

WORLD CANCER DAY 2013



2013 WORLD CANCER DAY CAMPAIGN

On 4 February 2013, the Union for International Cancer Control (UICC) marked World Cancer Day, the one initiative under which the entire world can unite in the fight against the global cancer epidemic. World Cancer Day aims to save millions of preventable deaths each year by raising awareness and education about cancer, and pressing governments and individuals across the world to take action against the disease.

World Cancer Day 2013 focused on Target 5 of the World Cancer Declaration: Dispel damaging myths and misconceptions about cancer, under the tagline "Cancer - Did you know?" because greater awareness and education about cancer can lead to positive change at an individual, community and policy level and across the continuum of cancer care. The 2013 campaign focused on four key myths:

- **Myth 1:** Cancer is just a health issue
- **Myth 2:** Cancer is a disease of the wealthy, elderly and developed countries
- **Myth 3:** Cancer is a death sentence
- **Myth 4:** Cancer is my fate

Our objective was to 'debunk' these myths through the various materials we produced including: a poster, a toolkit, cancer info graphics, fact sheets and evidence sheets. We also used social media to reach a larger audience, using the #WorldCancerDay and readymade tweets as well as through launching our World Cancer Day Facebook application "Cancer Myths vs. Facts".

The materials were translated into 15 languages and provided to our members and partners for them to use, adapt and share, reaching a large global audience from all cultures, regions and corners of the world.



4.7 BILLION

OPPORTUNITIES TO SEE,
HEAR OR READ ABOUT
WORLD CANCER DAY



MEMBERSHIP ACTIVITY

309

40%

ACTIVE MEMBERS
ON WCD 2013

773

100%

TOTAL MEMBERS
IN 2013



WORLD CANCER DAY.ORG

82,614

UNIQUE VISITORS

2,200,000

HITS

SPOTLIGHT ON OUR PARTNERS

Partnership is at the heart of all our activities. This approach has made UICC more successful than ever before in leveraging our most vital assets – our power to connect and coordinate – to benefit the cancer community.

World Cancer Day represents a unique opportunity for supporters and partners of the campaign, since all eyes of the world are on our organisation for the day. In particular, the work that we do with our partners is being showcased, as well as our partners' commitment to further develop their corporate social responsibility. Whether it is internally communicating their engagement to the cause with their employees, or externally via press and media activities, they efficiently use their expertise not only to support us financially but by investing in cancer as a whole. For example, developing cost-effective online campaigns enables them to use their communications and marketing skills to promote World Cancer Day, which increases the impact and visibility of this day, while giving them the opportunity to reach more people in the global cancer community.

During World Cancer Day 2013, many of our partners made a terrific impact through their active involvement in the campaign. This is very encouraging and makes us confident that we will be able to achieve our goal of increasing public awareness of World Cancer Day by engaging at least 50% of UICC's members and partners in future campaigns.

Examples of some of our key Partners' engagement during World Cancer Day 2013:

ROCHE

- Launched a 70-minute cancer documentary entitled, "The Enemy Within"
- Acknowledgment of WCD on big screen displays at Roche HQ
- Internal memo sent to all 80,000 Roche employees

GSK

- Five-question quiz about cancer facts on www.gsk.com
- Short article on GSK intranet encouraging staff to visit the WCD site and read/sign the World Cancer Declaration
- 15 of GSK affiliates translated the article and posted it on their local intranet

FONDATION PHILANTHROPIA (LOMBARD ODIER)

- Launched a 45-pages "Donor's Guide to Cancer" to help make the case as to why people should invest in/give to cancer organisations
- News article in l'Hebdo
- Media outreach in France and Switzerland
- Dedicated web page on their main site

PFIZER

- Press release
- Internal memo sent to all Pfizer affiliate offices around the world

IBM

- Social media push via Twitter



FACEBOOK

10,547 LIKES

44,501 PEOPLE ACTIVE

8,993,327 IMPRESSIONS



TWITTER

81,570

TWEETS

220,000,000

IMPRESSIONS



228,933,327

TOTAL SOCIAL MEDIA
IMPRESSIONS IN 2013

2012-2013 DIFFERENCE

740%

FOR MORE INFORMATION ON WORLD CANCER DAY, PLEASE VISIT:

worldcancerday.org

or contact the UICC Communications team

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MEMBERS ACTIVITIES - A SUCCESSFUL CAMPAIGN

We are committed to ensuring that year-on-year World Cancer Day is seen and heard by more people, presenting an urgent and unified message to global leaders to prioritise the fight against cancer. Therefore, we are proud to share the success of World Cancer Day 2013 through some of our key members' activities and statistics that showcase the impact we had on this global awareness Day.

