the need to address the global disparity in access to pain medications and the call from CPAC Shelly Jameson for all Canadians to “be influencing those we love.”

But it was the newest cancer leaders who had the most impact on both real-time and digital audiences. WCD/YYZ benefitted from the powerful personal stories of Vivien Li, Anita McFarlane and the enormous digital social media attention to the E2C2 students impromptu Twitter invites that resulted in more than 250 participants in person at the event and hundreds more students and individuals joining the live stream broadcast and live Twitter chat.

Paul Alofs, CEO of PMCF provided humorous and skillful facilitation of the panel discussion and the sometimes-challenging audience Q&A. Among the most important outcomes of the event were the need to break down cancer myths and the need for greater involvement by young Canadians in cancer control. These goals are at the heart of the C2CC’s mission to build partnerships that ensure “More control. Less cancer.”

Our Program

5:00 – Registration, networking and exhibitor showcase

5:30 – Welcome comments

Dr. Ilse Treurnicht, CEO, MaRS Discovery District

Paul Alofs, CEO and Bestselling Author of *Passion Capital: The World's Most Valuable Asset*.

5:45 – 6:45 – **Panel discussion: How can we be stronger together?**

Panelists representing the health system, UICC and cancer innovation will reflect on the first three of four cancer myths highlighted by the UICC's World Cancer Day 2013.

Panel moderator – Paul Alofs

Myth 1: Cancer is just a health issue

Truth: Cancer is not just a health issue. It has wide-reaching social, economic, development and human rights implications.

Panelist – Dr. Mary Gospodarowicz, President of the Union for International Cancer Control (UICC), Medical Director of the Princess Margaret Cancer Centre at the University Health Network in Toronto, and Canada and Regional Vice-President of Cancer Care Ontario for Toronto South.

Myth 2: Cancer is a disease of the wealthy and elderly, and of developed countries

Truth: Cancer does not discriminate. It is a global epidemic, affecting all ages, with low- and middle-income countries bearing a disproportionate burden.

Panelist – Shelly Jamieson, the Canadian Partnership Against

Myth 3: Cancer is a death sentence

Truth: Many cancers that were once considered a death sentence can now be cured, and for many more people, their cancer can now be treated effectively.

Panelist – Dr. Craig Earle, medical oncologist at Sunnybrook's Odette Cancer Centre, Professor of Medicine at the University of Toronto, Senior Scientist at the Institute for Clinical Evaluative Sciences and the Director of Health Services Research for Cancer Care Ontario and the Ontario Institute for Cancer Research.

6:45 – 7:00 – Myth 4: Cancer is my fate

Truth: With the right strategies, more than one in every three cancers can be prevented.

Speakers: Two students from the C2CC – Engaging Emerging Leaders in Cancer Control project funded by the Ontario Trillium Foundation – will introduce their campaigns and a video montage of five student-led initiatives across the province.

Vivien Li is a University of Toronto grad & Anita McFarlane is President of the McMaster Cancer Society.

7:00 – 7:30 – Q&A, with special appearance of Olivia Chow, MP, Trinity-Spadina

7:30 – Closing remarks and thanks

Dr. Brent Schacter, Chair, Board of Directors, C2CC, active practice in medical oncology at Cancer Care Manitoba, member of the Canadian Partnership Against Cancer, co-chairs the Canadian Task Force on Adolescents and Young Adults with Cancer.

Chris Halyk, President, Janssen Inc., the Chair of the Board of Directors for Rx&D,

7:30 – 8:00 – Networking and exhibitor showcase

Feedback & Lesson Learned

For an evening event, provide food. One participant remarked:

“Attendance would have been more durable if there had been some food, even just some vegetable or crackers and cheese. I personally know of a number of people who left early because they were absolutely starving.”

For the audience Q&A:

“Structure the questions differently. I felt like the kids had to fight their way to the microphones!”

Start planning and promoting early – “save the date” send Sept.

