



A MEMBERSHIP ORGANISATION  
FIGHTING CANCER TOGETHER

# #TreatmentforAll

## Social media

## toolkit

A new, bold and inspiring advocacy campaign to drive national action from global cancer commitments



# Treatment for All

## on social media



To make it as easy as possible for you to show your support of the 'Treatment for All' campaign and raise awareness of this new initiative through your social media channels, this toolkit will provide you with guidance and ready-made posts to ensure the campaign and its core messages are amplified across the online global cancer community. We encourage UICC members and partners, civil society, members of the wider non-communicable disease (NCD) community, and the global health and development community to join the online conversation to elevate *Treatment for All* across social media with the hashtag **#TreatmentforAll**.

Treatment for All is a new, bold and inspiring advocacy campaign run by the Union for International Cancer Control (UICC) to **drive national action from global commitments and strive to reduce premature cancer mortality**.

Building on the commitments of the 2017 cancer resolution, this flagship advocacy initiative aims to unite the cancer community behind a call to address the global equity gap in access to cancer services through strengthening health systems and encouraging governments to improve the provision of information, availability and access to treatment and care.

Launched on World Cancer Day 2018, Treatment for All calls on the grassroots support, expertise and involvement of many of its key members and partners, as well as the broader cancer, health and development communities. With a strong share of voice, online and offline, we intend to **make real our global 2025 commitments and unite behind strengthened health systems for quality cancer treatment and care**.

Visit [uicc.org/TreatmentforAll](https://uicc.org/TreatmentforAll) for more information.

#

Use the official campaign hashtag  
**#TreatmentForAll**

Connect and engage:



@UICC



@uicc.org



[linkedin.com/company/uicc](https://linkedin.com/company/uicc)



@globalcancer

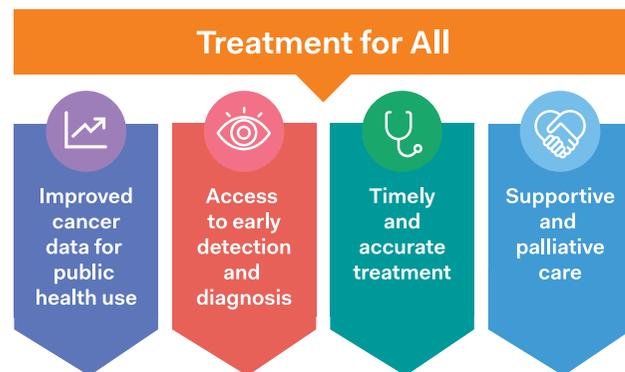
## What we want

## to achieve



### Driving national action from global cancer commitments to save lives

The purpose of Treatment for All is to **reduce the number of premature deaths from cancer worldwide**, which currently sits at a staggering 4.3 million per year. This global campaign will engage a growing network of motivated national cancer organisations intent on **helping governments fulfil their obligations to deliver a 25% reduction in premature deaths** through cancer and other NCDs, and an 80% coverage in access to essential medicines and technologies by 2025. Treatment for All will encourage countries to deliver across the four key pillars of cancer treatment and care shown below:



Visit [uicc.org/TreatmentforAll](https://uicc.org/TreatmentforAll) for more information.

### Raising awareness and calling for action on social media

UICC will create a series of adaptable materials so that every cancer organisation around the world can join this global movement by:

- **Raising awareness** of and amplifying the Treatment for All messages and its four pillars, with intended action and impact toward achieving the 2025 targets
- Underlying the **importance of strengthened health systems** for cancer treatment and care, in line with Universal Health Coverage and the Sustainable Development Goals
- **Mobilising a strong and united voice** on cancer treatment and care by sharing your civil society organisation's work supporting Treatment for All



# How to support on social media

Let the world know you support Treatment for All and its aims by using the suggested messages drafted in this toolkit and:

- 1 Begin to socialise these messages **on your own social channels** to alert decision makers in your country or region about the urgency of action required to meet the commitments they have made
- 2 **Tell us what you are doing** to support cancer data collection, early detection and diagnosis, access to quality and timely treatment and care using #TreatmentforAll
- 3 **Visit our Social Media Hub** at [uicc.org/TreatmentforAll-SocialMedia](https://uicc.org/TreatmentforAll-SocialMedia) for custom resources and messages

# When to support



Leverage the global health agenda's key dates to amplify the Treatment for All messages. For each opportunity, please visit our Social Media Hub for custom resources.



Visit our Social Media Hub at [uicc.org/TreatmentforAll-SocialMedia](https://uicc.org/TreatmentforAll-SocialMedia) for timely customised messages and visual resources aligned with each key date.

