

World Cancer Day 2014

Report



2014 WORLD CANCER DAY CAMPAIGN REVIEW

On 4th February 2014, the Union for International Cancer Control (UICC) celebrated World Cancer Day hand-in-hand with its members, partners and supporters around the world.

In the last couple of years the World Cancer Day campaign saw a breakthrough in recognition and visibility with the levels of public and media interest growing exponentially in 2013 and seeing an even bigger step-up in 2014. We are proud to say that this year we achieved 8.7 billion opportunities to see, hear or read about World Cancer Day. These results have led to this international awareness day becoming a firm and significant fixture in calendars around the globe.

The 2014 campaign focused on reducing stigma and dispelling myths about cancer (Target 5 of the World Cancer Declaration) under the tagline *Debunk the myths!* to improve general knowledge and challenge misconceptions about the disease.

The campaign was articulated around four key myths that are found in cultures and countries around the globe:

- We don't need to talk about cancer
- There are no signs or symptoms of cancer
- There is nothing I can do about cancer
- I don't have the right to cancer care

“

“World Cancer Day is becoming an important event in the Arab region. The role UICC plays in uniting global efforts in the fight against cancer is crucial and helps break the silence in conservative societies, overcome taboos as well as empower communities to debunk the myths, improve early detection and reduce the global cancer burden”.

Dr Samia Al-Amoudi
Breast Cancer Survivor, Women's Health Empowerment and Breast Cancer Patient's Rights Advocate, King Abdul-Aziz University (Jeddah, Saudi Arabia), Board member of UICC

“We were delighted to see the enormous interest in World Cancer Day this year. The campaign helped us achieve increased levels of media coverage around the world about cancer prevention. It was a huge success. Congratulations UICC!”

Dr Kate Allen
Director, Science and Communications
World Cancer Research Fund International



4.7bn in 2013 & 3.8bn in 2012

8.7 billion

OPPORTUNITIES TO SEE,
HEAR, READ ABOUT WCD



306,442,923 in 2013
30,919,791 in 2012

365,827,287

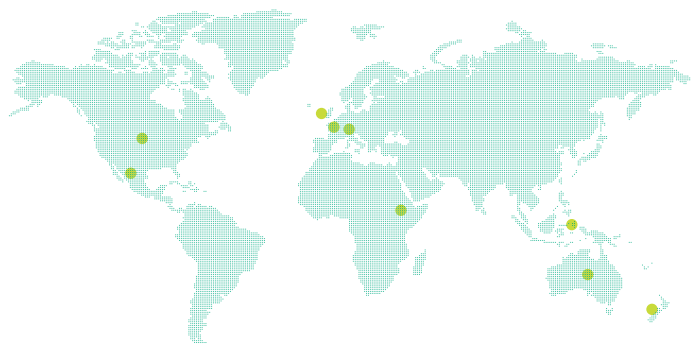
TOTAL SOCIAL MEDIA
IMPRESSIONS IN 2014

SUCCESS STORIES

SHOWCASING WAYS TO ENGAGE

UICC is committed to ensuring that year-on-year, World Cancer Day appears in the global agenda as a key milestone during which the world unites under one message to stress the importance of the fight against cancer.

We are proud to share the tremendous success of World Cancer Day 2014 by highlighting some key activities and figures that showcase the impact of this global awareness day.



UICC Members

Mexico

The **Asociación Mexicana de Lucha contra el Cáncer** along with its partners, Red por la Lucha Contra el Cáncer, the Secretary of Health in Mexico City and the Universidad Autónoma Metropolitana celebrated World Cancer Day during the whole month of February. On 4th February, volunteers from Red contra el Cáncer distributed informative brochures on cancer prevention and early detection in each of the 28 metro stations of Mexico City, which service over 5 million people per day. The opening ceremony of the event took place in one of the biggest metro stations, the 'Estación del Zócalo', with the presence of the Secretary of Health, Boehringer Pharmaceutical, and other partners. During the ceremony, an art exhibition called 'Luchar tiene sentido' or 'a worthy cause' was unveiled and displayed throughout the month of February.

