I AM AN ACTION TOOLKIT AND I WILL INSPIRE YOU TO GET INVOLVED

worldcancerday.org
Cancer is the second leading cause of death worldwide. Together, we will change that.

This World Cancer Day, we’re asking for your personal commitment to take positive action against cancer.

We believe that we can achieve the global target of a 25% reduction in premature deaths from cancer and non-communicable diseases if we act today.

Join us on 4 February to speak out and stand up for a world less burdened by cancer.

Our time to act is now.

#IAmAndIWill
#WorldCancerDay
World Cancer Day

Each year on 4 February, World Cancer Day empowers communities and individuals across the world to show support, raise our collective voice, take personal action and press our governments to do more.

Why cancer?

Cancer is a critical health and human issue.

Today, 9.6 million people each year will die from cancer. Making it the second-most deadly disease.

Yet, at least one third of cancers can be prevented.

This gives us all every reason to act.

Who’s behind World Cancer Day?

World Cancer Day is an initiative of the Union for International Cancer Control, the largest and oldest international cancer organisation committed to taking the lead in uniting the cancer community to reduce the global cancer burden, promote greater equity, and integrate cancer control into the world health and development agenda.

Campaign theme 2019 - 2021:
I am and I will

You are the hero of this story.

Whoever you are, you have the power to reduce the impact of cancer for yourself, the people you love and for the world.

Only when we have commitment, can we take action and accelerate progress.

It’s time to make a personal commitment.
Key issues

Explore some of the most urgent issues in cancer. Find out how cancer affects us all and the power we have to reduce the rising incidence of cancer.

Awareness, understanding, myths and misinformation

Increased awareness and accurate information and knowledge can empower all of us to recognise early warning signs, make informed choices about our health and counter our own fears and misconceptions about cancer.

Prevention and risk reduction

At least one third of cancers are preventable giving us every reason to champion healthy choices and prevention strategies for all, so that we have the best chance to prevent and reduce our cancer risks.

Government action and accountability

Proactive and effective actions on national health planning are possible and feasible in every country, and when governments step up efforts to reduce and prevent cancer, they place their nations in a stronger position to advance socially and economically.

Equity in access to cancer services

Life-saving cancer diagnosis and treatment should be equal for all – no matter who you are, your level of education, level of income or where you live in the world. By closing the equity gap, we can save millions of lives.
Financial and economic burden
There is a compelling financial argument for committing resources to cancer control. Financial investment can be cost-effective and can potentially save the global economy billions of dollars in cancer treatment costs and offer positive gains in increased survival, productivity and improved quality of life.

Reducing the skills gap
Skilled and knowledgeable healthcare workers are one of the most powerful ways we can deliver quality cancer care. Addressing the current skills gap and shortage of healthcare professionals is the clearest way to achieve progress in reducing the number of premature deaths from cancer.

Beyond physical: mental and emotional Impact
Quality cancer care includes dignity, respect, support and love and considers not just the physical impact of cancer but respects the emotional, sexual and social wellbeing of each individual and their carer.

Working together as one
Strategic collaborations that involve civil society, companies, cities, international organisations and agencies, research and academic institutions are the strongest ways to help expand awareness and support, convert political will into action and deliver comprehensive and cohesive solutions. Joining efforts leads to powerful action at every level.

Read more at worldcancerday.org/keyissues
Did you know?

9.6 million people die from cancer every year - this number is predicted to almost double by 2030.

The total annual economic cost of cancer is estimated at approximately US$1.16 trillion.

At least one third of common cancers are preventable.

Cancer is the second-leading cause of death worldwide.

70% of cancer deaths occur in low-to-middle income countries.

Less than 30% of low-income countries have cancer treatment services available (compared to 90% in high-income countries)

Up to 3.7 million lives could be saved each year through resource appropriate strategies for prevention, early detection and timely and quality treatment.
“On World Cancer Day, let us resolve to end the injustice of preventable suffering from this disease as part of our larger push to leave no one behind.”

Ban Ki-moon, Former Secretary-General, United Nations
Campaign Materials

The World Cancer Day materials are freely available for you to develop your own activities and actions around the day.

Download, personalise and share the World Cancer Day materials as far and wide as you can.

worldcancerday.org/materials

World Cancer Day posters

Raise awareness and inspire everyone around you by displaying and distributing the official World Cancer Day posters - available in over 20 different languages.

Create your own poster

Put your personal stamp on World Cancer Day by creating a customised poster with your own ‘I am and I will’ message and photo. Create, customise, download and share your poster directly to social media at worldcancerday.org/custom-poster
How to guides

These series of handy how-to guides packed with helpful hints, tips, and tricks are here to help you to take action on World Cancer Day. The full series include the Social Media, Advocacy, Event Planning, Conversation (and Fundraising) guides.

Logo files and artwork

The World Cancer Day and campaign theme logos are freely available to use in all your World Cancer Day materials. And, we’ve made it even easier for you to spread the word with ready-made artwork files.

Social media and digital content

Spark further conversations with your followers with ready-made in-stream content cards, gifs, profile covers and web banners.

Infographics

See the numbers and issues behind cancer in a different way with the World Cancer Day infographic.

Factsheets

Get the facts and explore some of the most critical issues in cancer with our factsheets.
Count me in: how you can take action.