4 February	<b>World Cancer Day</b> Campaign launch
7 April	<b>World Health Day</b>
May	<b>71st World Health Assembly</b>
September	<b>UNHLM on NCDs</b>
1 – 4 October	<b>World Cancer Congress</b>

## Hot tips



### Use the official hashtag #TreatmentforAll

The more people who use the same hashtag(s), the more likely they are to connect with one another and amplify the message by sharing thoughts and ideas. Furthermore, **hashtags help users follow the discussion**: when you click on a hashtag, you will see other tweets containing the same keyword. Use the hashtag [#TreatmentforAll](#) for any message on cancer treatment.

### Use visual materials

Visual content generally receives the most likes and is **more likely to be shared** on social media. Accompany your messages with pictures, images, videos, gifs, etc. You can 'tag' people in an image if they and/or their organisation have a Twitter handle. This can **boost visibility**, as other organisations may retweet your post if they are tagged. Find a series of social media cards in our Social Media Hub at [uicc.org/TreatmentforAll-SocialMedia](http://uicc.org/TreatmentforAll-SocialMedia).

### Be constructive

Countries around the world have made commitments to take action to reduce the cancer and NCD burden. As advocates, let's remind Heads of State of their commitments **through regular, constructive conversation and civil society intervention**.

### Amplify advocacy messages

Follow organisations you are aligned with and amplify their [#TreatmentforAll](#) messages to **generate more traction and visibility**. This also helps show potential followers who you are, what you advocate, and that you are supporting and contributing to a common agenda.

### Engage your online community

Social media is a tool for engaging and interacting with the online community. It gives the opportunity to **engage with networks and significantly amplify voices calling for change**. Seek to find others online from your country who share your Treatment for All priorities and use it as an opportunity to come together, in person.



### Twitter essentials

- You can tweet any message up to **280 characters**
- Use the @ sign to call out other users in tweets using their **Twitter handle**
- Use the hashtag # symbol to highlight **keywords and topics** in tweets
- Tap the **heart icon** to like a tweet and notify the author
- Click the **retweet button** to forward others' tweets to your followers

# Ready-made messages



Raising awareness on the cancer burden and pressing for urgent action

**#Cancer** is the 2nd leading cause of death. Mortality grew from 8.2m to 8.8m between 2012 and 2015, with 70% occurring in low- & middle-income countries. It's time to act, join the **#TreatmentforAll** global movement! [uicc.org/TreatmentforAll](http://uicc.org/TreatmentforAll)

**#Cancer** is a leading cause of morbidity globally & a growing public **#health** concern, with the annual number of new cancer cases projected to increase from 15.2m in 2015 to 21.6m by 2030. Let's reverse the trend! **#TreatmentforAll** [uicc.org/TreatmentforAll](http://uicc.org/TreatmentforAll)

The cost of premature mortality & disability from inadequately treated cancers had already cost US\$895bn by 2010. It's time to address the global equity gap in affordable access to **#cancer treatment & care!** [uicc.org/TreatmentforAll](http://uicc.org/TreatmentforAll) **#TreatmentforAll**



Calling for equitable access to cancer treatment and care

The majority of **#cancer** deaths occur in low- and middle-income countries, which are ill-equipped to cope with the escalating burden of disease. It's time to address the equity gap in access to quality **#CancerTreatment: uicc.org/TreatmentforAll. #TreatmentforAll**

According to **@WHO**, only 30% of low- and middle-income reported having **#cancer** treatment services available in 2015, compared to 90% of high-income countries. It's time to address the equity gap in access to quality **#CancerTreatment: uicc.org/TreatmentforAll. #TreatmentforAll**

About 50% of all **#cancer** patients would benefit from radiotherapy treatment, but many lack access: <http://www.uicc.org/making-case-radiotherapy-investment> **#TreatmentforAll**

Over 75% of **#cancer** patients worldwide currently have no access to safe surgery. By 2030, 77% of all cancer patients will need surgery. Failure to strengthen **#cancer** surgical systems could cost the global economy USD 6tn by 2030. **#TreatmentforAll**

There are 48 **#cancer** medicines on the **@WHO** Essential Medicines list, targeting the treatable adult and childhood cancers but [INSERT YOUR COUNTRY'S NAME]'s national EML needs urgent updating. **#TreatmentforAll**

Of the estimated 20m people who need **#PalliativeCare** each year, 6.6m are **#cancer** patients and the majority will die in pain each year due to lack of access to pain relief & end of life care. **#TreatmentforAll**



Use the social media cards available at [uicc.org/TreatmentforAll-SocialMedia](http://uicc.org/TreatmentforAll-SocialMedia) to illustrate your messages.