Make it an annual event

Our Exhibitors

University of Toronto / E2C2

The Leukemia & Lymphoma Society of Canada

CPAC - Canadian Partnership Against Cancer

Ontario Institute for Cancer Research

Cancer Care Ontario

Ovarian Cancer Canada

Colorectal Cancer Association of Canada

Princess Margaret Cancer Foundation

Community Matters – St. James Town, Toronto

Wellspring

General Electric Canada

Willow Breast Cancer Support Canada

Media Coverage

Media advisory & press release on CNW to national media and health related trade media

CTV News Network – Morning Program

<http://www.ctvnews.ca/video?playlistId=1.1141995>

680 CJOB Morning talk radio program

<http://www.corusradio.com/Shared/AudioVault/CJOBMAudioVault.asp?VaultDate=20130204&VaultTime=06&mysubmit=Listen>

Government Relations

In attendance:

- Olivia Chow, MP, Trinity-Spadina (*Note: Ms. Chow also spoke as part of the program*)
- Suzanne McGurn, Assistant Deputy Minister, Health Human Resources Strategy Division, Ministry of Health and Long Term Care
- Ruth Hawkins, CAO and ADM, Ministry of Health and Long Term Care
- Jon, Feairs, Senior Policy Advisor, Office of the Hon Deb Matthews, Minister of Health
- Liz Sandals, Parliamentary Assistant to the Ministers of Health and Long-Term Care
- Derek O'Toole, Director, Government Affairs – Ontario (Rx&D)

Invited: All Ontario MPPs and Cabinet Ministers, Ministry of Health Deputy Minister and all Associate Deputy Ministers, and Local MP

Digital & Social Media

Live web stream - 30 unique streams were broadcast in real time, including undergraduate and graduate class involvement in Peru, Romania, Zambia, India, Montreal, Waterloo, Alberta, Winnipeg, London, Thunder Bay, Ottawa, and Newfoundland.

Social media traffic: Peak weekly reach via Facebook posts / shares was 8,463. Total audience reached from Jan 1 to Feb 5th was 19,435. 24 tweets for #WCDToronto2013 with 44 retweets of tweets related to the official hashtag.

Facebook pages where posts were made that promoted the event:
total reach of partners that posted: 53311

C2CC (862 likes, peak reach of 19,435)
Ontario University Athletics/Sports Universitaires de l'Ontario (742 likes)
The Toronto Weekend to End Women's Cancers (3,773 likes)
The Friends of Gilda's Society - Nova Scotia (127 likes)
MaRS Discovery District (2,042 likes)
Sarcoma Cancer Foundation of Canada (131 likes)
Returns for Leukemia (150 likes)
My Left Breast Bra and Wig fitting Specialist (358 likes)

Willow Breast Cancer Support Canada (670 likes)
Light The Night Canada - British Columbia Walks (298 likes)
The Princess Margaret Cancer Foundation (10,549 likes)
The Leukemia & Lymphoma Society of Canada (755 likes)
The Ontario Ride to Conquer Cancer (8,658 likes)
Jubilee Insurance Company of Kenya (1,079 likes)
Ovarian Cancer Canada (3,630 likes)
Team In Training Montreal (62 likes)

Tweets that promoted the event at MaRS were made by:
total number of followers who received tweets about the event: 104,157 followers

MaRS (17,935 followers)
GE Canada (1,898 followers)
Colonversation (419 followers)
Women's College Hospital (5,432 followers)
ACS Global (3,949 followers)
Care-Aware Calendar (4,559 followers)
grandchallenges.ca (2,828 followers)
My Left Breast (326 followers)
connect4cancer (1,281 followers)
Princess Margaret Cancer Foundation (3,932 followers)

Olivia Chow (25,032 followers)
Survival Network CA (393 followers)
Canadian Cancer Society (25,270 followers)
Pamela Smith (2,225 followers)
Paul Alofs (605 followers)
UHN (4,114 followers)
Wellspring CAN (1,673 followers)
Light The Night Ontario (825 followers)
Ovarian Cancer Canada (1,461 followers)

Digital traffic:

22,000 unique visitors to the C2CC website (unique site visits).

Event Web Reach:

1,300 mentions online regarding the event, including posts or articles about this event on the following websites:

CN Tower changed colour for World Cancer Day
MarsDD website
CBCf.ca
Canadian Association of Pathologists (Cap-acp.org)
Sports-books.com
Goodcanceradvice.com
Worldcancerday.org
Willow.org
Epilogger.com
Yahoo Canada Finance
Campbell Family Institute website
Eventoverload.com
TD Waterhouse Research article
Princess Margaret Cancer Foundation LinkedIn page
and Blog

Newsire.ca
Centre for Social Innovation website
GEhealthcare.com News
MorningStar.com
Chrgonline.com
Eventbrite
Canadian Partnership Against Cancer website
Inourgenes.ca events page
Meetup.com
I4U News
SiloBreaker.com article
InternationalOrganizationsDesk.com
WittySparks News

More Control. Less Cancer.

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