

I AM A  
CORPORATE TOOLKIT  
AND I WILL  
INSPIRE BUSINESSES  
AND WORKPLACES  
TO MAKE AN IMPACT



World  
Cancer Day  
4 February

[worldcancerday.org](http://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 businesses, 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 in the workplace?

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.

Businesses and workplaces have a fundamental role to play in achieving a world less burdened by cancer. Businesses can contribute to healthier workplaces, be a powerful voice in the community and act as a vital support for employees impacted by cancer.

**For more information, head to [iccp-portal.org](http://iccp-portal.org) to download the Healthy Workplace series of resources.**

#WorldCancerDay #IAmAndIWill

I AM  
AND  
I WILL

#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.



## 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.



## 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.



## 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](http://worldcancerday.org/keyissues)



# Did you know?



## 9.6 million

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

## 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)

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.

## 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 #IAmAndWill

**“Each of us has a personal story  
that connects us to cancer,  
making it a driving force behind  
World Cancer Day.”**



**Dr. Roger Dansey  
SVP, Global Oncology Clinical Research, MSD**



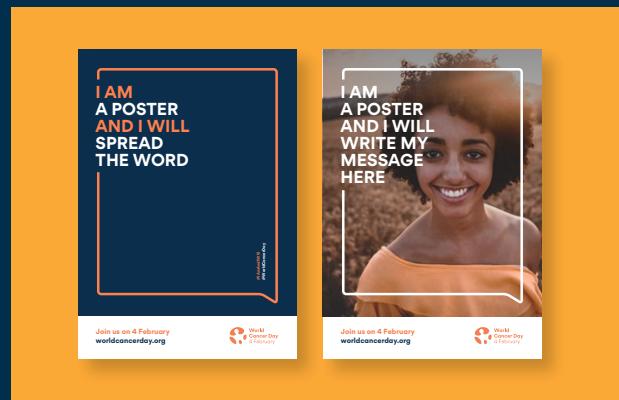
# Campaign Materials

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](http://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.

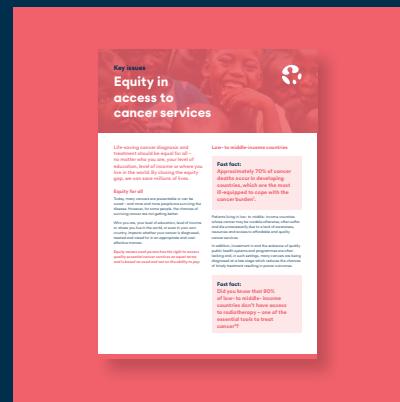
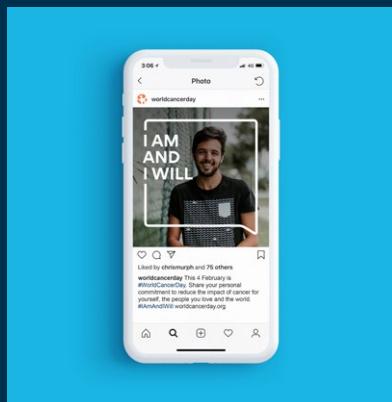
## Create your own poster

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](http://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.



## 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

Ask your communications team and colleagues to spread the word online. For ready-made messages and other social media tips, download the Social Media Guide from [worldcancerday.org/materials](http://worldcancerday.org/materials)



## Give Something

Become a World Cancer Day official partner, make a corporate donation online at [worldcancerday.org/give](http://worldcancerday.org/give), or dedicate part of your advertising and media space to spreading the message on World Cancer Day.

## Use your voice

Start a conversation about cancer with your customers, clients, suppliers, employees and colleagues.

Download the Conversation Guide at [worldcancerday.org/materials](http://worldcancerday.org/materials)

## Make a social change

Show your network and industry that your organisation is getting behind World Cancer Day. Update your corporate social media pages with the official World Cancer Day profile cover images.

Download the official banners at [worldcancerday.org/materials](http://worldcancerday.org/materials)

## Make it personal

Create your own custom social media poster with your company's own message of commitment and share it with the world.

Customise your poster online at [worldcancerday.org/custom-poster](http://worldcancerday.org/custom-poster)

## Join the conversation

Bring your colleagues together and take part in the World Cancer Day social media activity.

