World Cancer Day 2015

Not Beyond Us
Campaign launch webinar

Webinar 1: 08h30 GMT+2
Webinar 2: 16h00 GMT+2
1. **Background on World Cancer Day**
   - What is World Cancer Day
   - Why World Cancer Day is important
   - Key results from World Cancer Day 2014

2. **World Cancer Day 2015**
   - Tagline
   - Four overarching themes
   - 2015 visual identity rationale
   - Brand application
   - Social Media
   - Timeline

3. **How to be engaged**

4. **Acknowledgements**

5. **Q&A session**

6. **Contact us**
Background on World Cancer Day

What is World Cancer Day

A truly global event taking place every year on 4th February, World Cancer Day unites the world’s population in the fight against cancer.

It aims to save millions of preventable deaths each year by raising awareness and education about the disease, pressing governments and individuals across the world to take action.

World Cancer Day’s primary objective

Get as many people as possible to talk about World Cancer Day around the world on 4th February
Background on World Cancer Day

Governance structure

MEMBERS & PARTNERS

World Cancer Day Advisory Group (WCDAG) + World Cancer Day Corporate Advisory Group (WCDCAG)

WCD CAMPAIGN

The Advisory Group and UICC develop the WCD campaign

Members and Partners disseminate campaign to the public

GENERAL PUBLIC

UICC
Why World Cancer Day is important

- Currently, 8.2 million people die from cancer worldwide every year, out of which, 4 million people die prematurely (aged 30 to 69 years).

- World Cancer Day is the ideal opportunity to spread the word and raise the profile of cancer in people’s minds and in the world’s media.
Background on World Cancer Day

Key results from World Cancer Day 2014

- **8.4 billion** Opportunities to see, hear, read about WCD
  - 3.8bn in 2012 & 4.7bn in 2013

- **365,827,287** Total social media impressions in 2014
  - 20,000,000 in 2012
  - 297,000,000 in 2013

- **WORLDCANCERDAY.ORG**
  - 128,553 unique visitors
    - 8,930 in 2012 & 82,614 in 2013
  - 12 million hits
    - 100,870 in 2012 & 2,200,000 in 2013

- **Facebook**
  - 23,923 likes
  - 173,235 people active
  - 12,838,966 impressions

- **Twitter**
  - 109,445 tweets
  - 352,988,321 impressions
Taking place under the tagline ‘Not beyond us’, World Cancer Day 2015 will take a positive and proactive approach to the fight against cancer, highlighting that solutions do exist across the continuum of cancer, and that they are within our reach.

The campaign will explore how we can implement what we already know in the areas of prevention, early detection, treatment and care, and in turn, open up to the exciting prospect that we can impact the global cancer burden – for the better.

World Cancer Day is a unique opportunity to raise awareness that there is much that can be done at an individual, community and governmental level, to harness and mobilise these solutions and catalyse positive change. By moving forward together we have the potential to show: Cancer. It is not beyond us.

Translation Challenge

Please support us by translating the following in your language to better promote WCD around the globe:

“World Cancer Day  Not beyond us - Join us on 4th February 2015”
Four overarching themes

Healthy Life Choices
Early Detection
Treatment for All
Quality of life
World Cancer Day 2015

Choosing Healthy Lives

- Personal choices
- Adapting your Lifestyle / healthy lifestyle
- Creating an enabling environment to facilitate good personal choices
- Choosing healthy lives
- Being engaged
- Multi-sectoral approach
- Lifestyle
- Cancer causing infections
- Health system choices
- Environmental risk factors
- Occupational risk factors
Delivering early detection

- Promoted Health systems
- Proven outcomes
- Economic case
- Synergies with different levels - Personal/employer/workplace
- Civil society
- Governments
- Awareness/education
- Distinction between awareness and screening in context of early detection
- Tiered levels of early detection and resources
World Cancer Day 2015

Achieving treatment for all

- Universal Health Coverage
- Positioning in post-2015
- Economic case
- Access to treatment
- Cost
- Education and training
- Equitable distribution methods
- Comprehensive / Holistic treatment
- Care (surgery, radiation, chemo, essential meds, palliative, psycho-social, supportive)
Symptom management across the board
- Pain
- Fear
- Physical discomfort
- Dignity
- Communication
- Holistic / multidisciplinary
The 2015 campaign aims to take a positive stance through optimistic messaging of what can be done to accelerate the fight against the disease.

