

[Jump to navigation](#)

 [Union for International Cancer Control](#)

[UICC](#)

Leading the global fight against cancer

Who we are

[About UICC](#)

- [Cancer control](#)
- [Areas of work](#)
- [Strategy](#)
- [Annual Reports](#)
- [Milestones, recognition and awards](#)
- [History of UICC](#)
- [UICC and TNM](#)
- [Equity and gender equality at UICC](#)

[CEO](#)

[Board of Directors](#)

- [President](#)
- [President-elect](#)


[The Team](#)

[Employment](#)

- [World Cancer Day Campaign Assistant](#)
- [Other opportunities](#)

[Press centre](#)

About UICC

 UICC\_Brandmark\_aboutUICC

"The Union for International Cancer Control (UICC) unites and supports the cancer community to reduce the global cancer burden, to promote greater equity, and to ensure that cancer control continues to be a priority in the world health and development agenda."

[Read more](#)

Spotlight on


**Welcome**

to one of our new members

 [Fundación Chilesincáncer.png](#)

[Fundación Chilesincáncer](#)

[Read more](#)

 icon\_members-orange-full.png

**Employment**

We are currently looking for a [World Cancer Day Campaign Assistant](#).

[View all employment opportunities](#)

What we do

[Convening](#)

- [World Cancer Day](#)
  - [Why WCD Matters](#)
  - [The Campaign](#)
- [World Cancer Congress](#)
  - [2022 World Cancer Congress](#)
    - [ICO Global Oncology Collection: Call for papers](#)
  - [Past Congresses](#)
- [World Cancer Leaders' Summit](#)
  - [2021 World Cancer Leaders' Summit](#)
    - [Summit Programme](#)
    - [Summit Speakers](#)
    - [Outstanding Contribution to Cancer Control Awards](#)
      - [Shortlisted nominees](#)
  - [2019 World Cancer Leaders' Summit](#)
    - [Summit Programme](#)
    - [Side events](#)
    - [Outstanding Contribution to Cancer Control Award](#)
  - [Past Summits](#)
    - [2018 World Cancer Leaders' Summit](#)
    - [2017 World Cancer Leaders' Summit](#)
      - [Official Side Events](#)
    - [2016 World Cancer Leaders' Summit](#)
  - [Host a World Cancer Leaders' Summit](#)
- [Roundtable Series](#)
- [Calendar of cancer events](#)

- [Virtual Dialogues](#)
  - [Ageing and Cancer series](#)
  - [Breast Cancer series](#)
  - [Cancer beyond COVID-19 series](#)
  - [Cervical Cancer Elimination series](#)
  - [Regional series](#)
  - [Tobacco Control and Cancer series](#)
  - [Past Dialogues Resource Hub](#)

#### [Capacity Building](#)

- [SPARC grants](#)
  - [Selection Advisory Group](#)
  - [Metastatic Breast Cancer](#)
  - [SPARC mentors](#)
- [Fellowships](#)
  - [Virtual Fellowships](#)
  - [Technical Fellowship](#)
  - [Bourses pour l'Afrique Francophone](#)
  - [YY Study Grants](#)
  - [Fellowship Outcomes and Impact](#)
  - [Association of UICC Fellows](#)
  - [Past successes](#)
- [CEO Programme](#)
- [Young Leaders programme](#)
  - [Young Leaders 2021/2022](#)
  - [Young Leaders 2019/2020](#)
  - [Young Leaders Alumni](#)
- [Leadership in Action meetings](#)
  - [Africa](#)
  - [Asia Pacific](#)
  - [Eastern Mediterranean](#)
  - [Latin America](#)
  - [Europe](#)
  - [North America](#)
  - [Leadership development grants](#)
- [Online learning](#)
  - [Master courses](#)
- [Cancer Advocates programme](#)
- [Patient Group Mentoring programme](#)
- [Regional engagement](#)