ST. JUDE CURE4KIDS* UNITED STATES

An announcement about World Cancer Day was sent to 34,502 health professionals from 185 countries that are members of St. Jude Cure4Kids education network (www.Cure4Kids.org). They also organised a webcast that was attended by people from 33 countries, as well as an online quiz, teachers' luncheon for local schools and community groups, and student activities – all based around this year's theme of 'Cancer – did you know' encouraging good practice to spread.

AMERICAN CANCER SOCIETY* UNITED STATES

On 4 February the American Cancer Society (@ACSGlobal) hosted a Twitter chat, participated in a live video broadcast on Google Plus (which included celebrity guest Olivia Newton-John) and one of the most visible events marking the occasion in the United States was in New York, where the Empire State Building was lit up in the World Cancer Day colours of blue and orange for the third year in a row.

LIGA ARGENTINA DE LUCHA CONTRA EL CÁNCER (LALCEC) ARGENTINA

LALCEC implemented a digital campaign in their social networks and disseminated communication materials provided by UICC among their network of over 120 partner institutions across Argentina.

DEUTSCHE KREBSHILFE E.V. / GERMAN CANCER AID* GERMANY

The German Cancer Aid CEO and the German Health Minister honored two scientists with the German-Cancer-Aid-Award in Bonn for their successful efforts to initiate a national clinical cancer registry in Germany. "Welt-Krebstag" (German for "World Cancer Day") reached the number two most searched term on www.google.de. Cancer prevention and early detection of cancer were the focus of numerous films, documentaries and interviews with experts broadcast that day on the main German TV stations.



ALIAM AND THE FRENCH LEAGUE AGAINST CANCER* FRANCE AND AFRICA

On World Cancer Day, ALIAM and la Ligue organised a zumba flashmob next to the Eiffel Tower in Paris, France. Materials produced for World Cancer Day were distributed during this event.

The French League also set up a conference for which they invited a small panel of people to talk about cancer myths.



EVENTS

547

COUNTRIES

112



COVERAGE MENTIONED UICC BY NAME

NUMBER OF ARTICLES

= 531

COVERAGE

= 55%



THE MAX FOUNDATION ASIA

For World Cancer Day, MAX team members, patient leaders, friends, and cancer survivors around the world sent short video messages to answer the question: "What does World Cancer Day mean to you?" More than 85 videos representing 14 countries around the world were uploaded on the Maximize Life YouTube channel.

KING HUSSEIN CANCER FOUNDATION* JORDAN

On World Cancer Day, the King Hussein Cancer Foundation held a press conference at the King Hussein Cancer Center about the prevalence of cancer in Jordan and the various myths and risk factors surrounding cancer. Posters outlining the four World Cancer Day myths were printed and distributed to local partners on the Day. At the press conference, HRH Princess Dina Mired announced the launch of two awards aimed at combating smoking in public places in Jordan.

CANCER PATIENTS AID ASSOCIATION* INDIA

The Cancer Patients Aid Association organised an open forum in Marathi on breast and cervical cancer in association with the Dilasa and Tilak Mandir care centres, attended by more than 180 people.

CANCER ASSOCIATION OF SOUTH AFRICA SOUTH AFRICA

As part of World Cancer Day, the Cancer Association of South Africa presented a support document signed by 16,000 people to the Deputy Minister of Health in order to ban the use of sunbeds by kids under the age of 18 and therefore helping keep youth safe from skin cancer.

CANCER COUNCIL AUSTRALIA* AUSTRALIA

The organisation used the event as an opportunity to promote their myth busting website – www.iheard.com.au. They also hosted the launch of the National Indigenous Cancer Network. Media highlights across all states included coverage on the national morning TV programme The Today Show, a number of metro newspapers, a blog piece from their CEO on The Punch, as well as some great radio coverage.

* Member of the World Cancer Day Advisory Group (WCDAG). The WCDAG is a working group composed of UICC member organisations, joining forces to share ideas and help shape the World Cancer Day campaign.