Australia, New Zealand, Malaysia

On the occasion of World Cancer Day, UICC, **Cancer Council Victoria** and the **Peter MacCallum Cancer Centre** held a high-level roundtable, bringing together a select group of stakeholders from cancer and NCD organisations, governmental agencies, academic institutions and industry to talk about Australia and New Zealand's respective roles in the cancer and NCD agenda in the region. Participants and panelists included the **Cancer Society of New Zealand** CEO, Mr Dalton Kelly, **National Cancer Society Malaysia** President, Dr Saunthari Somasundaram, World Medical Association Chair of Council, Dr Mukesh Haikerwal, Professor Sanchia Aranda, Member of the **Board of Directors of UICC**, and Deputy CEO at the **Cancer Institute NSW**, Dr Paul Bates, Chief Medical Officer, **Bupa**, Australia and New Zealand, as well as staff from the **Victorian Department of Health**.

United Kingdom and United States

World Cancer Research Fund (WCRF) International, based in the UK, and their US branch, the **American Institute for Cancer Research (AICR)**, conducted a survey on cancer prevention myths, the results of which were launched on World Cancer Day. They then worked on a joint press strategy with UICC to coordinate media outreach and deliver joint press releases in their target markets. An increase of over 500% was made in the World Cancer Day press coverage in comparison to 2013. Because World Cancer Day kicked off Cancer Prevention Month in the US, AICR also released a Cancer Prevention Month infographic that contains new estimates of how many cases of specific cancers like breast, colorectal, prostate and stomach could be prevented through improved diet, weight and physical activity.

Ethiopia

Together with **Mathiwos Wandu YeEthiopia Cancer Society**, on the occasion of World Cancer Day, the wife of Ethiopian Prime Minister, Her Excellency Mrs Roman Tesfaye, brought together the country's leaders and urged them to address cancer as a pressing public issue. She stressed the urgent need for concerted efforts from all stakeholders to raise the profile of cancer in Ethiopia and mobilise supporters from every corner to expedite the nation's bid to prevent and control cancer. She announced a National Cancer Control Committee which will be headed by the First Lady and tasked with duties and responsibilities to lead and coordinate the efforts of stakeholders at a national level to better prevent and control the disease.

Corporates

Roche proudly supported the 2014 World Cancer Day campaign with awareness-raising activities emphasising the importance of continued progress in cancer care. CEO Severin Schwan highlighted Roche's commitment to delivering the next generation of treatments with the ultimate goal of "helping people with cancer live better, longer lives." Messages were shared across the company website, Twitter, Facebook and YouTube, and captured the attention of employees, stakeholders and communities worldwide.

Governments

The **French Cancer Institute (INCa)** used World Cancer Day as an opportunity to officially launch the third edition of their National Cancer Control Plan with the support and keynote address of Mr François Hollande, the President of France.

Journalists

World Cancer Day was covered by a number of globally leading publications including:

THE
HUFFINGTON
POST

ALJAZEERA

Radio Vaticana

REUTERS

Bloomberg

theguardian

THE TIMES

BBC
NEWS

sky NEWS

Daily Mail

YAHOO!

Le Monde

THE TIMES OF INDIA

THE WALL STREET JOURNAL

UN organisations

At the **International Atomic Energy Agency (IAEA)**, the **Programme of Action for Cancer Therapy (PACT)** team convened a midday event at its headquarters in Vienna to mark World Cancer Day, showcasing the vital role that the agency plays in improving cancer control with UN Member States. A mixed panel of cancer experts and mission representatives discussed examples from PACT countries of the barriers and challenges that developing countries face in implementing cancer plans.

With the support of the **Pan-American Health Organization (PAHO)**, the countries of the Americas pledged to carry out a plan of action to reduce premature deaths from cancer and other non-communicable diseases by 19% by 2019 and 25% by 2025. To achieve these goals, PAHO is working to strengthen policies for cancer prevention, including in the areas of tobacco control; reduction of alcohol consumption; and improved quality of and access to cancer care, including early detection, especially for breast and cervical cancer, and palliative care.

Notable individuals

Many celebrities and well-known individuals threw their support behind the campaign, particularly on social media by using **#WorldCancerDay** and helping to increase visibility.

