

2019 Impact Report



World
Cancer Day
4 February



worldcancerday.org



I AM
AND
I WILL

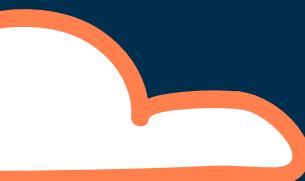
#IAmAndIWill

**2019 was
a year that
ignited action**



A bold, new campaign

2019 marked the beginning of an exciting three-year campaign. And, it was more personal than ever. The new theme, ‘I Am and I Will’ calls for commitment and action, and acts as an important reminder that each one of us has a role to play in reducing the impact of cancer.



Incredible impact

The rallying cry of '**I Am and I Will**' could be seen, read and heard all over the world this past **4 February**. The theme was embraced by supporters everywhere with thousands and thousands of personal messages of commitment shared.



More than **947** activities took place in **127** countries, gathering communities, organisations and individuals in schools, universities, businesses, hospitals, marketplaces, shopping malls, parks, city and community halls, places of worship and in the streets.

62 government leaders respond with strengthened support and commitment, while supporters made their own voices heard with over **700,000** social media posts, helping the campaign trend on Twitter worldwide. The global story on early detection, screening and diagnosis inspired over **15,000** press articles in **154** countries. Altogether, the campaign

drove over **300,000** unique visits to the website, where over **400** pieces of campaign materials was available to help drive meaningful engagement with the '**I Am and I Will**' campaign.

The following pages details some of these achievements, and acts as a small reminder that all of our actions has made an incredible impact this World Cancer Day.





Impact in numbers

World Cancer Day's engagement, reach and global presence was higher than ever.



55 landmarks illuminated in **37** cities
2018: 44 landmarks in 30 cities

947 activities in **127** countries

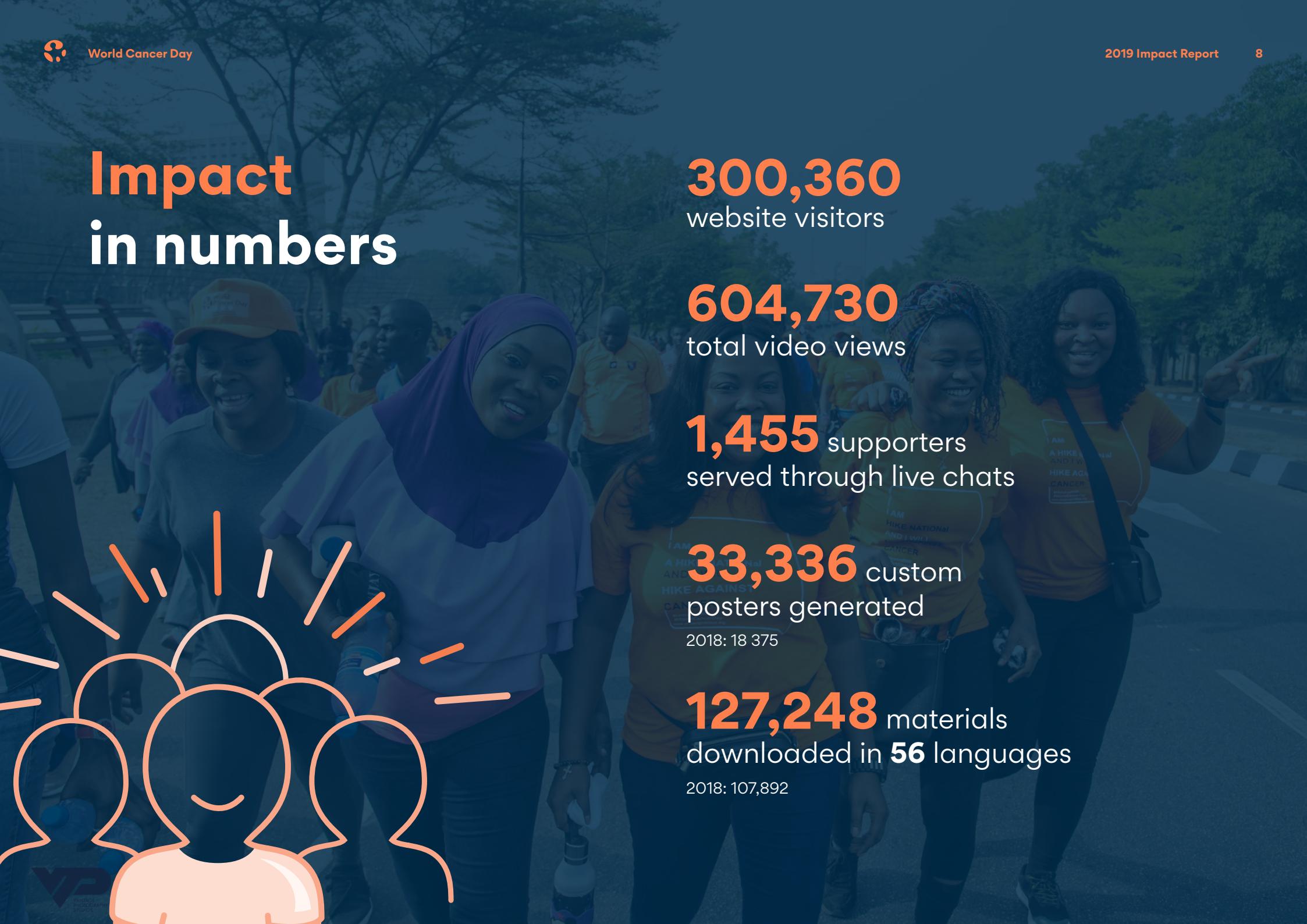
15,810 press articles in **154** countries
2018: 14,037

741,936 social media mentions tagged with **#WorldCancerDay**

62 governments engaged



Impact in numbers



A photograph showing a group of diverse people, including children and adults, participating in a World Cancer Day event. They are wearing various shirts with "World Cancer Day" and "HIKE AGAINST CANCER" printed on them. The scene is outdoors with trees in the background.

