



A MEMBERSHIP ORGANISATION
FIGHTING CANCER TOGETHER



WELLNESS AT WORK: REALISING THE OPPORTUNITY TO TACKLE CANCER

2014 WORLD CANCER CONGRESS

5th December
Melbourne, Australia



bupa.com/cancer
uicc.org

At a special event convened by Bupa and the Union for International Cancer Control (UICC) at the 2014 World Cancer Congress, UICC members came together to explore their role in engaging organisations worldwide to adopt best practices in employee health. In this interactive session, attendees discussed the opportunities for making a long-lasting, positive impact on the health of the global workforce, which now stands at over 3 billion, through prioritising cancer prevention and early detection. Key challenges to engaging effectively with workplaces were also raised.

DISCUSSION HIGHLIGHTS:

- Employers have a key role to play in the fight against cancer. Findings from a new report from Bupa and UICC, 'Cancer – it's everyone's business', show that there are tangible returns on investment for businesses through avoiding lost productivity, reducing medical costs and improving competitiveness. Reputation building was also identified as a key impetus by the participants for convincing business leaders of the benefits in investing in these programmes.
- UICC members shared their experiences of engaging with businesses in promoting cancer initiatives as part of employee wellness programmes through diverse platforms including workplace communication channels, face-to-face communications and 'wellness days' to reach out to employees. The need to adapt these to the local culture and needs, and the ability to engage media to promote these initiatives were highlighted as factors for a positive impact.
- Participants noted that assisting employers in the creation of a supportive workplace for people living with cancer may prime businesses for the introduction of other initiatives around prevention and early detection.
- UICC and Bupa introduced a series of practical resources which are now [available online](#), including toolkits to help support employers set up breast cancer and quit smoking initiatives and a smoking cessation app, 'Bupa Quit'. As well as setting out the business case for investment, these resources showcase case studies from UICC partners and other businesses that are engaged in best practice solutions to workplace health.
- Presenting a compelling business case and providing support to businesses around the implementation of best practice solutions were identified as pivotal to creating meaningful partnerships with employers to improve the health of their workforce. This means that it is vital for all cancer organisations to become more proficient in the language of corporations and to further the capacity and skills of UICC members to assist them in engaging with workplaces.



If you can turn the argument for investing in cancer towards creating wealth – by getting individuals back into work, for example – people will listen.

Fiona Adshead, Director of Wellbeing and Public Health, Bupa

Raising awareness and increasing access to screening through the workplace presents an enormous opportunity to address the grave lack of action around breast cancer in many low-income settings – it is time that we all do more.

Dr Beatrice Wiafe Addai, President; Breast Care International and Peace and Love Hospital, Ghana

Co-hosts: Bupa and the Union for International Cancer Control (UICC)

Chair: Pamela Fralick, President and CEO, Canadian Cancer Society

Speakers: Dr Fiona Adshead, Director of Wellbeing and Public Health, Bupa; Dr Beatrice Wiafe Addai, President; Breast Care International and Peace and Love Hospital; Dr Sue Henshall, Director, Three Stories Consulting; Dr Cary Adams, Chief Executive Officer, UICC; Dr Rob Grenfell, National Medical Director, Bupa Australia and New Zealand.