#### [Advocacy](#)

- [Advocacy Impact](#)
  - [Interactive navigator](#)
- [Cancer planning](#)
- [World Cancer Declaration](#)
- [Investing in cancer control](#)
- [Working together](#)
  - [Global Initiative for Childhood Cancer](#)
  - [Integrated Cancer Control Initiative in Latin America \(ICCI-LA\)](#)
  - [International Collaboration on Nutrition in relation to Cancer \(ICONIC\)](#)
  - [UICC Advocacy Network](#)
- [Advocacy resources](#)

#### [Thematic areas of work](#)

- [Antimicrobial resistance](#)
  - [UICC's actions on AMR](#)
  - [Antimicrobial resistance content hub](#)
- [Breast cancer](#)
  - [UICC's actions on breast cancer](#)
  - [Breast cancer content hub](#)
  - [Breast Cancer Programme](#)
- [Cancer and Ageing](#)
- [Cancer and COVID-19](#)
  - [Cancer and COVID-19 resources](#)
- [Cervical cancer elimination](#)
  - [UICC's actions on cervical cancer](#)
  - [Cervical cancer content hub](#)
  - [Toolkit on cervical cancer elimination](#)
- [Essential Medicines List](#)
- [Tobacco control](#)
  - [Tobacco control content hub](#)
- [Universal Health Coverage](#)

#### [Virtual Dialogues](#)

Virtual Dialogues provide members with enhanced opportunities to connect, exchange knowledge, access expert insights, and more.

#### [Read more](#)

Young Leaders programme

UICC aims to nurture aspiring young cancer control professionals to become successful leaders in cancer control and the wider global health community.

[Read more](#)

World Cancer Declaration

**Its overarching goal:** major reductions in premature deaths from cancer, and improvements in quality of life and cancer survival rates.

[Read more](#)

Who we work with

[Members](#)

- [Our membership offer](#)
  - [Membership categories and benefits](#)
  - [Become a member](#)
  - [Renew membership](#)
- [Apply for membership](#)
- [Map of members](#)
- [General Assembly](#)
  - [2020 GA](#)
    - [On-line voting at UICC's first virtual General Assembly](#)
  - [2020-2022 Board of Directors and President-elect candidates' profiles](#)
  - [Recent Constitutional changes](#)
  - [Past General Assemblies](#)
- [UICC Awards](#)
  - [UICC Awards: 2020 Winners and Finalists](#)
  - [UICC Awards: 2018 Winners and Finalists](#)
- [UICC Newsletter](#)
- [Members' Corner](#)


[Partners](#)

- [Our partners](#)
- [Partners news and blog articles](#)
- [Partner testimonials](#)
- [Become a partner](#)

[Networks](#)

- [City Cancer Challenge \(C/Can\)](#)
- [NCD Alliance](#)
- [International Cancer Control Partnership \(ICCP\)](#)
- [McCabe Centre for Law and Cancer](#)
- [Global Initiative for Cancer Registries \(GICR\)](#)
- [UICC responding to the call to action to eliminate cervical cancer](#)
  - [Members response to call to action to eliminate cervical cancer](#)


Become a member

 UICC\_Members\_Solid\_Icon\_White-LightBlue\_200px.png

**Are you interested in joining a dynamic network of over 1,000 members that share a passion to eliminate cancer as a life-threatening disease for future generations. Join us today:**

[Apply for membership](#)

Become a partner

 UICC\_Partnership\_Solid\_Icon\_White-LightBlue\_200px.png

**Through our proven track record of success, UICC is able to bring influential stakeholders together, and we invite you to be part of this journey and help us drive change globally.**

[Learn more](#)

International Cancer Control Partnership (ICCP)

The [ICCP Portal\(link is external\)](#) is a one-stop shop for cancer prevention and control planning. It hosts selected resources on cancer control like toolkits, multimedia campaigns or background data.