Get involved any way you can. Because together, we can create change.
**Get social**
Spread the word to your followers. Get tips from the Social media guide at worldcancerday.org/materials

**Give Something**
Make a donation today at worldcancerday.org/give

**Use your voice**
Start a conversation about cancer with your family, friends, colleagues and networks. Download the Conversation Guide at worldcancerday.org/materials

**Make a social change**
Show your family, friends and networks that you’re getting behind World Cancer Day. Update your social media pages with the official World Cancer Day profile cover images. Download the official banners at worldcancerday.org/materials

**Join the conversation**
Take part in the World Cancer Day social media activity. Find out more in the Social Media Guide at worldcancerday.org/materials

**Get personal**
Create your own custom social media poster with your own personal message of commitment and share it with the world. Create your poster online at worldcancerday.org/custom-poster

**Wear your support**
Get your own World Cancer Day t-shirt and other cool merchandise from the official World Cancer Day online shop. Head to the shop at worldcancerday.org/shop
Inform yourself & others
Find out more about cancer, how you can reduce your cancer risks, and the impact it has on the people we love, our communities, and the world.
Read about the key issues in cancer at worldcancerday.org/keyissues

Create an event or activity
Inspire others by hosting your own World Cancer Day event.
From flash mobs, free screenings, record breaking attempts, conferences, fundraisers to fun runs, add it to the Map of Impact to spotlight the awesome work that you’re planning.
Get inspiration and add your activity to the map: worldcancerday.org/map

Advocate for action
Write to your political parties asking them to show their commitment, raise public awareness and take action this World Cancer Day.
Access the email template in the Advocacy Guide at worldcancerday.org/materials

Join the action
Show your support by showing up. Find an event near you on the Map of Impact, sign up to attend, participate or volunteer.
Find an event near you at worldcancerday.org/map

Spread the word
Write an op-ed, blog story, record a video message, feature World Cancer Day on your website, an article in your newsletter, or reach out to a local journalist.

Translate materials
Our volunteer translators help to make World Cancer Day campaign materials, as accessible to as many people as possible.
To help translate World Cancer Day materials, email hello@worldcancerday.org
What’s next?

1. Make a commitment
   Commit to taking action to reduce the impact of cancer and share your personal commitment with the world with your own ‘I am and I will’ message.

2. Get inspired
   Head to worldcancerday.org to see what other supporters are planning for the day.

3. Plan and Register
   Plan and register your activity or event on the Map of Impact. worldcancerday.org/map

4. Download campaign materials
   Get ready with the World Cancer Day materials. worldcancerday.org/materials

5. Spread the word
   Use your voice and tell your grandma, your friend, your neighbour, your hairdresser or your local government representative.

6. Act
   Whatever your personal commitment to reducing cancer, use World Cancer Day on 4 February to follow up on your commitment.
BuzzFeed quiz on Breast Cancer
Brazilian Breast Cancer organisation, FEMAMA led a World Cancer Day campaign that cut across digital, social and traditional media, including a quiz hosted by BuzzFeed Brazil to test readers on their knowledge of breast cancer, as well as opportunities for FEMAMA’s Facebook followers to send messages of support and hope through their Facebook album.

19,000 apples for World Cancer Day
The King Hussein Cancer Foundation and King Hussein Cancer Centre, launched an awareness campaign “Up to the Challenge?” challenging everyone to make healthy choices. For World Cancer Day, the Foundation and Centre’s staff and volunteers gave out 19,000 apples – a healthy surprise to drivers and pedestrians on their daily commute.

Driving impact across borders
Project PINK BLUE’s national World Cancer Day campaign mobilised thousands of supporters – from influencers, artists, governments, businesses to the media - in both Nigeria and Cameroon for their World Cancer Day campaign, including a march in Abuja as well as free cancer screenings which took place across the nation.

Taking World Cancer Day to the field
The Cyprus Anti-Cancer Society and their partners captured the nation’s attention with a special World Cancer Day-dedicated football match for fans and supporters. Players from both teams sported jerseys emblazoned with the campaign messages, which were given a visible boost with the messages scrolling throughout the match on the perimeter LED screens.

Celebrity Work Placements
To raise public attention, the Dutch Cancer Society paired celebrities with notable cancer researchers on work placements that ranged from a new vaccine against asbestos cancer to the detection of prostate cancer in urine.

World Cancer Day broadcast to the nation
If you turned on the television in Portugal this past 4 February, you were bound to see the World Cancer Day logo. The Liga Portuguesa Contra o Cancro invited media across Portugal, including television stations, magazines and newspapers, to display the World Cancer Day logo during their programming or on their magazine covers to reach as many people as possible.

Fun for a cause
Shoppers at two of the busiest malls in Beirut had the unique opportunity to learn more about the importance of routine early detection tests in an immersive experience of puzzles and games. Led by the American University of Beirut and AMALOUNA, shoppers interacted with an inflatable colon model to learn about colorectal cancer and its prevention and spun a “Wheel of Colours” where each colour represented one type of cancer that they were quizzed on.

Going 80’s-style for World Cancer Day
To help raise awareness, the team at Rethink Breast Cancer set up a pop-up 80’s-style custom phone booth and chatbox at Square One Shopping Mall – the second-largest shopping centre in Canada during World Cancer Day. Shoppers could interact and engage in conversation with the chatbot to learn more information as well as misinformation about breast health and cancer.
“World Cancer Day motivates me to ask what I can do to raise awareness and educate others about my experience.”

Radiant Racheli, Cancer survivor and World Cancer Day supporter
Thank you for supporting World Cancer Day.

For more information and the latest news, sign up to our newsletter at worldcancerday.org

Have questions? Email us at hello@worldcancerday.org

facebook.com/worldcancerday
instagram.com/worldcancerday
twitter.com/uicc

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