



Unite to Prevent Cancer

**BRIDGING THE GAP
BETWEEN KNOWING
AND DOING**

Bridging the “knowing-doing” gap in healthcare is an absolute necessity to improve overall wellness and reduce the burden of cancer and other diseases.

We can act now to protect the health of future generations.

AN ESCALATING GLOBAL CRISIS:

- 100 million lives are lost to cancer worldwide every decade¹
- Approximately 70% of deaths from cancer occur in low and middle income countries due in part to lack of prevention & treatment options
- The global economic impact of cancer is \$100 trillion dollars per generation²

Unite to Prevent Cancer (UTPC) is a global health and wellness initiative. Created by health innovators and social entrepreneurs, the mission of UTPC is to make cancer prevention a reality. **Notably up to 50% of cancers can be prevented simply by taking knowledge in hand today and adopting it into practice.** To make cancer prevention a reality, we must bridge the gap between “knowing and doing” which involves taking action during childhood and adolescence in order to prevent cancers that occur later in adulthood. The combined impact of prevention policies, strategic coordination across an uncommon table of stakeholders, innovative technology, and engagement of youth, their families and communities are needed to create a sustainable, scaled system to bridge the gap. The realization of this goal will save millions of lives and tens of trillions of dollars globally over the next generation.

WHAT IS THE GAP?

With cancer prevention, we know the science and we know the cure. Yet preventable cancers persist. Why is this the case?

In 2000, Pfeffer and Sutton authored “The Knowing-Doing Gap” which articulates a challenge faced by organizations in all industries, including healthcare: we work really, really hard to figure out what we need to do to solve a problem, yet we fail to implement what we learn in the process. This is known as the “knowing-doing gap” – the inability to put new ideas into practice at scale.

At the individual level, especially among young people, behavior change is crucial to putting knowledge into practical application.

Unfortunately, most people stop at knowledge acquisition and feel like they’re done - assuming new behavior magically follows new knowledge, with no additional effort, skills, habits or time. This is not the case especially in cancer prevention and wellness.

BRIDGING THE GAP:

UTPC is committed to develop a sustainable system of impact, scaled nationally and globally, to bridge the knowing-doing gap in preventing cancer and promoting overall wellness. There are many dedicated organizations focused on eliminating preventable cancers, each making incremental impact in their area of focus. UTPC believes that dramatic advances would occur with increased coordination across organizations finding meaningful ways to align capabilities, strategy and funding.

UTPC is not focused on creating new knowledge or care solutions. While each cancer prevention opportunity is complex, we are laser focused on identifying and prioritizing the most impactful actions needed to bridge the gap. For each major cancer-causing factor (e.g. tobacco use, cancer viruses, obesity, and sun), the adoption of “shovel-ready” education, policy, services, engagement and technology initiatives can yield enormous societal and economic benefits. What we learn in bridging the gap with cancer prevention will also have a positive impact on other areas such as diabetes, heart disease and chronic stress.

Freedom from preventable disease must become a societal priority.

It takes an average of 17 years for new, scientifically generated knowledge to be translated into practice. This voltage drop between knowing and doing must be addressed as we can no longer afford to wait for 17 years.³



TO BRIDGE THE GAP WE MUST:

- Launch the highest impact projects that convert knowledge into sustainable action with clear deliverables & accountability
- Convene & catalyze the unique capabilities of an uncommon table of stakeholders to achieve a shared goal
- Inform legislators on impactful science-driven policies and actions
- Identify and fill gaps in the prevention implementation ecosystem
- Inspire a cultural transformation through health education and youth engagement
- Develop new technologies & innovations for knowledge dissemination
- Secure & deploy strategic funding & develop an evergreen, self-sustaining system

IMMEDIATE PRIORITIES:

Funding Support

Early philanthropic support will be used for the following strategic foundational initiatives: start-up investment, core team, stakeholder engagement/mobilization, cancer prevention gap analysis and recommendations, shovel-ready toolkits, and incubation of flagship projects

Launch Flagship Projects

A. Comprehensive Prevention Policy: educate legislators with compelling evidence-based knowledge, including economic drivers, to inspire policies addressing the major causes of cancer including tobacco, obesity, UV and HPV

B. HPV Vaccination Campaign: develop a comprehensive plan and implementation strategy to increase strong promotion from providers in the developed world and to ensure vaccine supply and access in the developing world, thereby increasing vaccination rates and eliminating HPV cancers

C. Knowledge Dissemination Technology: launch a user-friendly, trusted digital platform containing a certified knowledge and decision support system that enables individuals to understand their personalized risk assessment and incentivizes specific actions and behavior beginning with youth through a healthy schools strategy reducing long-term disease risks

Public Roll-Out

In Q2 of 2020, UTPC will formally announce the creation of the organization, high impact flagship projects, early wins, founding partners, funding and initial partner countries

Unite to Prevent Cancer needs your financial support. We also seek your counsel and partnership. Together, we can create a powerful new approach to bridging the gap between “knowing and doing” in the prevention of cancer and overall wellness. To learn more about Unite to Prevent Cancer, visit us at utpc.org.



BRIDGING THE GAP BETWEEN KNOWING AND DOING

¹Ferlay J, Soerjomataram I, Ervik M, Dikshit R, Eser S, Mathers C et al. GLOBOCAN 2012 v1.0, Cancer Incidence and Mortality Worldwide: IARC CancerBase No. 11

²Stewart BW, Wild CP, editors. World cancer report 2014

³Crossing the Quality Chasm <https://www.ncbi.nlm.nih.gov/pubmed/25057539>