

THE GLOBAL LUNG CANCER COALITION: FINDING COMMON GROUND IN OUR DIVERSITY

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Здравеў! Hallo! Hello! Ola! G'Day! Hej! Salute! ألسلام عليكم! Dia dhuit! Ciao! 今日は! Oi! Ahoj! Sali!

BACKGROUND

According to the World Health Organization, lung cancer is the most common cause of death from cancer worldwide, estimated to be responsible for nearly one in five (1.59 million deaths, 19.4% of the total). Organizations working to change those statistics across the globe have unique missions, yet all confront universal challenges in rallying support and awareness for lung cancer.

Recognizing this, nine organizations with a focus on lung cancer united in 2001 to form the Global Lung Cancer Coalition (GLCC). The first meeting of 11 organizations from the US, UK, Canada, Spain, France and Japan was held later that year.



Paris, 2001
First GLCC meeting

Now 31 members strong in 21 countries, GLCC is the true "voice" of the international lung cancer community, committed to raising awareness and de-stigmatizing the disease.

With 31 member organizations on five continents, how does this diverse coalition function and work together to find common ground?

COMMON GOALS

- Place lung cancer on the global healthcare agenda
- Change public perceptions and lessen the stigma of lung cancer
- Empower lung cancer patients to take an active role in their care
- Effect change in legislative or regulatory policies to optimize treatment and care

GLCC is a platform that allows members to compare outcomes internationally.



Amsterdam, 2011

MEMBERSHIP

Requirements

- Strong focus on lung cancer but may address
 - lung cancer alone
 - all cancers
 - all respiratory diseases
- Hold legal status appropriate to the country
- Operate as not-for-profit
- Be independent of government, political parties or commercial organizations
- Support and demonstrate a commitment to GLCC goals

In countries where there is already significant GLCC presence (e.g. the United States), an organization seeking membership must prove it brings a unique perspective.

Recruitment

- Referral by current members
- Active recruitment by steering committee
- Self-application

After a Membership Application Form is completed, the steering committee determines if the requirements are met. As needed, applications are brought to the coalition for discussion and full member vote.

By working together, we have a stronger collective voice.

DIVERSITY

Diverse membership allows for the exchange of unique perspectives and ideas.

GLCC's diversity is:

Geographic
Europe: 18
North America: 7
Latin America: 2
Australia: 1
Asia: 1
Middle East: 1



In Member Mission

Organizations focus on a range of issues including: prevention, patient's rights, smoking cessation and bans, research, advocacy, support and education.

In Member Scope

Most organizations are national however one covers just a region in Italy, another is active across the UK and two cover entire continents.

[GLCC] offers access to many countries and experiences that would be almost impossible without the annual meeting.

STRUCTURE

Organization

- Initially third-party organized
- UK member assumed Secretariat duties in 2005

Funding

- AstraZeneca original sole funder, diversified in 2005
- Currently eight sustaining partners

Structure

- Collaborative coalition, loosely structured
- Ad hoc committees

Meeting

- Annual
- In-person
- Rotates on different continents
- Held in conjunction with a major medical meeting
- Over half the members are represented

Governance

- Four person steering committee

Language

- "Bad English"

Annual in-person meetings aid strong relationship-building

- Members find great value in the annual meetings, where updates are given and networking occurs.
- Sharing allow members to compare and contrast activities and ideas.
- Members adopt or adapt [in GLCC-speak "steal"] ideas, educational content, awareness raising initiatives and other approaches.

Through our GLCC membership, we have adopted the American-based awareness Shine a Light on Lung Cancer activity for Lung Cancer Awareness Month and are contributing to a growing global initiative.



Sydney, 2013
Shine a Light on Lung Cancer

ACTIVITIES

Members participate in joint activities

All Members:

- Translate and distribute educational materials (in 12 languages)
- Contribute content to the coalition newsletter and social media
- Distributed the results of two international surveys by Ipsos MORI on lung cancer-related issues, conducted in all member countries
 - 2010 Global Perceptions of Lung Cancer Survey asked the general public to identify the leading cancer killer and assessed sympathy for lung cancer vs other cancers.
 - 2013 Global Awareness of Lung Cancer Symptoms asked the general public to name symptoms of the disease.

We used the results of a GLCC survey as the basis of our annual awareness campaign. This put our country into context on a global scale and attracted more media coverage, which in turn benefited our campaign.

Optional Activities:

- Bestowing excellence in lung cancer journalism awards to recognize exceptional coverage of the disease in their countries and to vote on an annual international winner.



Robert Peston, winner of the 2013/14 international lung cancer journalism award

- Newsletter editing
- Website updates
- Member polls, including one of lung cancer support group facilitators on three continents
- Participating in awareness raising efforts such as Lung Cancer Alliance's Shine a Light on Lung Cancer events in November

CHALLENGES

- Increasing our cultural diversity
- Identifying like-minded groups in key regions
- English language meetings

THE FUTURE

- Active recruitment in Latin America, Asia and Africa
- Developing ways to support establishment of new organizations in key regions

SUMMARY

GLCC is virtually unique as a member organization of those focused on providing services to those directly affected by a specific type of cancer. Only the Thyroid Cancer Alliance, CMS Advocacy Network and the Global Colon Cancer Association are similar enough to compare.

The success of GLCC shows that even in the case of a stigmatized cancer of poor prognosis, diverse organizations can come together to collaborate on mutually beneficial international projects and disease-specific activities.



Madrid, 2014

The energy and enthusiasm of members is infectious, you leave the meeting feeling inspired and motivated to continue contributing your best efforts to the work of your organization.

For a complete list of member organizations or to apply for membership, visit www.lungcancercoalition.org

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