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Pubbl/distr/stampa	Geneva, : World Health Organization, c2006-2008
ISBN	1-281-93778-9 9786611937782 92-4-068349-6
Edizione	[1st ed.]
Descrizione fisica	1 online resource (56 p.)
Collana	WHO Guide for Effective Programmes
Soggetti	Cancer - Prevention Cancer - Treatment Medical policy
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes index and bibliographical references.
Nota di contenuto	Policy and Advocacy; Series overview; POLICY AND ADVOCACY MODULE CONTENTS; Key messages; Key definitions; INTRODUCTION; ADVOCACY STEP 1: Defining the situation; ADVOCACY STEP 2: Setting goals and objectives; ADVOCACY STEP 3: Identifying the target audience; ADVOCACY STEP 4: Mobilizing support; ADVOCACY STEP 5: Developing key messages; ADVOCACY STEP 6: Selecting methods of advocacy; ADVOCACY STEP 7: Developing and implementing the advocacy plan; ADVOCACY STEP 8: Monitoring and evaluation; CONCLUSION; REFERENCES; ACKNOWLEDGEMENTS
Sommario/riassunto	The World Health Organization estimates that 7.6 million people died of cancer in 2005 and 84 million people will die in the next 10 years if action is not taken. More than 70% of all cancer deaths occur in low- and middle-income countries, where resources available for prevention, diagnosis and treatment of cancer are limited or nonexistent. Yet cancer is to a large extent avoidable. Over 40% of all cancers can be prevented. Some of the most common cancers are curable if detected early and treated. Even with late cancer, the suffering of patients can be relieved with good palliative care. Can