[Learn more](#)

Resources

[Access all resources](#)

- [TNM Classification of Malignant Tumours](#)
  - [TNM Project Structure](#)
  - [Publications and Resources](#)
  - [E-learning](#)
  - [Helpdesk](#)
  - [Essential TNM](#)
- [Cancer Atlas](#)
- [UICC Journals](#)
- [IARC Cancer Today](#)
- [Cancer and COVID-19 resources](#)

Featured resources

[World Cancer Leaders' Summit 2021 Report](#)

[16 November 2021](#)

[Access the resource](#)

[2020 Annual Report](#)

[21 July 2021](#)

[Access the resource](#)

[About UICC - Leading the cancer community\\_\(Tri-fold leaflet\)](#)

[2 September 2020](#)

[Access the resource](#)

[World Cancer Day 2021 Impact Report](#)

[6 May 2021](#)

[Access the resource](#)

[Search Social live](#)

[News and events over here!](#)

[What's new](#) 10+

[News](#)

[All the news](#)

## **The Israel Cancer Association: leading the way in preventing patronage of the tobacco industry**



- [Advocacy](#)
- [Members](#)

30 January 2015

In an interview with UICC, Professor Eliezer Robinson, Chairman of the Israel Cancer Association (ICA), explains its decision to pressure Tel Aviv University (TAU) to cancel its Phillip Morris recruitment event in early 2015. TAU cancelled the event after ICA threatened to withdraw all new research grants to TAU. ICA's Chairman stated: "It is unthinkable that ... we will help ... strengthen and encourage this devastating industry that causes cancer [and other diseases]."

In an interview with UICC, Professor Eliezer Robinson, Chairman of the Israel Cancer Association (ICA), explains its decision to pressure Tel Aviv University (TAU) to cancel its Phillip Morris recruitment event in early 2015. TAU cancelled the event after ICA threatened to withdraw all new research grants to TAU. ICA's Chairman stated: "It is unthinkable that ... we will help ... strengthen and encourage this devastating industry that causes cancer [and other diseases]."

Read the full interview below with Professor Eliezer Robinson, Chairman of ICA, to learn more about ICA's efforts in preventing patronage of the tobacco industry.

## INTERVIEW

**Professor Robinson, as a past President of UICC, you and ICA are committed to improving cancer control. Tell us about the long standing contributions to cancer research and cancer control that ICA has made.**

- The Israel Cancer Association (ICA)'s primary aim – to reduce cancer morbidity and mortality in Israel – is achieved through the Association's activities geared towards **promoting research, prevention methods and early detection**, as well as **enhancing treatment modalities** and **rehabilitation means** for patients and survivors, while **advocating for their rights**.

In the area of research – each year, the ICA awards some 45 grants to researchers from all research institutes and medical treatment facilities in Israel, based on outstanding achievement. As part of the funding provided for research, Tel Aviv University researchers also receive research grants each year.

During my term as President of the UICC, we recommended that UICC members refrain from supporting universities and other entities that are funded by tobacco companies, and the ICA Executive Board approved and implemented this recommendation.

**How did you become aware that the University of Tel Aviv was entering an agreement with Philip Morris Tobacco Company?**

- Our Spokesperson obtained information which included a copy of the announcement issued by Tel Aviv University's Faculty of Management, informing students about a "festive event", to be held in collaboration with Philip Morris, aimed at appealing to bachelor's and master's degree graduates to join the company and work in marketing positions at Philip Morris, a known conglomerate which imports and distributes cigarettes.

**How did the University leadership react when ICA asked them to withdraw their collaboration with this tobacco company? Was there recognition that the University, as a research organisation in improving health, was sending conflicting messages through support of tobacco industry recruitment?**

- In a letter on which I was a signatory, which we sent to the President of the University, as well as to the Dean of the Faculty of Management, the Dean of the Faculty of Medicine, and the Dean of the Faculty of Life Sciences, we indicated that "it is unacceptable that on the one hand, we assist your excellent and devoted researchers in the battle against cancer, and on the other hand, you empower and encourage a destructive and cancer-causing industry." Ten days after we sent the letter, when the media requested a response from the University, it announced that it would be cancelling the event, and notified the students of the cancellation. However, we did indeed hear reservations from the University's researchers concerning this inappropriate event.