Ready-made

messages



## Supporting the Treatment for All global movement

### General messaging

**#TreatmentforAll** is @UICC's concrete response to the **#CancerResolution** and contributes to the global target to reduce premature mortality from **#NCDs** by 25% by 2025 & 33% by 2030: [uicc.org/TreatmentforAll](https://uicc.org/TreatmentforAll) **#BeatNCDs**

Join us in supporting **#TreatmentforAll** - the new, bold & inspiring @UICC advocacy campaign calling on the international community to address the global equity gap in access to **#cancer** treatment & care: [uicc.org/TreatmentforAll](https://uicc.org/TreatmentforAll)

Let's join efforts to meet the global targets on **#NCDs**, we support @UICC's new **#TreatmentforAll** campaign targeting a reduction in the 4.3m premature & potentially avoidable **#cancer** deaths that occur every year: [uicc.org/TreatmentforAll](https://uicc.org/TreatmentforAll)

It's time to join forces! We support @UICC's new **#TreatmentforAll** campaign aiming to stimulate impactful long-term national partnerships between government & civil society, including **#cancer** societies, patient groups & professional groups: [uicc.org/TreatmentforAll](https://uicc.org/TreatmentforAll)

We welcome @UICC's new **#TreatmentforAll** campaign that will strengthen civil society capacity to drive their country's **#health** system response to **#cancer**, improving **#CancerData** for public health use, early detection & diagnosis, timely treatment & care: [uicc.org/TreatmentforAll](https://uicc.org/TreatmentforAll)

### Campaign priorities

**#CancerData** is key in setting baselines & tracking the impact of national **#CancerControl** programmes in reducing **#cancer** burdens and mortality: [uicc.org/TreatmentforAll](https://uicc.org/TreatmentforAll) **#TreatmentforAll**

Population-based **#cancer** registries are essential tools to assess & measure the burden of **#cancer** in a country & develop effective & efficient national **#CancerControl** programmes: [uicc.org/TreatmentforAll](https://uicc.org/TreatmentforAll) **#TreatmentforAll**

Understanding early signs & symptoms of **#cancer** is the 1st step toward appropriate, quality and timely cancer detection, diagnosis and treatment: [uicc.org/TreatmentforAll](https://uicc.org/TreatmentforAll) **#TreatmentforAll**

A comprehensive approach to **#CancerTreatment** includes strong referral programmes & centres of excellence, as well as affordable access to care services including essential medicines, surgery, chemotherapy or radiotherapy: [uicc.org/TreatmentforAll](https://uicc.org/TreatmentforAll) **#TreatmentforAll**

Optimal palliative care, pain & symptom management strategies should be accessible and affordable to all **#cancer** patients throughout their journey: [uicc.org/TreatmentforAll](https://uicc.org/TreatmentforAll) **#TreatmentforAll**



## Amplifying the voice of global cancer leaders

Check out the 'Promoting Greater Equity' map featuring responses from global **#cancer** leaders regarding what inequity in cancer services looks like in their country & what **#TreatmentforAll** means in that context: [uicc.org/TreatmentforAll](https://uicc.org/TreatmentforAll)

What does inequity in **#cancer** treatment & care services look like around the world? Hear from cancer leaders supporting **#TreatmentforAll** worldwide: [uicc.org/TreatmentforAll](https://uicc.org/TreatmentforAll)

It's time to join efforts for greater equity in access to **#cancer** treatment & care, and ensure **#TreatmentforAll**! Check out what inequity looks like around the world and join the global call to action: [uicc.org/TreatmentforAll](https://uicc.org/TreatmentforAll)

## Get involved

We want to know about the work you are doing toward achieving quality cancer treatment and care for all. Become an early supporter of Treatment for All by getting in touch with us and sharing the great actions you're already taking.



Help us develop localised content to use on your social media accounts adapted to your national context, get in touch at [TreatmentforAll@uicc.org](mailto:TreatmentforAll@uicc.org).



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## Resources

### Website

[uicc.org/TreatmentforAll](http://uicc.org/TreatmentforAll)

### Social media hub

[uicc.org/TreatmentforAll-SocialMedia](http://uicc.org/TreatmentforAll-SocialMedia)

### Cancer resolution

[uicc.org/CancerResolution](http://uicc.org/CancerResolution)

### Global cancer commitments navigator

[uicc.org/commitments-navigator](http://uicc.org/commitments-navigator)

## Connect with UICC



[@UICC](https://twitter.com/UICC)



[@uicc.org](https://www.facebook.com/uicc.org)



[linkedin.com/company/uicc](https://www.linkedin.com/company/uicc)



[TreatmentforAll@uicc.org](mailto:TreatmentforAll@uicc.org)