300,360
website visitors

604,730
total video views

1,455 supporters
served through live chats

33,336 custom
posters generated

2018: 18 375

127,248 materials
downloaded in **56** languages

2018: 107,892





“Cancer is one of the greatest health challenges of our time and we stand united with those facing cancer and their families. Together, let’s work to create a world without cancer.”

**Julie L. Gerberding, M.D., M.P.H., Executive Vice President & Chief Patient Officer
Strategic Communications, Global Public Policy, and Population Health,
MSD**

UICC members make an impact

Americas

Argentina

This year's World Cancer Day kicked off the annual cross-country tour of the **Liga Argentina de Lucha Contra el Cáncer's** (LALEC) travelling mammography unit serving women with free mammograms. The League also got the whole country talking about cancer, empowering everyone with the 'I Am and I Will' message and promoting the importance of prevention and early detection through gatherings and conversations held in piazzas, in the news and in local communities.

Brazil

With three times more mentions of their organisation's name in the Brazilian press this World Cancer Day, FEMAMA made a huge impact. FEMAMA and their members used the global attention from World Cancer Day to mobilise support around a national bill encouraging early cancer detection. Through telling patients stories to the press and on social media, FEMAMA was able to gather over 1,500 signatures in an online petition to support a public consultation for the draft bill.

Ecuador

For World Cancer Day, **Jóvenes Contra el Cáncer** hosted the 5th edition of the BIONIC Fashion Day, welcoming cancer survivors from 18 countries all over the continent, including Colombia, Venezuela, Peru, Bolivia, Argentina, Brazil, Costa Rica, and the United States. The fundraising and awareness raising event featured young cancer survivors with prostheses taking to the catwalk wearing the creations of distinguished national designers.

Haiti

Innovating Health International invited communities from Port au Prince's streets and markets to a World Cancer Day programme filled with talks on cancer education, free cervical and breast cancer screenings as well as basic dental check-ups. The event generated significant media coverage on TV and radio all over the island.

Honduras

This World Cancer Day, the **Liga Contra el Cáncer** in Honduras brought together policy makers, central and local government authorities and institutions to share information in a special symposium focused on female cancers. As a spin-off of the symposium, a number of working groups were established as a way to continue to share information on improved education, screenings and cancer registries.

Venezuela

To commemorate World Cancer Day, the **Sociedad Anticancerosa de Venezuela** reopened a newly renovated cancer prevention clinic in Caracas which will continue to service cancer patients in the community. The 60-year old clinic has a renewed laboratory as well as gastroenterology unit.

Mexico

The **Asociación Mexicana de Lucha Contra el Cáncer** teamed up with Universidad Nacional Autonoma de Mexico for a day of informed public talks which included a panel discussion and plenary sessions spotlighting the psychosocial impact of cancer, which took place before a memorial ceremony and a health fair with more than 25 cancer organisations taking part.

United States

Coinciding with World Cancer Day, the **National Comprehensive Cancer Network** announced official endorsements by the governments of Ethiopia, Nigeria and Tanzania for the NCCN Harmonized Guidelines™ for Sub-Saharan Africa. The guidelines provide up-to-date, evidence-based guidance for high-quality, high-value, patient-centered cancer care in Africa.



Παγκόσμια Ημέρα κατά του Καρκίνου 2019

ΥΠΟ ΤΗΝ ΑΙΓΙΔΑ

ΤΗΣ Α.Ε. ΤΟΥ ΠΡΟΕΔΡΟΥ ΤΗΣ ΔΗΜΟΚΡΑΤΙΑΣ
ΚΥΡΙΟΥ ΠΡΟΚΟΠΟΥ ΠΑΥΛΟΠΟΥ



World
Cancer Day
4 February



Commissioner of European Union Mr. Vytenis Andriukaitis (Health & food safety) speaks at the World Cancer Day event hosted by the Hellenic Cancer Society.

UICC members make an impact

Europe

Belgium

In a symbolic and meaningful action, the **Fondation Contre le Cancer** brought together cancer survivors and researchers to the steps of the Federal Parliament building for a candle lighting ceremony to honour those living with cancer and those who have passed from the disease. In anticipation of the upcoming national elections, the Fondation also used the occasion to urge the government to increase investment in cancer research and submitted a memorandum to all political parties which highlighted six key recommendations to boost efforts in national cancer control.

France

A day of talks and debates gathered hundreds of health professionals, associations, researchers and scientists for the 7th meeting of the **French National Cancer Institute**. This meeting aimed to share the latest developments, advances and reflections around the fight against cancer and its societal challenges, with

this year's main focus highlighting the role of artificial intelligence in serving the ambitions of the Institute.

