

The Global Breast Cancer Initiative (GBCI)



Empowering women, building capacity, providing care for all
WHO's approach to integrated national cancer control programmes

World Health Organization

What is GBCI? What is the target?

GBCI: a strategic collaboration to empower women and strengthen breast cancer control through country impact and global advocacy.



Reduce breast cancer mortality by 2.5% per year, to **save 2.5 million lives** by 2040.



Why breast cancer? Why now?

- (1) Burden:** Breast cancer - **most common cancer** and #1 cause of cancer deaths for women.
- (2) Empowerment:** Women-centred care **throughout the lifecourse** is needed, everywhere.
- (3) Reduce inequities:** Breast cancer burden greatest in low- and middle-income countries (LMIC) and outcomes are significantly worse. Solutions such as promotion of **Universal Health Coverage (UHC)** to include cancer-related services exist and should be delivered equitably.

What explains global inequities?

Late diagnosis

Detected at advanced stage in LMIC

Inadequate services

Insufficient diagnostic and treatment facilities

Low coverage

Failure to include breast cancer in UHC



What works?

Two priorities to improve breast cancer outcomes, established in recent *The Lancet Oncology* publication¹:

- 1. Early clinical diagnosis:** Programmes to detect at least 60% of breast cancers at stage I or stage II.
- 2. Health systems strengthening:** Increased capacity to provide care and improved access to public cancer centres through UHC.

How to get involved?



Advocate

...join global and national advocacy efforts



Contribute

...join platforms for information-sharing



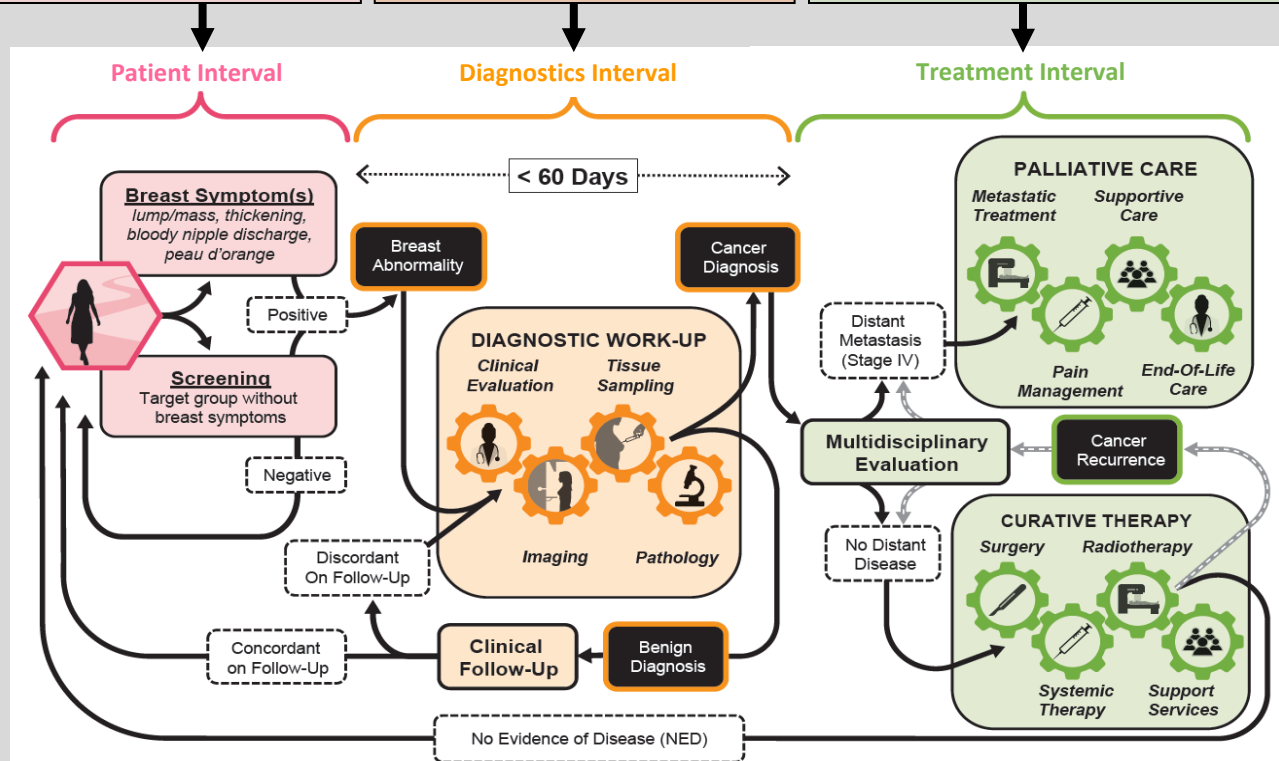
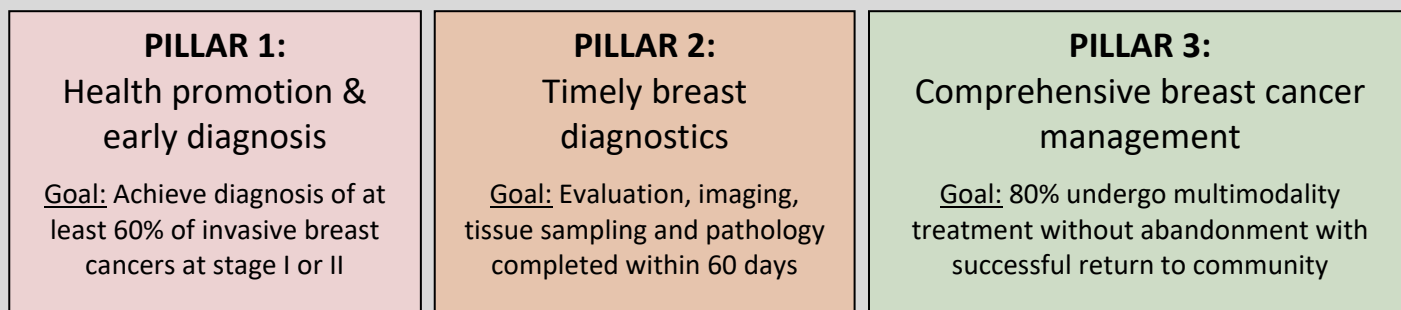
Act

...support countries & other stakeholders

¹ Duggan, Catherine, et al. "National Health System Characteristics, Breast Cancer Stage at Diagnosis, and Breast Cancer Mortality: A Population-Based Analysis." *The Lancet Oncology*, 12 Oct. 2021, [https://doi.org/10.1016/s1470-2045\(21\)00462-9](https://doi.org/10.1016/s1470-2045(21)00462-9).

What are the pillars of action?

Operational approach: 3 pillars corresponding to journey of women who develop breast cancer.



GBCI integrated approach

- 1 Convening stakeholders and developing a platform for action:** multisectoral working groups to address the 3 pillars
- 2 Operational guidance:** provide evidence-based technical package for implementation
- 3 In-country engagement and support:** harness political will, integrate cancer initiatives and create partnerships

GBCI Pillar Monitoring Overview