**Under threat of withdrawing the ICA research funding to the University, the event was cancelled. Why do you think this drastic step was necessary?**

- We were utterly astonished to discover that Tel Aviv University actually launched an initiative to join a tobacco company, which manufactures products, which if used according to instructions, kill its users. We regretted having to threaten to freeze grants and we were also sorry to learn that the Faculty of Management, which

is a reputable institution, as is the entire Tel Aviv University, not only agreed to this cooperative initiative with the tobacco company, but also endeavored to intensify and empower this collaboration.

**UICC and ICA along with many other international organizations of health professionals have committed to contribute to tobacco control/public health goals in alignment with the [WHO code of conduct\(link is external\)](#). Educating our partners and peers is an important contribution. What advice would you give to UICC members that wish to approach their own partner organisations to encourage them to take steps to withdraw patronage of the tobacco industry?**

- It is well known that the tobacco products industry severely impairs health and significantly reduces life expectancy. Tobacco use is the leading preventable cause of death. The tobacco companies, which distribute their lethal products, are extremely sophisticated and have abundant resources. We must be on guard against their marketing strategies, and do our utmost to thwart them.

Tags:

[Israel Cancer Association](#)

[ICA](#)

[Tobacco](#)

[Tel Aviv University](#)

Last update:

Friday 7 June 2019

Share

[Previous article](#)

[Less than 48 hours to go until World Cancer Day](#)

[Next article](#)

[Record-breaking commitment made by world leaders to protect poorest children with vaccines](#)

## You are here

1. [Home](#) >
2. The Israel Cancer Association: leading the way in preventing patronage of the tobacco industry

Join our mailing list

Keep in touch with our latest updates

Your email

Access our past newsletters

[View here](#)

Any questions?

[Contact us](#)

[UICC](#)

- [Privacy](#)
- [T&C](#)
- [Copyright](#)

Copyright © 2021 UICC.org

Follow us

- [Twitter\(link is external\)](#)
- [LinkedIn\(link is external\)](#)
- [Facebook\(link is external\)](#)
- [Instagram\(link is external\)](#)

Share

Related files

There are no related files associated with this page.

Key Documents

There are no key documents associated with this page.

[Contact the team](#)

Who we are

[About UICC](#)

- [Cancer control](#)
- [Areas of work](#)
- [Strategy](#)
- [Annual Reports](#)
- [Milestones, recognition and awards](#)
- [History of UICC](#)
- [UICC and TNM](#)
- [Equity and gender equality at UICC](#)

[CEO](#)

[Board of Directors](#)

- [President](#)
- [President-elect](#)

[The Team](#)[Employment](#)

- [World Cancer Day Campaign Assistant](#)
- [Other opportunities](#)

[Press centre](#)

What we do

[Convening](#)

- [World Cancer Day](#)
  - [Why WCD Matters](#)
  - [The Campaign](#)
- [World Cancer Congress](#)
  - [2022 World Cancer Congress](#)
    - [ICO Global Oncology Collection: Call for papers](#)
  - [Past Congresses](#)
- [World Cancer Leaders' Summit](#)
  - [2021 World Cancer Leaders' Summit](#)
    - [Summit Programme](#)
    - [Summit Speakers](#)
    - [Outstanding Contribution to Cancer Control Awards](#)
      - [Shortlisted nominees](#)
  - [2019 World Cancer Leaders' Summit](#)
    - [Summit Programme](#)
    - [Side events](#)
    - [Outstanding Contribution to Cancer Control Award](#)
  - [Past Summits](#)
    - [2018 World Cancer Leaders' Summit](#)
    - [2017 World Cancer Leaders' Summit](#)
      - [Official Side Events](#)
    - [2016 World Cancer Leaders' Summit](#)
  - [Host a World Cancer Leaders' Summit](#)
- [Roundtable Series](#)
- [Calendar of cancer events](#)
- [Virtual Dialogues](#)
  - [Ageing and Cancer series](#)
  - [Breast Cancer series](#)
  - [Cancer beyond COVID-19 series](#)
  - [Cervical Cancer Elimination series](#)
  - [Regional series](#)
  - [Tobacco Control and Cancer series](#)
  - [Past Dialogues Resource Hub](#)

[Capacity Building](#)