CASE STUDY

Varian Medical Systems

As a cancer treatment technology company, Varian Medical Systems focuses energy on saving lives. This year, the company was pleased to join an international network of cancer care advocates to raise awareness and promote public policies that support prevention as well as state-of-the-art treatment for this disease. In honour of World Cancer Day this year Varian employees conducted a focused communications campaign in an effort to reach cancer patients, their loved ones, families, friends and the clinical community throughout the world. Varian's campaign encompassed internal, online and digital communications, as well as an internationally-distributed press release.

A large, colourful banner ran on Varian's homepage linked to a special webpage devoted to World Cancer Day. Visitors could watch a video presentation by Varian CEO, Dow Wilson, who spoke passionately about the need for better cancer prevention efforts, particularly in developing parts of the world, as well as access to quality treatment. He also made World Cancer Day one of the central messages in his quarterly webcast to Varian employees around the world. As a result, 65 Varian employees visited the UICC website to sign the World Cancer Declaration.

Between 16th January and 4th February, Varian utilised three Twitter channels to send daily tweets designed to dispel myths about cancer and encourage people to find out more on the World Cancer Day website.

Varian also worked to mobilise its far-flung network of customers and associates. The company created an e-card and also used a mobile phone app called Varian Unite to send World Cancer Day information to over 20,000 clinicians and hospital administrators. An international press release sought to raise awareness and encourage people to take action.

"We are motivated, moved and inspired by World Cancer Day," said Wilson. "The people of Varian Medical Systems share in this mission and understand that it takes all of us, working together as one, to educate people and to work towards conquering cancer. Together, we are partners for life," he said.



WORLDANCERDAY.ORG

 **128,553** Unique visitors

82,614 in 2013 & **8,930** in 2012

 **12 million** Hits

2,2 million in 2013 & **100,870** in 2012



 **23,923** Likes

 **173,235** People active

 **12,838,966** Impressions



 **109,445** Tweets

 **352,988,321** Impressions

CASE STUDY

Link to Life, Mauritius

Link to Life, a non-profit cancer support centre in Mauritius, used World Cancer Day as an opportunity to inaugurate its first ultrasound machine, which was generously donated by one of their sponsors.

In addition to promoting the World Cancer Day 'Debunk the Myths!' official campaign using the materials produced by UICC, the organisation used many other communication tools to increase their impact locally.

Actions consisted of spreading the campaign materials and testimonials to Link to Life patients on social media, traditional media such as press and radio, as well as organising free breast and cervical cancer screenings and Zumba sessions to promote exercise as a healthy and important habit in cancer prevention. Students from the University Of Mauritius (UOM) and the Mauritius Institute of Education (MIE) were approached to talk about cancer, share their testimonials, experiences and knowledge about the disease to eradicate misconceptions they had.

All these activities were very fruitful and caught women's attention: Link to life received hundreds of calls for screening appointments - more than 200 for breast cancer and around 50 for cervical cancer screening. Women were really responsive to the campaign and the launch of the ultrasound machine enabled them to already detect abnormalities in five patients.

NEXT STEPS

HOW TO GET INVOLVED BETWEEN NOW AND WORLD CANCER DAY 2015

We need your help to continue raising the profile of cancer through World Cancer Day. See how you can contribute:

- Use and disseminate the materials produced during the 2014 campaign to continue the momentum
- Engage in the World Cancer Day Members Advisory Group
- Engage in the World Cancer Day Corporate Advisory Group
- Design and run your own World Cancer Day event/campaign
- Share expertise and support us with the campaign materials development
- Support us with translations of the new campaign materials
- Play an active role in the 2014 World Cancer Congress World Cancer Day Workshop (in Melbourne 3-6 December 2014)
- Share testimonials of your past World Cancer Day activities and/or future plans
- Join our group of special supporters and benefit from high-impact visibility in the lead-up to and during the 2015 World Cancer Day campaign (includes visibility at 2014 World Cancer Congress)



674 events
in 123 countries

Campaign materials translations



With special thanks to the World Cancer Day Advisory Group, UICC Board of Directors and Member organisations and Partners who helped to develop, translate and disseminate the campaign around the world.

World Cancer Day 2014

Proudly supported by



For more information on World Cancer Day, please visit:

worldcancerday.org or contact the UICC Communications team

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A MEMBERSHIP ORGANISATION
FIGHTING CANCER TOGETHER