

**I AM A
CITIES AND
GOVERNMENT
TOOLKIT
AND I WILL
INSPIRE POLICY
MAKERS AND
CITIES TO MAKE
A DIFFERENCE**



Cancer is the second leading cause of death worldwide.



Together, we will change that.



#WorldCancerDay #IAmAndIWill

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

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

Our time to act is now.

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.

#IAmAndIWill
#WorldCancerDay



World Cancer Day 2019: Government and Cities Toolkit



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.

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.

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.

Governments and cities play a vital role in contributing to a world less burdened by cancer. As leaders of our nations and cities, politicians, ministers and mayors hold the levers to shape policy that will drive action for a healthier future.



#IAmAndIWill

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.



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.



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.



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.**

70%

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

At least one third of common cancers are preventable.

Cancer is the **second-leading** cause of death worldwide.

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.



#WorldCancerDay #IAmAndIWill

“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



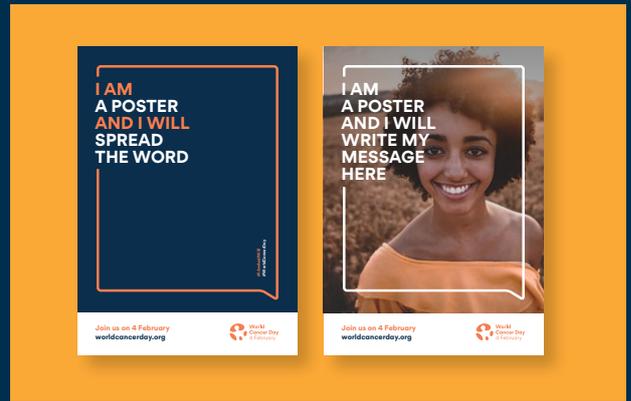
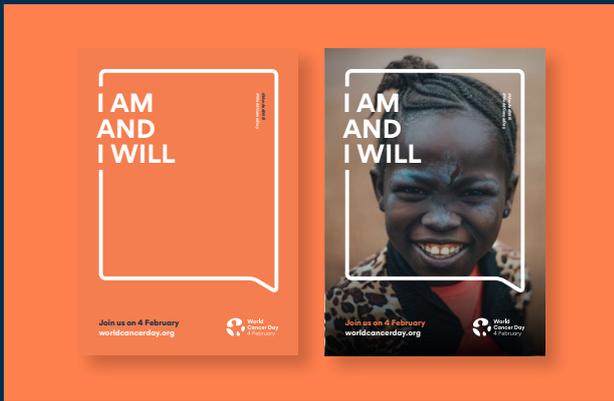
Campaign Materials

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

#WorldCancerDay #IAmAndIWill



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

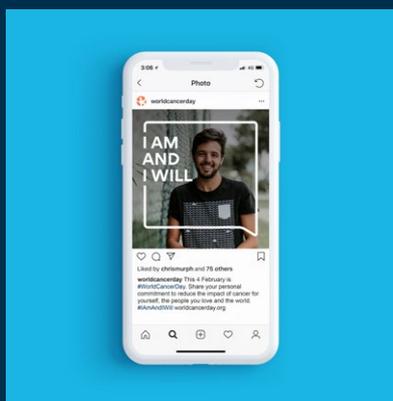


How to guides

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.

#WorldCancerDay #IAmAndWill



World Cancer Day 2019: Government and Cities Toolkit



Use your voices

Start a conversation about cancer with civil society organisations, your community, constituents and colleagues.

Make it personal

Share with the world your city or government's commitment to a future without cancer.

Customise your own World Cancer Day poster online at worldcancerday.org/custom-poster

Join the conversation

Encourage colleagues and other ministers and departments to take part in the World Cancer Day social media activity.

