



**World Cancer Congress**  
Kuala Lumpur, Malaysia  
1–4 Oct 2018

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## **2018 World Cancer Congress Master Courses**

### **Master Course N°1: Building cancer awareness and prevention programmes**

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#### **Course description:**

This Master Course aims to provide participants with the necessary skills to develop a comprehensive cancer prevention project plan that, by the end of the course, will be ready for implementation. This interactive course will be designed to assist health professionals from low-, middle-, and high-income countries who are responsible for reducing cancer risks at a population level. The purpose of the course is to equip individuals with the necessary skills to develop and implement a structured project to reduce cancer risks in the community, in order to achieve the maximum impact based on resources available.

Examples might include, but are not restricted to, projects that aim to:

- Reduce smoking prevalence in a community by advocating for evidence-based tobacco control policy settings;
- Introduce and promote participation in an evidence-based screening or immunisation program;
- Communicate the link between obesity and cancer so as to inform obesity prevention policy settings (e.g. sugary drinks tax or improved food labelling).

A range of learning strategies (web links, podcasts, video clips) and activities will be available in the lead up to the face-to-face workshop that relates to each learning objective. This will be a practical learning process. Each participant will bring an idea for an intervention and will develop their project throughout the course. The aim is for participants to have a fully developed cancer prevention project proposal once the course is completed.

**Union for International Cancer Control**  
31-33 Avenue Giuseppe Motta,  
1202 Geneva, Switzerland  
[www.worldcancercongress.org](http://www.worldcancercongress.org)

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## Course objectives:

### After completion of this course participants will be able to:

1. Use available data and research to provide a strong rationale to support the key aspects of their project and justification for their nominated target audience.
2. Identify a range of health promotion frameworks, and learn how to select the right approach and strategies for their project based on their target audience, aims, and budget.
3. Explore and assess a range of intervention strategy options and describe the most effective likely key elements of their prevention project.
4. Summarise how their project links to broader public health policy, and demonstrate critical skills in advocacy that can be applied to their project implementation.
5. Monitor and evaluate their outputs, outcomes, and impacts against their key objectives.
6. Manage project implementation, such as risk mitigation, how to deal with set-backs and how to build relationships with stakeholders.

## Target audience:

This course is designed for anyone involved in the planning and implementation of communication, policy, and public education strategies aimed at changing attitudes and behaviours at a population level related to cancer prevention.

## Teaching methods:

The Master course comprises 20 hours of private study time over a three-month period from June to September 2018, culminating in a one-day face-to-face workshop on 1 October 2018 at the World Cancer Congress in Kuala Lumpur, Malaysia.

The distance learning will be facilitated by an online e-learning platform – UICC eCampus - hosting different learning approaches including powerpoint presentations, shared policy documents, evaluation reports, budget examples, issues blog etc.

## Course outline and timeline:

Content	Date	Study mode
Module 1: Evidence Base	June 2018	5 hours guided study UICC eCampus
Module 2: Content Development	July 2018	5 hours guided study UICC eCampus
Module 3: Evaluation/Reporting	August 2018	5 hours guided study UICC eCampus
Module 4: Policy/Advocacy	September 2018	5 hours guided study UICC eCampus
Workshop	1 October 2018 Kuala Lumpur, Malaysia	Face-to-face

## Evaluation:

No formal assessment of work will be provided. Instead participants will have the opportunity to discuss and refine their work with course leaders and with each other as the course unfolds

## Course leaders:

Melissa Ledger, Cancer Smart Manager, Cancer Council WA, Australia  
Terry Slevin, Education and Research Director, Cancer Council WA, Australia

## Other faculty (online tutors):

Cassandra Clayforth, Education and Research Services Manager, Cancer Council WA  
Paul Grogan, Director of Public Policy and Advocacy, Cancer Council Australia  
Michelle Jongenelis, Deputy Director, Cancer Prevention Research Unit, Curtin University, Australia  
Kelly Kennington, Cancer Council WA  
Steve Pratt, Nutrition and Physical Activity Manager, Cancer Council WA  
Mark Strickland, SunSmart Manager, Cancer Council WA  
Sharna Zanotti, National Occupational and Environmental Cancer Project Officer, Cancer Council WA



### **Melissa Ledger**

Melissa Ledger is the Cancer Smart Manager at Cancer Council WA. Her 20 years in public health includes developing cancer prevention programs and social media campaigns on a small budget including an online campaign to promote bowel cancer screening - #Stickitonumber2 - and Australia's first cancer and obesity social marketing campaign "Avoid the Cure".



### **Terry Slevin**

Terry Slevin is the Education and Research Director at Cancer Council WA, and is one of Cancer Council's foremost experts on public health research and health promotion.

Mr Slevin is responsible for programs in tobacco control, skin cancer prevention and early detection, nutrition, physical activity, obesity reduction, cancer screening education, professional development for General Practitioners, and more.

He is Adjunct Professor in the School of Psychology and Speech Pathology at Curtin University and was previously Vice President of the Public Health Association of Australia.