

# Global Programs

Fighting Cancer Around the World

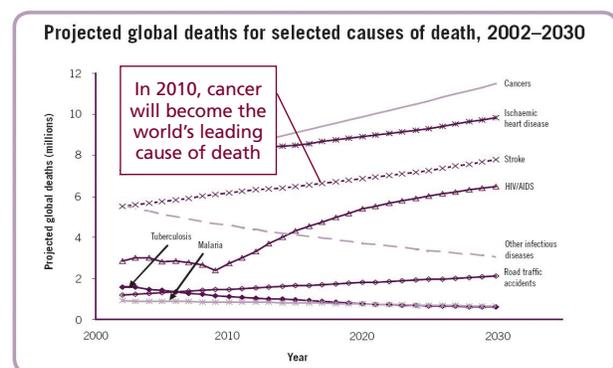
## The Global Cancer Burden

Of the 11 million global cancer cases annually, one-third are preventable and another third are treatable if detected early. Yet global cancer rates are increasing at an alarming rate. In fact, current trends project an estimated 17 million cancer deaths by 2030.

**Cancer will be the world's leading cause of death by 2010.**

In addition to the tragic and needless human loss, there is a staggering economic loss. In the United States, cancer costs corporations an estimated \$34 million per year. Because awareness is key to saving lives, the American Cancer Society works with companies and health care professionals globally to create prevention and early detection programs.

**Cancer kills more people than HIV/AIDS, tuberculosis, and malaria combined.**



## Building Regional Capacity

While many of our efforts have a global impact, our regional focus ensures that we can have a sustainable impact in countries where there is the greatest likelihood of reducing the short- and long-term cancer burden. We have multi-year engagements and an on-the-ground presence in more than 20 countries throughout Latin America, Asia, and Africa, with a strategic emphasis placed on India, China, Mexico, and South Africa.

## Join the Global Fight by Supporting Our Programs

**American Cancer Society University** – This unique capacity-building program has trained more than 530 cancer control professionals from more than 80 countries.



**International Relay For Life®** – The largest fundraising event in the world, Relay For Life, is now held in 20 countries.

**Global Workplace Programs** – We have launched pilot workplace programs to communicate lifesaving cancer prevention messages and to offer tobacco cessation interventions in India and China. As co-hosts of the Global Smokefree Partnership, we are also uniquely positioned to bring together networks to build smoke-free policies with the public and private sectors.

**Tobacco Control Leadership Academy** – We have developed regional Tobacco Control Leadership Academy programs to train local health care and tobacco control professionals on tobacco coalition management, working with the media, grassroots/campaign outreach, campaign development, and project management.

**Journalist Workshops and Trainings** – To educate journalists on the global cancer and tobacco burden, we have provided journalist fellowships and have conducted or planned trainings in India, Africa, and Latin America.



## Benefits:

### Improve Employee Health and Productivity

Company and community screening programs, tobacco cessation services, smoke-free policies, and team-building events can boost morale, increase productivity,

reduce costs, and attract and retain employees.

### Strengthen Local and Regional Relationships

Build synergy with local public health leaders, employees, governments, and the media. Our programs can help foster good will and position companies as leaders and supporters of local communities.

### Enhance Corporate Social Responsibility Initiatives

Join global companies who realize the value of socially responsible programs that help improve people's quality of life and build sustainable community health. Our programs are promoted via our e-newsletters and on our Web site at [www.cancer.org/international](http://www.cancer.org/international), which receives 25 percent of its traffic from outside the United States.



1.800.ACS.2345  
[www.cancer.org](http://www.cancer.org)

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No.070122

Join the global fight against cancer by giving the American Cancer Society an opportunity to customize a program to meet the needs of your company.