Find out more in the Social Media Guide at worldcancerday.org/materials



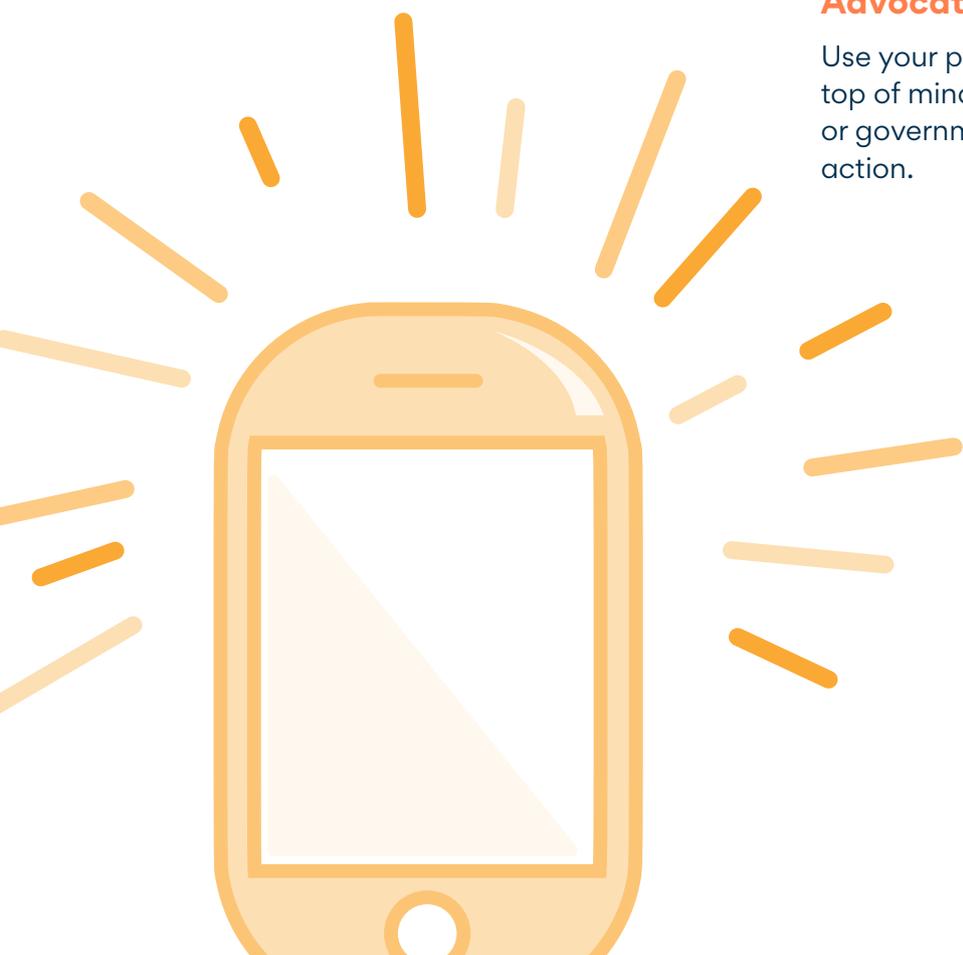
Inform yourself & others

Explore the key issues in cancer that affects your city and country.

Read about the key issues in cancer at worldcancerday.org/keyissues

Advocate

Use your platform of influence to keep cancer top of mind and share the progress your city or government has made to inspire further action.





Create an event or activity

Bring together your communities with a World Cancer Day event to show your city and government's support.

Get inspiration and add your activity to the map: worldcancerday.org/map



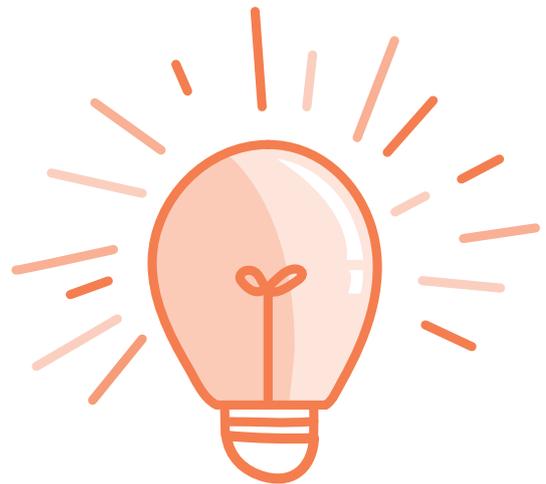
Spread the word

Write an op-ed, blog story, release an official statement, record a video message, feature World Cancer Day on your website, include an article in your newsletter, or reach out to your network of journalists.



Light up the world

Make a statement by lighting up a significant landmark, monument or building to be illuminated on World Cancer Day in the colours of orange and blue in your city and around the country. For more information, email hello@worldcancerday.org





What's next?

1

Make a commitment

Commit your city or government 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 governments and cities are planning for the day.

3

Plan and Register

Plan and register your activity or event on the Map of Impact and inspire your citizens at worldcancerday.org/map

4

Download campaign materials

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

5

Spread the word

Help to expand the global support for cancer by telling your communities, partners, and colleagues.

6

Act

Whatever your city or government's commitment to reducing cancer, use World Cancer Day on 4 February to follow up on your commitment.





Get inspired



Sweden presents future cancer care plans

At a full day meeting in Stockholm, parliamentarians, politicians, healthcare and patient representatives came together on World Cancer Day where the Minister of Health presented plans on the future cancer care for the nation, addressing the country's cancer management and treatment, research, access to care, and rehabilitation needs.

MEPs Against Cancer

The Association of European Cancer Leagues (ECL) Members of European Parliament Against Cancer (MAC) used their voices through statements of commitment to bring regional attention to World Cancer Day, reaching decision-makers all over Europe.

First annual World Cancer Day walk for Turks & Caicos Islands

The Turks & Caicos Islands' Ministry of Health organised the Island's first ever World Cancer Day walk to highlight the importance of physical activity in reducing cancer risk. The early morning walk was followed by a healthy breakfast and information sessions with screening booths.

Free screenings in honour of World Cancer Day

The Ministry of Brunei Darussalam announced a three-month programme of free cancer screenings for mouth, neck and skin of the head and neck at a number of hospitals kicking off on World Cancer Day.

New cancer centres announced

Algeria's Health Minister chose World Cancer Day as the occasion to committing to having four new cancer centres operational by the end of the year, helping to improve capacity and access to critical lifesaving cancer treatment.

Cities shine a light for World Cancer Day

Cities the world over help to mark World Cancer Day each year by lighting up iconic landmarks, monuments and buildings in the colours of orange and blue. From one of the seven wonders of the world, Petra, to the Bosphorus Bridge in Istanbul linking Asia and Europe, to architectural wonder of the City of the Arts and Sciences Museum in Valencia, Spain, to the stately Royal Opera House in Muscat, and to the iconic Empire State Building, these cities signal their commitment to the global challenge of cancer.

Oxford makes it official

In 2015, Oxford became the first UK city council to grant Official Recognition Status to World Cancer Day. As a city committed to cancer research, World Cancer Day provides Oxford with a platform to showcase their work in the area. Each year, the city council organises a public meeting to highlight Oxford's global contributions to the progress against cancer.



“World Cancer Day is a great occasion to remind people of how **thousands of lives** can be saved, namely with proper prevention, early detection, access to **proper treatment and care.**”

European Parliament





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



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instagram.com/worldcancerday



twitter.com/uicc

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



Visionary partner



Champion partners