Greece

A full programme of activities across Greece was organised by **The Hellenic Cancer Society** in collaboration with their members and partners. The main event gathered hundreds of distinguished guests for high level discussions, including speakers: the President of the Hellenic Republic, Mr Prokopios Pavlopoulos, the Minister for Health, the General Secretary of the European Network of Smoking & Tobacco Prevention, as well as the EU Commissioner for Health and Food Safety. The event which was organised by the HCS and its President, Mr. E. Filopoulos, was also attended by other dignitaries including Mr. Kyriakos Mitsotakis, Opposition Leader and Mrs. M. Vardinoyannis Goodwill Ambassador of UNESCO. Finally the event was concluded by a Round Table Discussion presided by Professor. P. Behrakis on the subject of the developments on

prevention and diagnosis of cancer with special emphasis on passive smoking where a number of prominent scientists in their own field participated. The ECALI run dedicated to World Cancer Day also took place in the capital city for the third year in a w with over 1,000 participants, while popular building and landmarks were illuminated across the country to mark the day.

Hungary

The **Hungarian League Against Cancer** held several activities across the country, including university lectures on new treatments as well as a press conference. The League also used the day as an opportunity to engage with the public in department stores, main squares, bus stops, schools and pensioners clubs by asking people to reflect on their own 'I Am and I Will' message.

Norway

This year the **Norwegian Cancer Society** together with their 16 associated patient

organisations held a Breakfast Seminar focused on understanding the impact of cancer on the workforce. The morning programme included discussions on cancer costs, workface implications and returning to work as a cancer survivor with speakers from academia, civil society and government, including the Minister of Labour and Social Affairs.

United Kingdom

Along with several fundraisers throughout the country, **Cancer Research UK (CRUK)** hosted a number of initiatives including the 10k Winter Run through the heart of London as well as a dedicated campaign inviting MPs from all political parties to support and attend an awareness raising event in Parliament. To encourage MPs to attend, CRUK mobilised their supporters by creating an online form where supporters and constituents could add their details to a template invitation email which could be edited and sent directly to MPs.



Special World Cancer Day event hosted by BCI Ghana in the city of Kumasi

UICC members make an impact

Africa

Ghana

On World Cancer Day, **Breast Care International** alongside the Ashanti Regional Coordinating Council and the Kumasi Metropolitan Assembly hosted a special World Cancer Day event, with guest of honour UICC President, HRH Princess Dina Mired of Jordan. The celebration which encouraged survivors to share their experience brought together a number of distinguished guests including the First Lady, Her Excellency Rebecca Akufo Addo, Lady Julia, the Health Minister, Hon. Kwaku Agyemang Manu, the Gender Minister, Hon. Cynthia Morrison as well as ministers, the clergy, religious leaders and students.

Mctonne Cancer Care Foundation also marked World Cancer Day in Ghana by mobilising thousands of women for free breast and cervical screenings which took place in one of Ghana's largest markets, and a number of schools and churches. The campaign also helped to create awareness through the media and local drama productions.

Namibia

To mark World Cancer Day, the **Cancer Association of Namibia** engaged the national press with a media morning, including a breakfast briefing and a dedicated training session for journalists to better understand cancer and how they may more effectively report on the disease.

Nigeria

This World Cancer Day was filled with a number of milestones for the **Medicaid Cancer Foundation** who were able to officially commission a registry to collect, record and analyse cancer data for the state. The day also marked the start of a partnership with the police force to offer free cervical and breast screening for over 500 female officers and wives of police officers. And, for the first time the Abuja City Gates were illuminated for World Cancer Day, which was made even more momentous as the Foundation presented two million naira to ten cancer patients to mark the occasion.



UICC members make an impact

South East Asia

Indonesia

This World Cancer Day, the **National Cancer Control Committee** (NCCC) led three-days of public awareness raising workshops, which included the official launch of a cancer pocket guide made available to the general public. The Committee also gathered together stakeholders for a focus group discussion on cancer control management, which was concluded by a conference attended by national civil society representatives, the Ministry of Health as well as keynote speakers from UICC and the International Atomic Energy Agency.

Alongside activities organised by the NCCC, the **Indonesian Cancer Foundation** held a number of events to mark World Cancer Day. A hair donation campaign “Hair for Hope. Be the Hope” along with a fun run and cycling fundraiser attracted over 2,000 participants. Workshops on healthy lifestyles, early detection, and risk factors were also organised to raise awareness among medical doctors.

Nepal

Organised by the **Nepal Cancer Relief Society** (NCRS), an incredible motor rally stretching the 250km from Kathmandu to Pokhara took place for the first time, with all participating cars carrying cancer awareness slogans and messages. The NCRS also planned several other activities across the country focusing on cancer awareness and early detection, including a candle lighting ceremony and free health camp offering free screenings.

Western Pacific

Australia

To mark World Cancer Day, the **Victorian Comprehensive Cancer Centre** broadcasted a free special live lunch discussion highlighting new research into rare cancers. The discussion - led by clinician-scientist, Professor Clare Scott and Kate Vines, Founder and Head of Patient Care at Rare Cancers Australia - centred around the innovative patient-driven NOMINATOR clinical trial which explores the genomic profiling of rare cancers.

Malaysia

To reach a younger audience in a social setting, **MAKNA** partnered with the Ministry of Health, and Great Eastern Mall to hold a public exhibition for World Cancer Day. It was an opportunity to invite young people to interact with the MAKNA team including patients, volunteers and nurses, and to understand better what cancer is about and how to prevent it. Clinical breast examinations and basic health tests were also provided free of charge during the exhibition.

UICC members make an impact

Eastern Mediterranean

Egypt

The Alexandria Society for Cancer Patient Care alongside the Alexandria Faculty of Medicine planned several activities around World Cancer Day, including a marathon, a number of awareness talks highlighting cancer prevention as well as a press conference. Large banners displaying key messages and the World Cancer Day logo were also hung from buildings of the Alexandria University Faculty of Medicine to raise awareness campus-wide.