- [SPARC grants](#)
  - [Selection Advisory Group](#)
  - [Metastatic Breast Cancer](#)
  - [SPARC mentors](#)
- [Fellowships](#)
  - [Virtual Fellowships](#)
  - [Technical Fellowship](#)
  - [Bourses pour l'Afrique Francophone](#)
  - [YY Study Grants](#)
  - [Fellowship Outcomes and Impact](#)
  - [Association of UICC Fellows](#)
  - [Past successes](#)
- [CEO Programme](#)
- [Young Leaders programme](#)
  - [Young Leaders 2021/2022](#)
  - [Young Leaders 2019/2020](#)
  - [Young Leaders Alumni](#)
- [Leadership in Action meetings](#)
  - [Africa](#)
  - [Asia Pacific](#)
  - [Eastern Mediterranean](#)
  - [Latin America](#)
  - [Europe](#)
  - [North America](#)
  - [Leadership development grants](#)
- [Online learning](#)
  - [Master courses](#)
- [Cancer Advocates programme](#)
- [Patient Group Mentoring programme](#)
- [Regional engagement](#)

[Advocacy](#)

- [Advocacy Impact](#)
  - [Interactive navigator](#)
- [Cancer planning](#)

- [World Cancer Declaration](#)
- [Investing in cancer control](#)
- [Working together](#)
  - [Global Initiative for Childhood Cancer](#)
  - [Integrated Cancer Control Initiative in Latin America \(ICCI-LA\)](#)
  - [International Collaboration on Nutrition in relation to Cancer \(ICONIC\)](#)
  - [UICC Advocacy Network](#)
- [Advocacy resources](#)

#### [Thematic areas of work](#)

- [Antimicrobial resistance](#)
  - [UICC's actions on AMR](#)
  - [Antimicrobial resistance content hub](#)
- [Breast cancer](#)
  - [UICC's actions on breast cancer](#)
  - [Breast cancer content hub](#)
  - [Breast Cancer Programme](#)
- [Cancer and Ageing](#)
- [Cancer and COVID-19](#)
  - [Cancer and COVID-19 resources](#)
- [Cervical cancer elimination](#)
  - [UICC's actions on cervical cancer](#)
  - [Cervical cancer content hub](#)
  - [Toolkit on cervical cancer elimination](#)
- [Essential Medicines List](#)
- [Tobacco control](#)
  - [Tobacco control content hub](#)
- [Universal Health Coverage](#)

Who we work with

#### [Members](#)

- [Our membership offer](#)
  - [Membership categories and benefits](#)
  - [Become a member](#)
  - [Renew membership](#)
- [Apply for membership](#)
- [Map of members](#)
- [General Assembly](#)
  - [2020 GA](#)
    - [On-line voting at UICC's first virtual General Assembly](#)
  - [2020-2022 Board of Directors and President-elect candidates' profiles](#)
  - [Recent Constitutional changes](#)
  - [Past General Assemblies](#)
- [UICC Awards](#)
  - [UICC Awards: 2020 Winners and Finalists](#)
  - [UICC Awards: 2018 Winners and Finalists](#)
- [UICC Newsletter](#)
- [Members' Corner](#)

#### [Partners](#)

- [Our partners](#)
- [Partners news and blog articles](#)
- [Partner testimonials](#)
- [Become a partner](#)

#### [Networks](#)

- [City Cancer Challenge \(C/Can\)](#)
- [NCD Alliance](#)
- [International Cancer Control Partnership \(ICCP\)](#)
- [McCabe Centre for Law and Cancer](#)
- [Global Initiative for Cancer Registries \(GICR\)](#)
- [UICC responding to the call to action to eliminate cervical cancer](#)
  - [Members response to call to action to eliminate cervical cancer](#)

Resources

#### [Access all resources](#)

- [TNM Classification of Malignant Tumours](#)
  - [TNM Project Structure](#)
  - [Publications and Resources](#)
  - [E-learning](#)
  - [Helpdesk](#)
  - [Essential TNM](#)
- [Cancer Atlas](#)
- [UICC Journals](#)
- [IARC Cancer Today](#)
- [Cancer and COVID-19 resources](#)

[Manage cookie consent](#)