The tagline ‘Not beyond us’ highlights the solutions that exist and are accessible to affect and reduce the global cancer burden.
Healthy Life Choices

- A heart shaped apple reminds us that health is at the centre of our wellbeing. We are all equal and deserve access to effective health promotion and cancer prevention strategies to help empower us to make healthy life choices and reach our full potential.

- Connected by a curved line the two halves of the apple form a smile and are reflective of the balance required to lead a healthy life and both the physical and mental benefits of doing so. It’s not beyond us.
Early Detection

- Eye formed with a magnify glass at its centre used as a succinct representation of the importance of early detection, identifying symptoms and seeking care when needed.

- Eyes pupil formed with a smiley face, reminding us that our attitudes and behaviors can alleviate the stigma and fear often associated with cancer, which often prevent people from seeking early detection and care.
Treatment for All

- Hands interlinking to create a heart represent our equality and unity, that we all deserve the right to effective cancer treatment and services on equal terms, regardless of geography and without suffering economic hardship as a consequence.

- Within the hands a droplet and atom are used as symbols of the treatment and cancer medicines to which we all have the right to access.
Quality of Life

- A sun used as a symbol of life, positivity and the empowerment that all those affected by cancer should feel when accessing care and making choices.

- A reminder that cancer not only impacts our physical health but also our emotional and mental health and general wellbeing.

- The shift from a sun to a moon illustrates time and life’s many transitions.

- Dots spanning the illustrations circumference are reflective of the personal support networks cancer suffers rely on and that they too can take on a significant physiological and physical toll when caring for a person living with cancer.
World Cancer Day 2015

Brand Application

Posters

World Cancer Day 2015
Not Beyond Us
Join us on February 4th
worldcancerday.org

World Cancer Day 2015
Healthy Life Choices
It's Not Beyond Us
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worldcancerday.org

World Cancer Day 2015
Early Detection
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World Cancer Day 2015

Brand Application
Members and Corporate Toolkits

Key areas of focus (related messages)

Choosing Healthy Lives
Reducing the social and environmental risk factors for cancer and empowering people to make healthy choices, are key components to achieving the global overarching goal of reducing premature deaths from NCDs by 25% by 2025 and reaching the aspirational targets of the World Cancer Declaration.

- At least one third of the most common cancers can be prevented through non-smoking, reducing alcohol consumption, healthy diets and improved physical activity.
- The adoption of healthy lifestyles can be effective in reducing NCDs and other Non-Communicable Diseases (NCDs) in adulthood.
- The conditions in which people live and work influence their ability to choose healthy lives.
- The economic cost of cancer for low-income countries is a major challenge in access to cancer services and financing cancer care over the continuum.

Achieving Treatment For All
All people have the right to access quality, effective cancer treatment and services on equal terms, regardless of geography and without suffering economic hardship as a consequence.

- National Cancer Control Plans (NCPs) should consider the full continuum of multi-disciplinary cancer services and infrastructure across the continuum of care.
- Improved access to effective and affordable multi-disciplinary treatment for cancer, including minimally invasive and innovative technologies, such as radiotherapy, should be a priority for the year 2015 and development agencies.

Delivering Early Detection
Ensuring the availability of, and access to, early detection programmes for cancer can significantly reduce the cancer burden in all countries.

- For many low and middle-income countries, the provision of a skilled cancer workforce to deliver screening and management care is a key barrier to the delivery of early detection.
- Early detection programmes should incorporate strategies to improve knowledge of cancer among communities, health professionals, and policy makers and increase awareness amongst the population for early detection.
- In low-resource settings, there is a need for health education programmes that sensitise to the immediate consequences and burden of disease.
- Investment in continuing professional development to assist health-care workers with the appropriate tools and knowledge to recognize the early signs and symptoms of cancer is essential.

