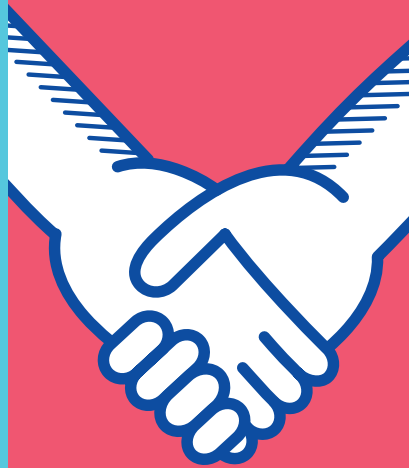


WORLD CANCER DAY 2016



WE CAN. I CAN.

CAMPAIGN REPORT

World Cancer Day 2016 was a truly astonishing milestone on many levels exceeding all expectations in engagement and visibility around the world.

With 17.9 billion media opportunities to see, hear or read about the day and a tremendous presence on social media with two billion tweet impressions on Twitter for example, not only does World Cancer Day continue to grow in high-level figures, but its impact is increasing also, with over 900 events taking place in 129 countries.

It has become 'the' platform for the launch of meaningful initiatives, announcements and events, not only by organisations and communities, but also by individuals.

This year, at least 20 national governments used the day as an opportunity to join the movement and contributed to adding real value to the cancer cause. Many cancer survivors also raised their voice to advocate for a cancer-free world and increase awareness through their own experience with the disease.

The 'We can. I can.' campaign reinforces positive and action-oriented messaging about cancer and encourages the engagement of organisations and individuals in raising awareness and taking action against the disease – aided by the fact that campaign materials were available in 40 languages. It is thanks to the collaborative efforts of so many stakeholders that 4 February is now so universally marked across all sectors at international, national and local levels.

We are very proud to share the amazing results of this campaign which is helping World Cancer Day become one of the biggest global health days in terms of influence and awareness raising, with the aim of sending out a positive and inspirational message about cancer to all corners of the planet.





THE FIGURES

17.9 BILLION

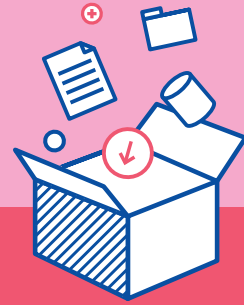
Opportunities to see, hear or read about World Cancer Day



10.7 billion in 2015

98,000

Resource downloads



180,000

Unique visitors

WORLDANCERDAY.ORG

159,578 in 2015

MAP OF IMPACT



906+
Activities

129
Active countries

715 Activities
117 Active countries
in 2015



10,269

Press mentions

6,607 in 2015



3.9 BILLION

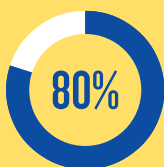
Total social media impressions

935 Million in 2015

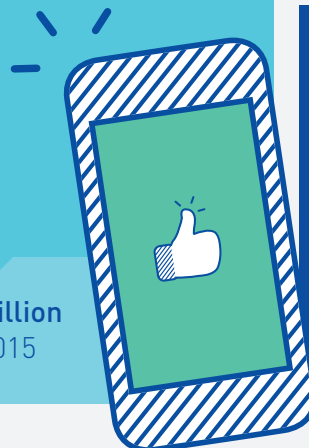
MATERIALS AVAILABLE IN



40

 Languages

UICC MEMBERSHIP ACTIVITY ON WORLD CANCER DAY



355,905 TWEETS
#WorldCancerDay



2,500,000 ENGAGEMENTS



SUCCESS STORIES

SHOWCASING WAYS TO ENGAGE

World Cancer Day appears on the global agenda as the key date during which the world unites under one banner to highlight the importance of the fight against cancer. The Union for International Cancer Control

(UICC) is delighted to share the tremendous success of World Cancer Day 2016 by showcasing some key activities and figures which demonstrate the astonishing impact of this global awareness day.

UICC MEMBERS

United States

The Max Foundation shared stories from the Maximize Life Essays that embody the spirit of the 2016 theme, 'We can. I can.' People from around the world submitted stories of how they overcame adversity and fear in the eyes of a cancer diagnosis.

Papua New Guinea

The Papua New Guinea Cancer Foundation (PNGCF) partnered with Angua Memorial Hospital and National Cancer Treatment Center in Lae to run a two-day event where they offered free breast and mouth cancer screening. In addition, PNGCF carried out a series of workshops that week to increase awareness of cervical cancer in the community.