Iran

The Reza Radiotherapy and Oncology Center created an engaging World Cancer Day campaign to raise public awareness, including a series of one-day workshops which offered diverse trainings on topics such as mindfulness techniques, prevention, nutrition principles and one of their most popular workshops - laughter yoga. The Center also partnered with the Mashhad Cancer Charity and the Mashhad municipality to host a 5km family-friendly cancer awareness bike ride.

To celebrate the spirit of the new 'I Am and I Will' theme, MAHAK created a national campaign aimed at teaching elementary school children the value of humanitarian and charitable activities. Through using a heart origami as a fun and creative tool to engage young students, MAHAK invited schools and

parents to make origami hearts which were sold in a charity bazaar with funds raised going to support MAHAK's efforts. Using their website and Instagram and visiting schools around Tehran, MAHAK reached almost 1,000 students and achieved more than 20,000 impressions on Instagram alone.

Israel

This year the Israel Cancer Association held a series of events to engage the media, including a Facebook Live broadcast on cancer prevention, detection and treatment, a joint press conference with the Ministry of Health releasing the latest national data on cancer morbidity, survival and mortality, as well as a number of radio broadcasts as part of wider public information campaign.



Closing the global cancer divide: A Council on Foreign Relations meeting

World Cancer Day encourages a more empowered world through raising the public and political literacy through the pursuit of informed and worthwhile discussions on some of the most critical social issues in cancer. In the week leading up to World Cancer Day, the Council on Foreign Relations, invited UICC CEO, Cary Adams and Nobel-Prize winner, Harold Varmus for an insightful discussion on closing the global cancer divide.

“It’s been an unnecessarily siloed approach which we have adopted at a global level when actually we’re talking about a human being.”

Cary Adams, UICC
Council on Foreign Relations meeting
in New York, 29 January 2019



The Council on Foreign Relations (CFR) is a member-based organization, think tank and publisher helping its members, government officials, business executives, journalists, educators and students, and civic and religious leaders to better understand the world.



Partners with a vision

Astellas

"World Cancer Day provides an opportunity to reflect on the progress made with improving cancer treatment and underscore the need for continued focus."

Dr. Peter Sandor, Vice President, Head of Oncology Therapeutic Area Marketing Strategy, Astellas

Daiichi Sankyo

First time World Cancer Day partner, Daiichi Sankyo launched a Twitter campaign to help drive awareness, to reaffirm their commitment to developing "meaningful treatments for patients with cancer" and serve as a reminder of the powerful work that their teams and colleagues do each day. Television screens throughout the corporate offices featured key information and messages to help boost awareness among Daiichi Sankyo's 15,000 employees.

Diaceutics

In the lead up to World Cancer Day, Diaceutics conducted a survey among cancer patients to help raise awareness and to better understand the diagnostic journey from a patient perspective. The results, which were shared on World Cancer Day, found that the concept of biomarkers, mutations and genetic tests were more difficult to understand, yet there was a desire among patients to learn more. The findings underscored an important need for clear, accessible and simple information as well as a shared language between patients and physicians to empower patients to take ownership of their diagnostic and treatment journeys.

MSD

MSD teamed up with Twitter to create an exclusive World Cancer Day emoji for the 4 February. Featuring the world inside the 'I Am and I Will' speech bubble, the emoji appeared each time the official hashtags #WorldCancerDay and #IAmAndIWill were used.



Astellas Pharma US

Follow

As part of World Cancer Day, @uicc launched a three-year campaign to encourage personal commitments to taking action in the fight against cancer. We're honored to be part of it. Read more in the Astellas Way blog: bit.ly/2HQO0jJ #WorldCancerDay



"World Cancer Day provides an opportunity to reflect on the progress made with improving cancer treatment and underscore the need for continued focus."

- Peter Sandor, M.D.
Vice President, Oncology Therapeutic Area Head for Marketing Strategy, Astellas

astellas
ONCOLOGY

7:16 AM - 4 Feb 2019



Diaceutics

Follow

It's all kicking off at our #worldcancerday2019 coffee morning in support of @uicc and @CRUKresearch with lots of homebaked goodies and treats from @frenchvillage! Come by to show your support for the fight against cancer #IAmAndIWill



MSD

@MSDivinents

With millions of individuals joining the #WorldCancerDay conversation together, we can drive awareness and encourage action to create a better future for all. Learn more about our efforts: bit.ly/2B5TQaP @MSDDanmark



Daiichi Sankyo

Follow

Healthy lifestyle habits are vital to preventing cancer. That is why we provided all of our colleagues at Daiichi Sankyo with an extra portion of vitamin C on today's #WorldCancerDay



