



A MEMBERSHIP ORGANISATION
FIGHTING CANCER TOGETHER



WORLD CANCER DAY

ABOUT WORLD CANCER DAY

World Cancer Day is the one singular initiative under which the entire world can unite together in the fight against the global cancer epidemic. **It takes place every year on 4 February.** 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.

UICC continues to expand on the success and impact of the day and is committed to ensuring that year-on-year the event is seen and heard by more people around the world. We do this through working directly with our members to develop a campaign that serves their differing organisational priorities; this is achieved through a two-pronged strategic approach:

- UICC provides support through the development of tools and guidance to encourage its member organisations to run local cancer awareness campaigns that are aligned and adapted to the global World Cancer Day message.
- On an above-country level, we work to secure and support digital, traditional and social media opportunities to raise public awareness of the day.

Through the continued support of our membership and key partners, World Cancer Day is beginning to firmly cement itself in calendars across the world.

WHY WORLD CANCER DAY IS IMPORTANT

Put simply, cancer is a leading killer but is not yet on the global health or development agendas. In 2008, there were 7.6 million cancer deaths and 12.7 million cancer cases. Without intervention, the global cancer burden is projected to increase 75% by 2030. Every month 600,000 people die of cancer and many of these deaths can be avoided with increased governmental support and funding for prevention, detection and treatment programmes. Unless urgent action is taken to raise awareness about cancer and develop practical strategies to address the disease, millions of people will continue to die.

Sadly, the greatest increase in cancer is projected to hit low- and middle-income countries, those least equipped to cope with the social and economic impact of the disease.

A CAMPAIGN DIRECTLY ALIGNED WITH GLOBAL ADVOCACY

In 2008, UICC developed the World Cancer Declaration as a tool to help bring the growing cancer crisis to the attention of government leaders and health policymakers. The 11 Declaration targets, designed to significantly reduce the global cancer burden by 2020, have served as the basis for UICC recommendations to the World Health Organization (WHO). The Declaration, with more than 500,000 signatories, has also been instrumental in generating political will for cancer control targets both at UN and grassroots levels.

WHO IS BEHIND THE DAY?

World Cancer Day is an initiative of the Union for International Cancer Control (UICC), a leading international non-governmental organisation dedicated to the prevention and control of cancer worldwide. Founded in 1933 and based in Geneva, UICC's growing membership of over 765 organisations across 155 countries, features the world's major cancer societies, ministries of health, research institutes, treatment centres and patient groups. Additionally, the organisation is a founding member of the NCD Alliance, a global civil society network that now represents almost 3,000 organisations in 170 countries.

CONVENING THE GLOBAL CANCER COMMUNITY

In parallel to World Cancer Day, UICC is also responsible for coordinating the following events to convene members, partners and leaders to encourage collaboration and new thinking through:

- **World Cancer Congress** - a biennial event at which the international cancer control community gather to meet, discuss, share, learn and connect in order to find solutions to reduce the impact of cancer on communities around the world.
- **World Cancer Leaders' Summit** - the most important annual high level policy meeting dedicated exclusively to furthering global cancer control.

THE 11 WORLD CANCER DECLARATION TARGETS PROVIDE THE STRATEGIC DIRECTION FOR THE WORLD CANCER DAY CAMPAIGN.



FOR MORE INFORMATION ON WORLD CANCER DAY, PLEASE VISIT: worldcancerday.org

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