KESHO
Kenya Society of Haematology & Oncology

KICC 2026 Pre-Conference Workshop

CONCEPT NOTE

Proposed Title: Regional Advocacy Workshop

Date: 18 November 2026
Venue: Sarova Whitesands Hotel, Mombasa
Proposed Format: Full-Day Interactive Workshop

Overall Objective

To strengthen the capacity of patient advocates across Africa to translate lived experience and scientific evidence into coordinated policy action that advances equitable access to cancer care and sustainable improvements in patient outcomes.

Specific Objectives

By the end of the workshop, participants will be able to:

- Identify priority advocacy issues affecting people living with cancer and translate these gaps into actionable national and regional policy priorities.
- Develop practical advocacy strategies that promote equitable access to diagnosis, treatment, supportive care and survivorship services, including decentralized care for rural and underserved communities.
- Apply evidence-based communication skills to present patient experiences, engage decision-makers and build support for policy change.
- Strengthen collaboration among patient organizations, global advocacy networks, healthcare professionals and policymakers to establish a coordinated African advocacy agenda.
- Co-develop a Multi-Country Patient Manifesto outlining shared priorities, proposed policy actions and commitments for engagement with national health authorities.
- Establish mechanisms for follow-up and accountability, including clear responsibilities and indicators to track progress on agreed advocacy commitments.

KENYA INTERNATIONAL CANCER CONFERENCE, REGIONAL CANCER ADVOCACY WORKSHOP			
Time	**Session**	**Focus / Advocacy Shift**	**Facilitators / Speakers**
09:00 – 09:45	Session I: Policy Briefing & Lived Experience Advocacy	Setting the Advocacy Agenda: Identifying bottlenecks in current national cancer policies and resource allocations.	Speaker: ALAN, CMLAN

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09:45 - 10:00	Q&A & Alignment	Identifying the top 3 advocacy barriers to address during the day.	Session Moderator
10:00-11:00	Session II: Advocacy Sprint Masterclass	Skills Building: Tailoring messages for policymakers, media engagement, and running grassroots access campaigns.	ALAN
11:00- 11:20	Case Study	Persistent Advocacy that leads to Policy Changes	Phoebe Ongadi
11:20-11:40	Tea Break		
11:40 – 12:15	Session III: The 4 Pillars Systemic Solutions Lab	Breakouts focused on structural changes: • Policy/Legislation • Access & Decentralization • Financial Protection/Universal Health Coverage • Stigma & Community Mobilization	Track Leads: KENCO, Faraja, KILELE, and Regional Network Representatives
12:15 – 13:30	Plenary: Coalescing the Priorities	Group leaders report back on specific policy demands and recommendations.	Group Leaders
13:30 – 14:30	Lunch		
14:30 – 16:00	Session IV: Policy Design & Declaration Lab	Drafting the Multi-Country Patient Manifesto: Solidifying commitments for accountability, tracking policy implementation, and a unified regional voice.	Joint Session: ALAN, CMLAN, KENCO, MoH Representative, and Regional Delegates
16:00 - 16:20	Closing: Presentation of Commitments	Reading of the Declaration and official hand-over of priorities to KESHO and Ministry leadership.	Dr. Anne Mwirigi
16:20 - 16:40	Certificate Presentation and Photo Session		KESHO
16:40	Tea		