

# NORWEGIAN **CANCER** SOCIETY

# THE NORWEGIAN CANCER SOCIETY AND THE NCD ALLIANCE AS AN ACTOR IN HEALTH PROMOTION

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# The Norwegian Cancer Society

## What is NCS?

- An active civil society actor
- Targeted efforts in:
  - Cancer information
  - Prevention
  - Advocacy
  - Research
  - Care
  - International cooperation



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# Our main objectives and Our vision

- Reduction of the prevalence and incidence of cancer
- Contribute to higher survival rates
- Ensure best quality of life for those affected by cancer

Our vision: «Together we create hope»



# The Norwegian NCD – Alliance

- Norwegian NCD-Alliance: Norwegian Diabetes Association, the Norwegian Cancer Society, The Norwegian Heart and Lung Patient Organization and the Norwegian Health Association.
- Un high level meeting on NCDs 19-20 September 2011 did present a unique opportunity for the international community to take action against the epidemic, but for us also a unique opportunity for a national alliance.

# Preventive measures to reduce non-communicable diseases (NCDs)



- The NCD strategy: Developed in cooperation with the National NCD Alliance
- 2013: Norway is the first country to launch its own national strategy for NCDs
- Goal: prevention and treatment of NCDs
- Challenge: implementation of measures and recommendations

# What we have achieved

- **Prevention efforts: enabling healthy and informed choices**
  - implementing structural and population-related measures
  - providing sufficient information
- **Tobacco control**
- **Physical activity and preventing obesity**

# The challenge of lung cancer

- Increasing incidence of lung cancer
- Structural means to achieve our goals of a tobacco free country:
  - High level of taxation
  - Development of tobacco legislation
  - Anti-tobacco campaigns
  - Help for those who want to quit
  - Monitoring the industry







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# The way forward

- An ambitious goal: Norway as a leader in cancer prevention
- People of low socioeconomic status bear the greatest burden of disease
- We must:
  - Target known risk factors
  - Reduce social inequalities in health
  - Cooperation with the municipalities, authorities, private and voluntary sector

# IS THERE AN ADDED VALUE OF HAVING A NATIONAL NCD ALLIANCE?

- We provide awareness of the common risk factors as well as the common challenges and solutions in the health and care services, in terms of prevention, treatment and rehabilitation.
- The NCD- strategy unites us as civil society representing patient groups – providing us with a momentum to joint advocacy efforts that benefits all
- Together we have an even stronger voice, but we need the NCD strategy to become a lot more than words on paper!