Nepal

The Nepal Cancer Relief Society hosted a number of events for World Cancer Day 2016. A 'Know About Cancer' awareness-raising event was organised, a candle lighting ceremony and musical programme was held in honour of those who have fought and survived cancer, there was a cycling rally promoting healthy lifestyle choices, and a Pap-smear programme promoting cervical cancer screening.

Colombia

The Instituto Nacional de Cancerología Colombia participated in the Talking Hands campaign, not only by sharing pictures via their Facebook page with the tag #WeCanICan of people writing what they can do to fight cancer, but by also making a dedicated advocacy video using the Talking Hands imagery.

Nigeria

Showcasing World Cancer Day as a great platform for cross-sector collaboration, COPE in Nigeria launched a new Breast Cancer Facts book with the support of Skye Bank. Complementing the release of this new resource, the organisation was also offering free breast screenings and counselling, promoting the importance of early detection.

Fiji

With the support of the Fiji Cancer Society, the Fiji Ministry of Health and Medical Services offered free screening for breast, cervical and prostate cancer to all their staff on 4 - 5 February in recognition of a campaign in clinics and hospitals to raise awareness and encourage screening amongst the Fijian population.

Myanmar

The Shwe Young Hnin Si Cancer Foundation used World Cancer Day to celebrate their second anniversary at People's Park in Yangon. During that event they displayed posters using the official campaign theme with a particular focus on the messaging around prevention and early detection.

Indonesia

The National Cancer Prevention Committee of the Ministry of Health of Indonesia held a number of activities under the 'We can. I can.' theme, calling for national support in cancer care and the promotion of education.

These nationally planned events involved inviting cancer-related professionals, organisations, government and private hospitals, as well as various civil society organisations to participate in and support the event.

Some of the activities included a press briefing, seminars, awareness promotion through media, education and training of healthcare professionals and the empowerment of primary healthcare facilities for cancer diagnosis, early detection, palliative care and rehabilitation.

Norwegian Cancer Society (NCS)

NCS organised a breakfast seminar with focus on prevention and screening of bowel cancer, known as the second most common cancer in Norway. They gave participants the opportunity to go through an inflatable bowel to access the meeting room, which showed how colon cancer can develop from benign polyps to aggressive bowel cancer. NCS also conducted a survey on public awareness about bowel cancer and the taboos around the disease. The organisation was able to gather an impressive amount of media and press coverage.

Icelandic Cancer Society

The Icelandic Cancer Society used World Cancer Day as an opportunity to launch their brand new website, www.krabb.is. A lot of the campaign messages were cross-promoted on this new website and on the Facebook page of the organisation to raise awareness about cancer on the day.

Brazil

FEMAMA created a dedicated World Cancer Day platform in Portuguese on their website with translated campaign materials available, which aimed at encouraging people to get involved in the day. Additionally, FEMAMA joined the WCD Talking Hands campaign on social media, inspiring people to do the same. A video was also released featuring a specialist answering questions on breast cancer received from the community.



INFLUENTIAL CORPORATES

Boehringer Ingelheim (BI)

Boehringer Ingelheim supported World Cancer Day through a number of social media activities, sharing 'We can. I can.' messaging on their global twitter channel [@Boehringer](https://twitter.com/Boehringer), posting 'Talking Hands' and by joining the World Cancer Day Thunderclap.

BI chose to highlight three of the 'We can' World Cancer Day areas of focus including improving access to cancer care, building a quality cancer workforce and mobilising networks to drive progress. By referring to a recently launched Global Insights Report, developed in partnership with experts from around the world, they aimed to raise awareness of the importance of Epidermal Growth Factor Receptor (EGFR) testing and personalised treatment in non-small cell lung cancer. They called on healthcare professionals, patients, and patient organisations alike to add their insights about EGFR testing to their growing global visual on social media.

SPARC, a UICC and Pfizer collaborative initiative

The grantees of the Seeding Progress and Resources for the Cancer Community (SPARC) initiative, supported by Pfizer, were very active on World Cancer Day. Using 4 February as a platform to promote their work in the 18 countries where projects are being undertaken, it was a great opportunity for awareness raising on the issues surrounding metastatic breast cancer.

"Bristol-Myers Squibb is proud to support UICC's World Cancer Day, in an effort to raise awareness and education about how everyone – collectively or as individuals – can do their part to fight cancer. Campaigns like this resonate with our ongoing commitment in the fight against cancer."

