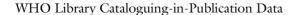
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POLICIES AND MANAGERIAL GUIDELINES



WORLD HEALTH ORGANIZATION
GENEVA



National cancer control programmes: policies and managerial guidelines. – 2<sup>nd</sup> ed.

1. Neoplasms – prevention and control 2. National health programs – organization and administration 3. Health policy 4. Guidelines

(ISBN 92 4 154557 7) (NLM classification: QZ 200)

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Editing, layout and design by Health & Development Networks (HDN) · http://www.hdnet.org Printed in Italy.

Cover design by Marilyn Langfeld.

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# **ACKNOWLEDGEMENTS**

The second edition of this monograph has been produced by the Cancer Control Programme of the Department of Management of Noncommunicable Diseases which forms part of the cluster dealing with Noncommunicable Diseases and Mental Health at WHO headquarters, Geneva. It was developed following a meeting on national cancer control programmes in developing countries, held in Geneva in December 2000. Participants in this meeting, and two earlier meetings to discuss national cancer control programmes are listed at the end of this report.

Editorial guidance for both editions has been provided by Anthony Miller. Kenneth Stanley provided editorial assistance for the second edition.

A number of people, who were invited to contribute after the December 2000 meeting, reviewed specific sections and made valuable contributions. These include: David Hunter, Harvard School of Public Health; David Joranson, WHO Collaborating Center for Policy & Communications in Cancer Care; Jacob Kligerman, Brazilian National Cancer Institute; Stener Kvinnsland, International Union Against Cancer; C. Victor Levin, International Atomic Energy Agency; Neil MacDonald, Centre for Bioethics at the Clinical Research Institute of Montreal; Charles Olweny, St Boniface General Hospital; Max Parkin and R.Sankaranarayanan, International Agency for Research on Cancer; Inés Salas, University of Santiago; and, from WHO, Rafael Bengoa, Ruth Bonita, Vera Da Costa e Silva, Maximilien De Courten, JoAnne Epping-Jordan, Silvana Luciani, Nejma Macklai, Maristela Monteiro, Desmond O'Byrne, Sonia Pagliusi Uhe, Pirjo Pietinen, Pekka Puska, Eva Rehfuess, Sylvia Robles, Benedetto Saraceno, Derek Yach, Tokuo Yoshida, and Mohamed Maged Younes.

The team members from the Programme on Cancer Control who worked on this edition were Amanda Marlin, Cecilia Sepúlveda and Andreas Ullrich. Secretarial work was done by Maryann Akpama. The report was edited by Angela Haden and Health & Development Networks. Layout and design by Health & Development Networks.

# Message from the Director-General of the World Health Organization

Cancer. The word still conjures up deep fears of a silent killer that creeps up on us without warning. Cancer, evoking such desperation that it has become a metaphor for grief and pain, a scourge straining our intellectual and emotional resources. The numbers are such that each of us will be touched either as a patient, a family member or a friend. There are over 20 million people living with cancer in the world today. The majority live in the developing world.

Yet, there is much that can be done in every country to prevent, cure and relieve this suffering. With the existing knowledge it is possible to prevent at least one-third of the 10 million cancer cases that occur annually throughout the world. Where sufficient resources are available, current knowledge also allows the early detection and effective treatment of a further one-third of those cases. Pain relief and palliative care can improve the quality of life of cancer patients and their families, even in very low resource settings thanks to effective, low-cost approaches.

Understanding and controlling malignant disease have very broad dimensions. It involves scientific knowledge and experience ranging from the complexities of intracellular molecular regulation to individual lifestyle choices. It also requires competent management and the best use of available resources for planning, implementing and evaluating disease control strategies. Cancer prevention and control are among the most important scientific and public health challenges of this era.

Our goal is to reduce the morbidity and mortality from cancer and improve the quality of life of cancer patients and their families, everywhere in the world where the cancer burden is high or there are rising trends of cancer risk factors. We have learned that no matter what resource

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