5:05 AM - 4 Feb 2019

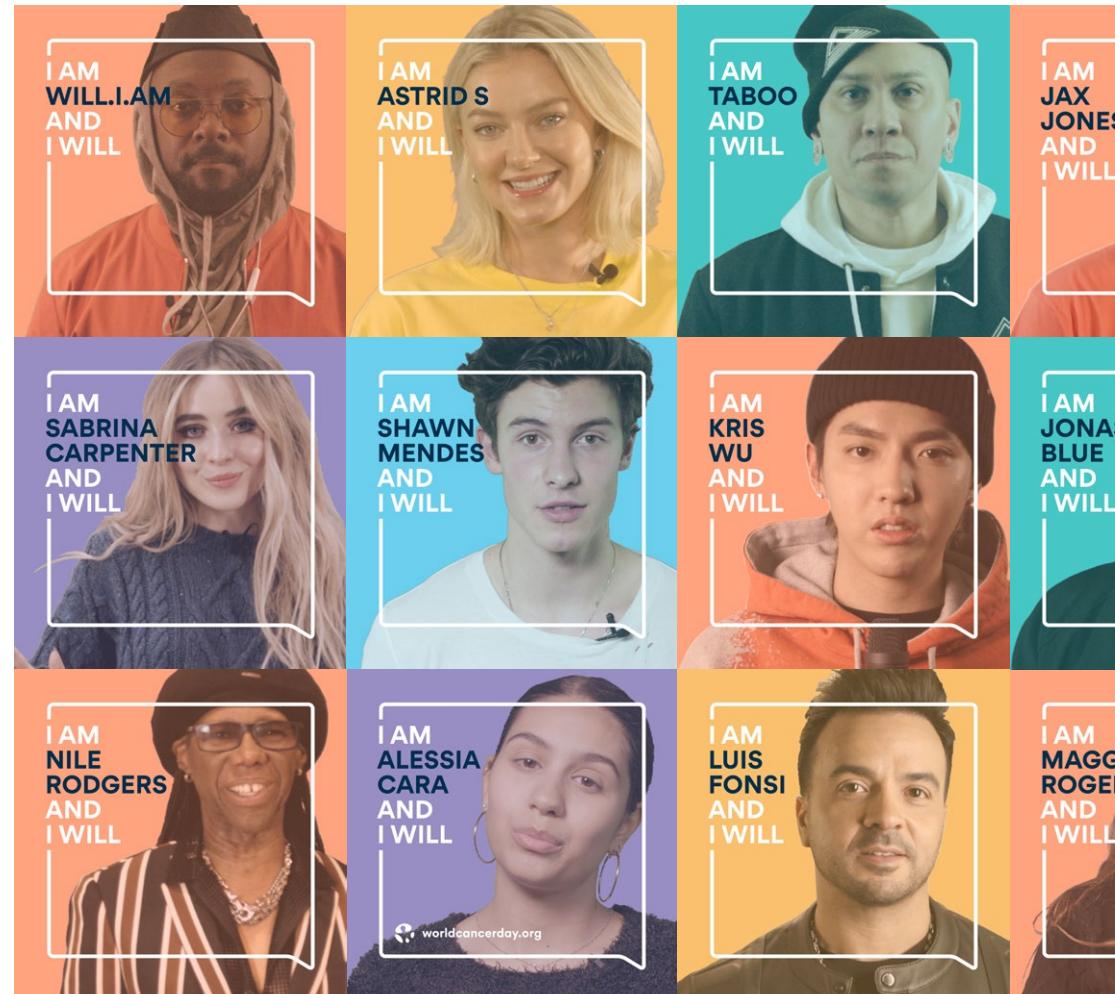
A fresh collaboration with leading artists

The launch of the new 'I Am and I Will' campaign presented an opportunity to extend the campaign's awareness and reach. UICC's collaboration recording artists including Grammy winner **Alessia Cara** and TIME 100 Most Influential People of 2018 honouree **Shawn Mendes**, as well as luminary will.i.am, represents a fresh approach in reaching individuals yet to hear of or engage with World Cancer Day.

The bold and inspiring video featuring leading musicians such as Billboard's Hot 100 chart topper Halsey, singer, songwriter and actress **Sabrina Carpenter** and Chinese-Canadian superstar **Kris Wu** as well as cancer survivors **Taboo**, rapper and member of Black Eyed Peas, and the visionary **Nile Rodgers** has been viewed over half a million times.

"This World Cancer Day, I will use my voice to raise awareness and my influence to make change. We all have the power to reduce the impact of cancer, so this 4th February, I will join the fight against cancer – please join us."

will.i.am





Students attend a special World Cancer Day event in Nigeria hosted by Run for A Cure

“I am no longer ignorant to the challenges presented by a cancer diagnosis, but I am also not powerless in providing much needed education to ease this journey.”

Ebele Mbanugo, Run for A Cure Africa, Executive Director

NCD Alliance blog story for World Cancer Day



As the sun goes down on the **4 February**, cities light up in orange and blue to mark World Cancer Day. This year, **55 landmarks in 37 cities** showed their colours in support.



Vancouver Convention Centre light up for World Cancer Day thanks to the Canadian Partnership Against Cancer



