Cancer: Yesterday, Today, and Tomorrow

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Collaborating to Conquer Cancer Symposium
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The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.
Cancer … *Yesterday*

"The particular objects for which the corporation is to be formed are as follows: To collect, collate and disseminate information concerning the symptoms, diagnosis, treatment and prevention of cancer; to investigate the conditions under which cancer is found; and to compile statistics in regard thereto."

-- *Mission statement, from certificate of incorporation*, 1922
Cancer ... Today

Cancer in the US, 1990-2008: Survival Rising, Mortality Decreasing

Data from the National Cancer Institute on estimated number of cancer survivors and age-adjusted cancer deaths per 100,000 people
Total Number of Cancer Deaths Averted

*From 1991 to 2008 in Men and from 1992 to 2008 in Women*

- **Men**: 732,900 cancer deaths averted
- **Women**: 291,500 cancer deaths averted

*Total: More than 1 million cancer deaths averted*
How Can We Continue this Progress?

Research

Access

Prevention
Adjusted Colorectal Cancer Survival

By Stages and Insurance Status, among Patients Diagnosed in 1999-2000 and Reported to the NCDB
Transforming the American Cancer Society

Then
Door-to-door, local cancer charity, local services

Now
Highly visible cancer control enterprise and change agency

Tomorrow
Global institution leading a multi-sectoral movement to bring cancer under control in 21st century
Transformation Initiatives

- Sharing the Change Story
- Change Champions
- CEO initiative
- Research 3.0
- Leadership, Governance, and Accountability
- Operational Excellence
- Enterprise Reputation and Stewardship
- Talent-Rich Environment Focused on Results
- Marketing Excellence
- Global 3.0
- Cancer Control 3.0
NCDs – Costing Lives and Economies

- Cancer
- Chronic Respiratory Diseases
- Diabetes
- Mental Health
- Cardiovascular Diseases

$47 trillion in next 2 decades

- That’s 75% of the 2010 global GDP
- Or enough to eradicate $2/day poverty for more than 50 years
World Cigarette Consumption

By region, 2009

24% Europe
48% Western Pacific
11% Americas
6% Eastern Mediterranean
3% Africa
8% South-East Asia

Source: Tobacco Atlas, 4th edition; tobaccoatlas.org
Top 5 Cigarette-Consuming Countries
2009, counted in millions of cigarettes

China consumed more than 38% of the world’s cigarettes in 2009. More cigarettes were consumed in China than in the other top four tobacco-consuming countries combined.

2,264,900 China
390,000 Russian Federation
315,700 US
260,800 Indonesia
233,900 Japan

The Rest of the World’s Consumption

source Tobacco Atlas, 4th edition; tobaccoatlas.org
Incidence and mortality rates per 100,000 and age-adjusted to 2000 US standard population

All Sites – Mortality Rates

By Race, Males and Females
How Many Deaths Could We Be Avoiding?

*US deaths avoided (ages 25-64) if everyone had the same death rate as the most educated (2010)*

- **African American (Non-Hispanic)**
  - Men: 52% (28,216)
  - Women: 33% (12,624)
  More than 40,000 avoidable deaths

- **White (Non-Hispanic)**
  - Men: 48% (106,146)
  - Women: 40% (55,134)
  More than 160,000 avoidable deaths

- **Hispanic**
  - Men: 39% (9,337)
  - Women: 30% (3,825)
  More than 13,000 avoidable deaths
Cancer ... *Tomorrow*

*What is the Quickest Way to More Birthdays?*

A. Prevent preventable cancers.

B. Treat those that are treatable and curable.

C. Fix the fixable within health care systems.

D. Provide state-of-the-art care and palliation to all those who need it.
What It Will Take

Resources

Collaboration

Policy Change

Celebration On The Hill, 2002
Products/Tools That Will Help Us Get There

- Human genome mapped
- Framework Convention on Tobacco Control
- Platforms
  - ACS CAN
  - C-Change
- Advocates
- Vaccines
- Best buys
- Targeted therapies
We **save lives** and create more birthdays by helping you stay well, helping you get well, by finding cures, and by fighting back.

cancer.org  |  1.800.227.2345