Find out more in the Social Media Guide at [worldcancerday.org/materials](http://worldcancerday.org/materials)

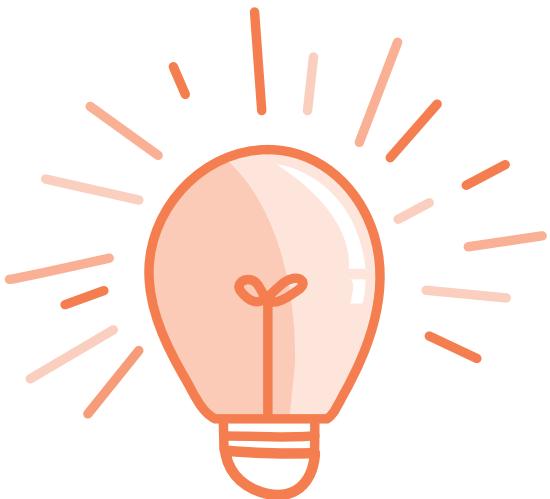




## Inform yourself & others

Organise an information session or workshop by inviting a healthcare professional or a representative from a local cancer organisation to speak to your team.

Read about the key issues in cancer at [worldcancerday.org/keyissues](http://worldcancerday.org/keyissues)



## Spread the word

Work with your communications team to share your company's commitment: write an op-ed, blog story, record a video message, and feature it on your website or newsletter.



## Light up the world

Why not illuminate your office building or HQ in the colours of orange and blue to mark World Cancer Day? For more information, email [hello@worldcancerday.org](mailto:hello@worldcancerday.org)



## Create an event or activity

Make it a team event with your own World Cancer Day activity.

Host a healthy breakfast or lunch at work, get your team to fundraise for a local cancer charity or hospital, organise free cancer screenings for your workplace or donate a small portion of your company sales made on World Cancer Day.

Get inspiration and add your activity to the map: [worldcancerday.org/map](http://worldcancerday.org/map)



# What's next?

1

## Make a commitment

Commit your organisation to taking action to reduce the impact of cancer and share your organisation's commitment with the world with your own 'I am and I will' message.

2

## Get inspired

Head to [worldcancerday.org](http://worldcancerday.org) to see what other businesses and organisations are planning for the day.

3

## Plan and Register

Plan and register your activity or event on the Map of Impact and inspire businesses around the world at  
[worldcancerday.org/map](http://worldcancerday.org/map)

4

## Download campaign materials

Get ready and co-brand the World Cancer Day materials.  
[worldcancerday.org/materials](http://worldcancerday.org/materials)

5

## Spread the word

Help to expand the global support for cancer by telling your customers, clients, suppliers, ambassadors and competitors.

6

## Act

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





# Get inspired



## Bringing experts together

Global healthcare company, MSD hosted a robust exchange between leading cancer experts from, PATH, the Union for International Cancer Control and the World Health Organization, on actions to improve access to treatment and the quality of life of cancer patients at the national level.

## Shangri-La's staff get moving

Staff at the Shangri-La Hotel Suzhou in China were encouraged to mark World Cancer Day through a number of healthy-lifestyle initiatives. Activities included a swimming relay, a healthy lunch and activities and incentives to help quit smoking.

## Leaders use their voice

Global biopharmaceutical company, Bristol-Myers Squibb invited their own leaders and experts to use their voices on World Cancer Day. Messages of support, commitment to advancing research, making a difference in patient lives, and of hope radiated from around the world and were amplified on social media.

## Fundraising for a cause

With World Cancer Day coinciding with the NFL Super Bowl, Merck took the opportunity to team up with Hall of Fame quarterback and cancer survivor, Jim Kelly to launch the Your Cancer Game Plan Challenge, which connects patients with help, support and coping strategies. For each share of the [yourcancergameplan.com](http://yourcancergameplan.com) portal on social media, Merck also donated \$5 to various cancer patient organisations.

## Learning on the job

Companies around the world including AT&T, Metro Madrid, Vodafone Qatar, and Qatar Airways used World Cancer Day as an opportunity to engage their own employees and teams by partnering with local cancer organisations to deliver web chats, workshops and awareness talks.

## Lighting up for World Cancer Day

World Cancer Day saw hotels illuminating their iconic buildings by lighting up in orange and blue in support of the day, including the Fullerton Hotel in Singapore, the Sheraton and Torch hotels in Qatar, Le Royal Hotels & Resorts in Jordan, and the Yas Viceroy in the United Arab Emirates.

## UberHealth delivers

To mark World Cancer Day, peer-to-peer ridesharing company Uber in Kerala, India provided riders with a special discount off a cancer screening package delivered by leading healthcare centre, Aster Medcity.



**“When the opportunity arose to support World Cancer Day through the global platform that we have, we didn’t hesitate to embark on an awareness campaign for such a worthy cause.”**

Ivan Lim, Managing Director, Techeetah Formula-E team





# Thank you for supporting **World Cancer Day.**

For more information and the latest news, sign up to our newsletter at [worldcancerday.org](http://worldcancerday.org)

Have questions? Email us at [hello@worldcancerday.org](mailto:hello@worldcancerday.org)



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[instagram.com/worldcancerday](https://instagram.com/worldcancerday)



[twitter.com/uicc](https://twitter.com/uicc)

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



Visionary  
partner



Champion  
partners

