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PACT Partner Publishes New Concept

3 February 2012

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- [» Science and Affordability of Cancer Drugs and Radiotherapy in the World](#)

Story in pictures



Prof Dr Ahmed Elzawawy during the First AGaRT meeting at IAEA headquarters in Vienna. (Photo: D. Calma/IAEA)

Spreading the Word on the Need for Cancer Control

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Contributions to the fight against cancer can come in many shapes and sizes. From donating a radiotherapy machine to spreading the word on the cancer crisis, everything can make a difference. But each contribution can have a greater effect if it is made as part of a larger campaign to confront the cancer crisis. If cancer control stakeholders come together to share ideas and collaborate on the next steps in the fight against cancer, every contribution to fighting cancer will have a huge impact.

One new project that has arisen to bring together cancer control stakeholders to meet the challenge posed by cancer is called the “win-win initiative”. The win-win initiative, which is a part of the International Campaign for Establishment and Development of Oncology Centers (ICEDOC), aims to increase the affordability of cost-effective and economical cancer treatment around the world through the use of scientific approaches. The win-win movement encourages the dissemination of scientific information without patents, to advance cancer research and development and further cancer control efforts and research free of cost.

Recently, the “win-win initiative” began publishing scientific bases that intend to set a framework to facilitate the development of more affordable cancer treatment and generate better value for cancer care. The most recent chapter published is called [“Science and Affordability of Cancer Drugs and Radiotherapy in the World — Win-Win Scenarios”](#). This article, written by an important cancer control advocate and PACT partner, Prof Dr Ahmed Elzawawy, looks into the need to bring down the cost of health treatment and care to levels that are beneficial for everyone, with a specific mention of the growing problem of providing cancer control in low and middle income countries.

The article can be read online for no charge and a link is provided on this page. Share the article with friends and family and help spread the word on the need to confront the growing cancer crisis.

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