Cities shining a light

Springfield Central, Brisbane, Australia

Story Bridge, Brisbane, Australia

Legislative Assembly of the State, São Paulo, Brazil

Ponte Estaiada, Teresina, Brazil

Sail of Lights, Vancouver, Canada

Olympic Cauldron/Vancouver Convention Centre, Vancouver, Canada

Calgary Tower, Calgary, Canada

High Level Bridge, Edmonton, Canada

RCMP Heritage Centre, Regina, Canada

The Forks, Winnipeg, Canada

CN Tower, Toronto, Canada

Niagara Falls, Niagara, Canada

Halifax City Hall, Halifax, Canada

Confederation Building, St John's, Canada

Charilaos Trikoupis Bridge, Rio & Antirrio, Greece

City Hall, Ioannina, Greece

Evia Island Port Authority Building, Evia Island, Greece

Fountain of the Four Rivers, Piazza Navona, Rome, Italy

Sana Shopping Center, Tehran, Iran

Caretta Shiodome, Tokyo, Japan

The Treasury, Petra, Jordan

AUBMC-Daniel ACC building, Lebanon

The Cat Statue, Kuching, Malaysia

Independence Monument, Yangon, Myanmar

Yangon Parliament Building, Yangon, Myanmar

Yangon City Hall, Yangon, Myanmar

Abuja City Gates, Abuja, Nigeria

Transcorp Hilton, Abuja, Nigeria

National Theatre, Lagos, Nigeria

Royal Opera House, Muscat, Oman

Palácio da Ajuda, Lisbon, Portugal

Terreiro do Paço, Lisbon, Portugal

Qatar National Convention Center, Doha, Qatar

Qatar Petroleum Tower, Doha, Qatar

The Torch, Doha, Qatar

Sheraton Grand Doha Resort & Convention Hotel, Doha, Qata

Fullerton Building (Fullerton Hotel), Singapore

NTUC Building (One Marina Boulevard), Singapore

Marina Square, Singapore

Ocean Financial Centre, Singapore

Victoria Theatre and Concert Hall, Singapore

City of the Arts and Sciences Museum, Valencia, Spain

Ericsson Globe, Stockholm, Sweden

Kaknästornet, Stockholm, Sweden

Folkart Towers, Izmir, Turkey

Galata Tower, Istanbul, Turkey

Martyrs' Bridge, Istanbul, Turkey

Yavuz Sultan Selim Bridge, Istanbul, Turkey

Jet d'eau, Geneva, Switzerland

BT Tower Infoband, London, United Kingdom

UK Parliament, London, United Kingdom

York Teaching Hospital, York, United Kingdom

Prudential Centre, Boston, United States

PECO Building, Philadelphia, United States

The Leonard P. Zakim Bunker Hill Memorial Bridge, Boston, United States

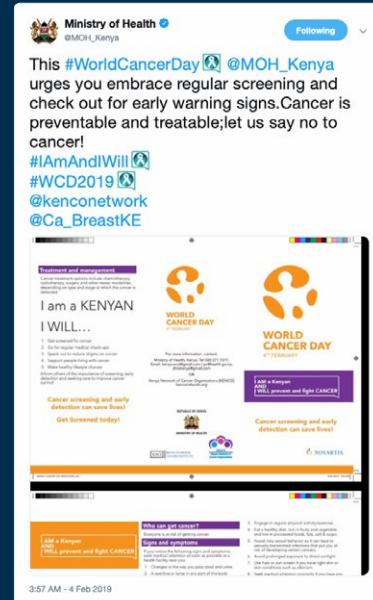


Galata Tower lights up in Istanbul thanks to Turkish Association For Cancer Research & Control



Government leaders step up

Every year on World Cancer Day, governments around the world reaffirm their commitment and make cancer a national health priority. This year, at least **62 governments engaged** on World Cancer Day.



Telling a story

World Cancer Day is a critical opportunity to engage with the press and media to ensure informed coverage which continues to break down myths and misconceptions, overcome stigma and reduce fears around cancer.

This year, the global press story focused on early stage cancer detection, screening, and diagnosis as one of the most powerful ways to save lives.

World Cancer Day was covered by hundreds of leading media outlets, achieving more than 15,000 press articles.



What the press is saying

Latin America

NEWSDAY

M DEMULHER

EL ESPECTADOR

Perú 21

LA RADI 102.9

EL DEBATE .COM.AR

elmostrador

20 minutos

Clarín

Africa

NaijaNews

BusinessGhana.com

IOL

TheGuardian

WallAfrica

TheNewTimes

Ureport

Vanguard

News

THE EAST AFRICAN

NTV

Asia & Middle East

LATESTLY

DailyTimes

UNI United News of India

DailyPakistan Global

THE HINDU

DailyFT

Times OF OMAN

MUSCAT DAILY

Asia

YAHOO! JAPAN

CGTN

NEW STRAITS TIMES

malaymail

United States

Newsweek

International Business Times

longevity

malaymail

Oceania

UNSW SYDNEY

THE MUSIC NETWORK

tripleJ HACK

THE AUSTRALIAN

YAHOO! NEWS

Europe

METRO

NEWS MEDICAL LIFE SCIENCES

INDEPENDENT

YAHOO!

COVER

The importance of an early cancer diagnosis

Irish Examiner

Will Lam and Shawn Mendes call for increased awareness on World Cancer Day

euronews.

World Cancer Day: Urgent action needed to improve early detection

Radio Italia

More early diagnosis to beat cancer. The appeal in World Cancer Day.

affaritaliani.it

"I am and I will": you survive 8 uro-genital tumors on 10http://ai2018.en

philenews

World Cancer Day: I am and I will (I am and I will...)

DAILY NEWS

Istanbul's landmarks lit up in orange and blue to mark World Cancer Day

rfi

Journée mondiale contre le cancer

franceinfo:

Journée mondiale contre le cancer : 1500 nouveaux cas chaque année en Martinique

LE FIGARO.fr

Cancer : comment Céline Lis-Roux a gagné son combat pour le droit à l'oubli

SPIEGEL ONLINE

Umgang mit Krebs - "Es gibt Raum für Zuversicht"

FRANCE 24

On World Cancer Day, professor calls "tremendous progress" made so far





Our Heroes

Individuals living with cancer, survivors, caregivers, healthcare professionals, leaders, advocates, companies, governments, students, teachers, communities and supporters spoke up as one.