Maximising Quality Of Life
Understanding and responding to the full impact of cancer on emotional, mental and physical wellbeing will maximise the quality of life for patients, their families and carers.

- Cancer patients and families should be empowered to have a greater degree of control over the choices that influence their health and wellbeing and preserve their dignity at all stages through the cancer journey.
- Ukraine through the Global Action Plan for Tobacco Control (GAP) is working in partnership with the IARC and WCRF to reduce tobacco availability and access to internationally controlled medications, while promoting prevention, detection and care.

Cancer - Not beyond us

The campaign will explain how we can implement what we already know to save lives. The evidence is there, and the practical benefits we can achieve are enormous.

World Cancer Day is a unique opportunity to raise awareness that there is much that can be done at the individual, community, and governmental level to harness and mobilize those solutions and achieve positive things. By moving forward together we will have the potential to prove Cancer-It’s not beyond us.

Theme
Taking place under the tagline Cancer – Not beyond us, World Cancer Day 2015 will take a positive and proactive approach to the fight against cancer, highlighting that solutions do exist across the continuum of cancer care, and that they are within our reach.

World Cancer Day 2015 TRANSLATED

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Bosnian
Bulgarian
Catalan
Chinese
Czech
Danish
Dutch
English
Finnish
French
Galician
German
Gujarati
Hindi
Hungarian
Italian
Japanese
Korean
Latin
Polish
Portuguese
Romanian
Russian
Slovak
Spanish
Swedish
Turkish
Ukrainian

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Japanese
Korean
Latin
Polish
Portuguese
Romanian
Russian
Slovak
Spanish
Swedish
Turkish
Ukrainian
World Cancer Day 2015

Brand Application

Social Media

#WorldCancerDay
#NotBeyondUs
facebook.com/worldcancerday
@worldcancerday
#worldcancerday
World Cancer Day 2015

Brand Application
Website
World Cancer Day 2015

Timeline

- 4 September 2014: Official campaign launch
- October 2014: Re-branded website launch
- November 2014: Call to UICC members and partners
- 6 December 2014: World Cancer Day session at the World Cancer Congress in Melbourne
- January 2015: Media hook
- 4 February 2015: World Cancer Day
How to be engaged

- Share your plans on the map of events
- Support us with translations
- Indicate spokespeople we can contact
- Spread the word to your network
- Use the official World Cancer Day press release
- Financially support the campaign - “Donate” button on worldcancerday.org or get in touch with us if you would like to become a World Cancer Day Sponsor
How to be engaged

Examples of actions to mark the Day

Members

• Create your own cancer society/patient group
• Distribute World Cancer Day materials amongst your network
• Publish an article on your website
• Celebrate World Cancer Day in your local hospital to cheer up and involve cancer patients
• Order a weekly delivery of fruit to your workplace to replace the vending machines
• Organise a fundraising event (concert, theatre, exhibition, etc.)
• Create a ‘Wishing Tree’ decorated with messages in honour of those affected by cancer
• Organise a sports competition/event to promote physical activity

Corporates

• Donate a percentage of the sales of your oncology products to a cancer organisation
• Encourage employees to make healthy resolutions and publicise their commitments across internal communications channels
• Run a social media campaign on Twitter and Facebook
• Organise a presentation on the World Cancer Day campaign key messages for your stakeholders, your clients and their families
Acknowledgements

World Cancer Day Advisory Group
Acknowledgements

World Cancer Day Corporate Advisory Group
Acknowledgements

World Cancer Day Sponsors
Q&A session

Please type your questions in the chat box and we will do our best to answer it.
Contact us

- communications@uicc.org
- worldcancerday.org
- facebook.com/worldcancerday
- Subscribe to the World Cancer Day newsletter: http://eepurl.com/0WQc1