Amadou Diarra, Head, Global Policy, Advocacy & Government Affairs, Bristol-Myers Squibb

White House



At 3pm ET, [@VP](https://twitter.com/VP) will take your questions on [#WorldCancerDay](https://twitter.com/WorldCancerDay) on his new [@Facebook](https://www.facebook.com/VP) page: on.fb.me/20cjf5y



WORLD CANCER RESEARCH FUND INTERNATIONAL

On World Cancer Day 2016, the World Cancer Research Fund (WCRF) UK celebrated with their [#ICAN](https://twitter.com/ICAN) campaign. The WCRF UK started the [#ICAN](https://twitter.com/ICAN) campaign in 2015 as a way to educate people about how to prevent cancer. Their research has shown that one third of all common cancers can be prevented through a healthy lifestyle.

Through the [#ICAN](https://twitter.com/ICAN) campaign, people can sign up to receive daily tips to improve weight, diet, and activity levels. One of the topics emphasised on World Cancer Day 2016 was "I can...drink less alcohol". WCRF UK posted via social media about the dangers of alcohol stating that there is strong scientific evidence that alcohol consumption increases the risk of five cancers.

In addition, WCRF UK celebrated World Cancer Day with the Talking Hands campaign. Staff members of the WCRF UK shared messages of support about how [#WeCanICan](https://twitter.com/WeCanICan) prevent cancer. They also marked the day with a visit to Imperial College in London to talk about the research they have done into cancer prevention. Campaigns such as [#ICAN](https://twitter.com/ICAN) and talking hands aid in the increased conversation about cancer prevention and care.



NOTABLE INDIVIDUALS

Ban Ki-Moon



PRESS & MEDIA

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



THE POWER OF A SOCIAL MEDIA CAMPAIGN

Hands up against cancer

For the very first time, a campaign entirely dedicated to social media was launched under the name 'Talking Hands' to raise global awareness of the wider World Cancer Day campaign and key messages. Companies, cancer organisations and individuals from all over the world joined the movement and gave their inspiration free rein so that thousands of creative pictures featuring supportive messages were shared on social media and leveraged the day's tremendous impact. In recognition to their support of the fight against cancer, participants then had the pleasure to see their pictures displayed on the Wall of Support on the World Cancer Day website.



MERCK

In support of the UICC's Talking Hands campaign for World Cancer Day 2016, Merck invited their affiliates from around the world to send pictures of their World Cancer Day messages. Images poured in from hundreds of employees across the company, from the communication departments to the research labs and manufacturing departments. Some messages of hope were shared by cancer-surviving employees and others by the sons and mothers of cancer patients. In total, 36 countries participated, sharing over 500 'We can. I can.' messages and adding momentum to the campaign by organising local events and adapting the concept in innovative ways. 'We can. I can.' is a demonstration of Merck's strong 'As One for Patients' philosophy and commitment to fighting cancer. This is a perfect example of how a proud partner of UICC and World Cancer Day encourages and inspires others to join the fight against cancer.

13,531 PICTURES SHARED ON THE WALL OF SUPPORT



Worldwide trend on Twitter

More than 680k tweets were sent about World Cancer Day internationally, with both #WorldCancerDay and #DiaMundialContraElCancer hashtags trending globally on Twitter for many hours, showing the global reach of the day.



NEXT STEPS

We need your help to continue raising the profile of cancer through World Cancer Day.

See how you can contribute:

- Continue using, adapting and disseminating the materials produced for the 2016-2018 campaign to keep the momentum
- Join our sponsorship programme and benefit from high-impact visibility in the lead-up to and during the 2017 World Cancer Day campaign
- Plan your World Cancer Day event, campaign and/or activity for 2017 and share them with us
- Support us with the translation of the campaign materials
- Share your cancer story and/or your World Cancer Day 2016 successes
- Share your expertise and join our social media efforts

CAMPAIGN MATERIALS TRANSLATIONS



WITH SPECIAL THANKS TO THE WORLD CANCER DAY ADVISORY GROUP, UICC BOARD OF DIRECTORS AS WELL AS MEMBER ORGANISATIONS AND PARTNERS WHO HELPED DEVELOP, TRANSLATE AND DISSEMINATE THE CAMPAIGN GLOBALLY.

WORLD CANCER DAY 2016 PROUDLY SUPPORTED BY

Visionary Partners



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For more information on World Cancer Day, please visit worldcancerday.org or contact us at info@worldcancerday.org

World Cancer Day is an initiative of the Union for International Cancer Control (UICC).

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