Union for International Cancer Control Retweeted

Sharafuddin School @SharafuddinSchl · 6h
I am Sharafuddin School,
I will impact my community.
To mark [#WorldCancerDay](#), we have conducted several mega events today.
All students participated & the whole community was engaged. Visit our [Facebook](#) page.
[@EducationMV](#) [@CancerSocietyMV](#) [@AhmedAdeelN](#)



1 4 19

Dorkinian FC Youth @DorkiniansYouth Follow

Dorkinian FC U8, U9 & U10's are holding a mini tournament on [#WorldCancerDay](#) to raise money for [@royalmarsdenNHS](#), [@MomentumCharity](#) and [@Jackjeffreysf1](#) - Ryan, an U8 who rang his 'End of Treatment Bell' last week wanted to do something to help other children! [#inspirational](#)



12:58 PM - 3 Feb 2019

“It was wonderful to be able to report to all our donors that we had reached this important milestone on the day when the world was focused on beating cancer. World Cancer Day allows us to raise awareness which then impacts our supporters or potential supporters thus allowing us to reach more women and save more lives.”

Ellen Starr, MSN WHNP, Executive Director, Grounds for Health

Perfect timing

Grounds for Health, a cervical cancer prevention non-profit focused on coffee growing regions, hit their \$100,000 Geo Challenge fundraising goal right before World Cancer Day. It was the perfect timing to share the news to their donors. The \$100,000 raised, to be matched by partner Royal Coffee, will help to expand Grounds for Health program into the Gedeo region of Ethiopia, where approximately 70% of the pickers in coffee are women.



Influential voices

Paloma Faith [@PalomaFaith](#) [Follow](#)

Today 12 families in the UK will be told their child has cancer. I'm proud to support @CWC_UK ahead of #WorldCancerDay to reach their vision of a world where no child dies of cancer. Donate #12PoundsFor12Families today to help keep families together.



World Cancer Day 2019 | Children with Cancer UK
4th February is World Cancer Day, when the world comes together to raise awareness and to take action to reduce the devastating impact that cancer has. childrenwithcancer.org.uk

10:07 AM - 3 Feb 2019

Vox [@voxbotcom](#) [Follow](#)

The cancer death rate in the US has dropped by 27% since 1991. By 2016 that translated to about 2.6 million fewer cancer deaths than the peak of the cancer death rate in the early 1990s. #WorldCancerDay



We're making real progress against cancer. But you may not know it if yo...
The disease is increasingly a microcosm of inequality.
vox.com

2:45 PM - 3 Feb 2019

The Nobel Prize [@nobelPrize](#) [Follow](#)

"This isn't just a cancer therapy. This is a way of liberating people from the burden of having a disease that could come back and kill you."

On #WorldCancerDay, our 2018 Medicine Laureates reflect on the hope their remarkable cancer therapy gives to patients around the globe.



TASUKU HONJO

I had a friend, and he died of stomach cancer.

1:12 | 42.8K views

Qatar Airways [@qatarairways](#) [Follow](#)

Today is #WorldCancerDay. Let's all come together and take action for a cancer-free world. Let's work together to make a change, every action counts. #IAmAndIWill @UICC



0:07 | 4,957 views

12:35 AM - 4 Feb 2019

LADbible [@ladbible](#) [Follow](#)

It's the third biggest killer among cancers - with 36% of people having to see their GP three or more times before getting a diagnosis. #WorldCancerDay



How To Spot Blood Cancer - The Undetected Killer That Claims Too Many Lives
Cancer claims the lives of thousands of people every year but many don't even know they have it
ladbible.com

9:51 AM - 4 Feb 2019

Black Eyed Peas [@bep](#) [Follow](#)

We stand with our brother @TabBep and all those fighting the good fight against cancer. Let's unite this #WorldCancerDay and make a personal commitment to a cancer-free world. 🌟



I AM AND I WILL

0:04 | 5,767 views

5:15 PM - 4 Feb 2019

Tedros Adhanom Ghebreyesus [@DrTedros](#) [Follow](#)

Today is #WorldCancerDay. #Cancer is responsible for 1 in 6 deaths worldwide, but up to 50% of all cancers can be prevented. @WHO is calling on all countries to strengthen early diagnosis and improve the chances of survival for millions of people living with cancer. #HealthForAll

GLOBALLY

1 OUT OF 6 DEATHS



Pain relief improves the quality of life of patients with cancer

World Health Organization #Cancer #PalliativeCare

3:02 AM - 4 Feb 2019

UNAIDS [@UNAIDS](#) [Follow](#)

Today is #WorldCancerDay. Cervical cancer is the most common cancer among women living with HIV so we're working with @PEPFAR & @TheBushCenter to incorporate #cervicalcancer screening and care into clinics where women are already accessing HIV services. bit.ly/2GIFzdL



10:52 AM - 4 Feb 2019



Taking World Cancer Day to infinity and beyond...



 CanadianSpaceAgency 
@csa_asc

Follow

The Canadian tech behind our space robots could one day help fight breast cancer. To learn more: ow.ly/euGS30nzNIO. #IAmAndIWill  #WorldCancerDay 

Photo: CSA/NASA



10:32 AM - 4 Feb 2019

 ISS Research 
@ISS_Research

Follow

On #WorldCancerDay , we take a look back at @AstroSerena's description of the **@ISS_CASIS** experiment that cultured endothelial cells (ECs) in a space environment to improve testing methods for cancer treatment on Earth. Read more: issnationallab.org/blog/endotheli...  



2:19 | 112K views

Anglex Cancer Therapy in Space
While on orbit, space station crew member Serena Auñón-Chancellor recorded a short video on the Anglex cancer therapy investigation using endothelial cells cultured in microgravity.

