



FOR IMMEDIATE RELEASE

UICC President, HRH Princess Dina Mired of Jordan, makes official visit to Ghana on World Cancer Day

- In her first official visit to Africa as UICC President, HRH will meet with His Majesty The Asantehene, the First Lady, the Minister of Health, Regional Minister and Chief Executive of Kumasi
- Princess Dina Mired will outline the importance of early cancer detection to improve patient survival rates in the country
- HRH will be visiting Kumasi, the first African city participating in the City Cancer Challenge to show her support for their dedication and commitment to improving cancer control for their citizens.

31 JANUARY, Kumasi, Ghana – On the occasion of World Cancer Day, a global initiative of the Union for International Cancer Control (UICC), HRH Princess Dina Mired of Jordan, will make her first official visit to Africa as President of UICC from 2 – 6 February.

In her milestone visit, Princess Dina will seek to further strengthen the commitment of high-level national authorities to increase their support and funding of national cancer control priorities, and strengthen their engagement in increasing equitable access to quality cancer services. Meetings will be held in the nation's capital with the First Lady, Rebecca Akuffo-Addo and Minister of Health, Hon. Kwaku Agyemang-Manu, and in Kumasi with His Majesty Otumfour Osei Tutu II, Ashanti Regional Minister, Hon. Simon Osei Mensah and Kumasi Chief Executive, Hon. Osei Assibey Antwi.

HRH Princess Dina Mired and UICC President says:

“UICC has a deep connection with Ghana working alongside many of the country's top cancer and grassroots organisations. This World Cancer Day, I look forward to my visit and meeting with leaders and those working in the field who are making a difference. We see a lot of opportunities for greater action to strengthen Ghana's response to the nation's growing cancer burden and look forward to deepening our cooperation.”

On World Cancer Day, 4 February, Princess Dina is expected to arrive in Kumasi, one of the four Key Learning Cities around the world chosen to take part in the City Cancer Challenge (C/Can). Launched in February 2018, the visit marks one year of City Cancer Challenge's work in the city, supporting city leaders and stakeholders in the design, planning and implementation of cancer care solutions to meet the urgent need to move beyond global political commitments to improve access to essential cancer treatment and services.

During her visit, Princess Dina has been invited to meet with His Majesty Otumfour Osei Tutu II at the Asantehene's Palace to learn first hand about the Kumasi City Cancer Challenge priorities and Activity Plan. Princess Dina will also be the guest of honour at a special World Cancer Day event hosted by UICC member, Breast Care International. As a mother of a cancer survivor, Princess Dina will take time to make special visits to Peace and Love Hospital, Kumasi South Hospital and Komfo Anokye Teaching Hospital to meet with cancer survivors and children living with cancer.

Hon. Osei Assibey Antwi, Mayor of Kumasi says:

"We are delighted to welcome UICC President, Princess Dina Mired of Jordan, to Kumasi, a city firmly committed to improving cancer control for their citizens. Through City Cancer Challenge, this city of Kumasi has the opportunity to design and deliver more effective cancer treatment solutions, leveraging existing infrastructure at different levels of the healthcare system, as well as establishing good partnership with stakeholders particularly civil society, to implement cancer and NCD related activities."

Her Royal Highness will conclude her visit in Accra participating in a conference organised by City Cancer Challenge partners to discuss the importance of public and private sector collaboration to improve cancer care in Ghana and how C/Can in Kumasi may serve as a model for other cities in the country and the African region.

The visit by Princess Dina coincides with World Cancer Day, which this year will be focusing on the importance of early detection to improve patient survival. Breast, cervical, and liver cancer being the most commonly diagnosed types of cancer in Kumasi, it is recognised that there is a large undiagnosed burden among the population, and that late stage diagnosis and the associated challenges of treatment are top priorities for Ghana's healthcare providers. Princess Dina will also use her visit to advocate for the need to improve early detection, alongside the need for private sector partnership, the expansion of the essential medicines list and a comprehensive coverage for cancer treatment under national health insurance scheme.

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About the Union for International Cancer Control (UICC)

The Union for International Cancer Control (UICC) is the largest and oldest international cancer-fighting organisation. Founded in Geneva in 1933, UICC has over 1,100 members in 170 countries, enjoys consultative status with the United Nations (ECOSOC) and has official relations with the following institutions: WHO, IARC, IAEA, UNODC. UICC has over 50 partners, including associations working to fight cancer, as well as companies and foundations. UICC is a founding member of the NCD Alliance, McCabe Centre, and ICCP.

UICC's mission is to unite and support the cancer community to reduce the global cancer burden, to promote greater equality and to ensure that cancer control continues to be a priority in the world health and development agenda. Its main areas of activity focus on convening the world's leaders for innovative, wide-reaching, cancer-control events and initiatives; building capacity to meet regional needs; and developing awareness campaigns.

For more information, please visit: www.uicc.org

About World Cancer Day 2019

World Cancer Day takes place every year on 4 February and is the uniting global initiative under which the world comes together to raise the profile of cancer in a positive and inspiring way. Spearheaded by the Union for International Cancer Control (UICC), the day aims to save millions of preventable deaths each year by raising awareness and improving education about the disease alongside calling on governments and individuals across the world to take action.

2019 will be the first year of the new three-year campaign, 'I Am and I Will'. The new theme is an empowering call for personal commitment and represents the power of our actions taken now to reduce the growing impact of cancer. This year follows on the back of last year's tremendous campaign success, including nearly 1,000 activities taking place in 130 countries, over half a million tweets, and more than 50 governments participating in 2018.

#WorldCancerDay #IAmAndIWill

For more information, please visit: www.worldcancerday.org

About City Cancer Challenge

Launched by the Union for International Cancer Control in 2017, and transitioning into a standalone entity in January 2019, City Cancer Challenge inspires cities to deliver quality, equitable cancer care for all. By identifying local leaders and empowering them to identify needs and implement solutions, C/Can provides a foundation for lasting change at the city level and shares best practices so that solutions can be scaled nationally, regionally and globally.

#citycancerchallenge

For more information, please visit: <http://www.citycancerchallenge.org>

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