12:55 PM - 4 Feb 2019

 NASA 
@NASA

Follow

"Having researched the technology, I think that made me a lot less nervous about the procedure." On #WorldCancerDay2019 , watch as a science writer shares her story of benefiting from tech developed for @NASAHubble, now used in breast biopsy systems: go.nasa.gov/2SpJ8G5



3:54 · 106K views

8:01 AM - 4 Feb 2019





World Cancer Day rally organised
by Project PINK BLUE.

Empowering a generation

World Cancer Day aims to **empower** this generation and the next with accurate information, knowledge and education which are powerful enablers for a **healthier population**.



I AM
A PARENT
AND I WILL
NEVER GIVE UP

@HasnFaiz

I AM
A CANCER PATIENT
AND I WILL LIVE
LIFE TO THE MAX

@Friends_Of_Max

I AM
A BELIEVER
AND I WILL HELP
FIGHT CANCER

@himanshu_bhatia

World Cancer Day 2019 Advisory Group

We invite the input of health and communications experts to be part of a dedicated advisory group to ensure World Cancer Day represents as many diverse perspectives as possible so that the global message has meaning and resonance to supporters everywhere.

Hollie Jenkins, Cancer Council Australia

Lesley Frey, Canadian Partnership Against Cancer

Maria Ioannide, Cyprus Anti-Cancer Society

Letícia Cecagno & Gabriel Johnson, FEMAMA (Brazil)

Evangelos Filopoulos, Hellenic Cancer Society (Greece)

Akke Albada, IKNL(The Netherlands)

Sheila Nair, Indian Cancer Society

Dr Jane Turner, International Psycho-Oncology Society

Gráinne O'Rourke, Irish Cancer Society

Patricia Pinto & Cristiana Fonseca, Liga Portuguesa Contra o Cancro

Leidys Marquez-Gigi, MAKNA (Malaysia)

Rachel Darwin, National Comprehensive Cancer Network (United States)

Lucy Westerman, NCD Alliance

Runcie Chikeruba, Project PINK BLUE (Nigeria)

Jane Heath, World Cancer Research Fund International





Keep spreading the word

This World Cancer Day's impact is creating a ripple effect beyond the 4 February. Keep spreading the word and get ready for 2020.

Thank you

The thousands of small and big acts on World Cancer Day have made a phenomenally powerful impact this year.

Thank you to our UICC members and the wider international cancer community for spreading the word and who do the work every day to create a healthier, brighter future for all.

And, to everyone who believes that a world without cancer is a world worth speaking up for, thank you.

Thank you to our World Cancer Day partners whose financial contribution makes the biggest difference.

Visionary partners



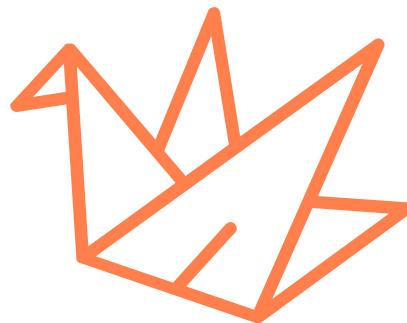
Champion partners



Origami Crane

Icon Group's patients, staff, loved ones, and their partners created thousands of folded origami cranes with their own 'I Am and I Will' messages, resulting in a symbolic display of hope and happiness in the face of challenging times.

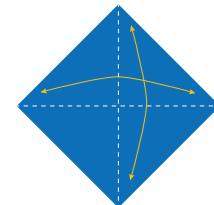
Print this page out to create your own 'I Am and I Will' origami crane.



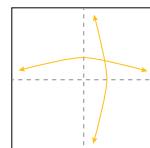
How to fold an origami crane



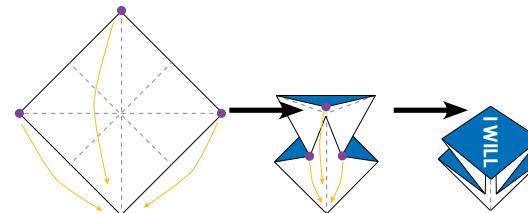
1. Write your I AM and I WILL statement.



2. Start with the patterned side up. Fold in half and open. Then fold in half the other way.



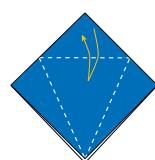
3. Turn the paper over to the solid colour side. Fold the paper in half, crease well and open, and then fold in the other direction.



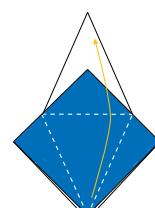
4. Using the creases you have made, bring the top 3 corners of the model down to the bottom corner. Flatten model. Ensure I WILL is on the flat side.



5. Fold the top layer two side triangular flaps into the centre to create a crease and unfold.



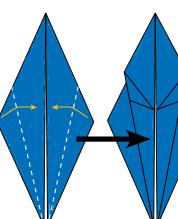
6. Fold top of model downwards, crease well and unfold.



7. Open the uppermost flap of the model, bringing it upwards while ensuring the top triangle is flat. The sides of the model will flatten towards the centre and crease well.



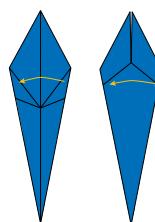
8. Turn model over and repeat Steps 5-7 on the other side.



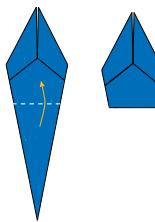
9. Fold upper layer flaps into the centre.



10. Repeat on other side.



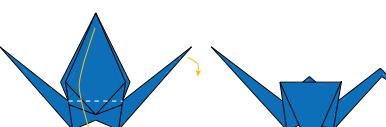
11. Lift up the top right side and press it over to the other side, like turning a page in a book. Press down the middle fold. Flip the paper over and repeat this in the same direction, right to left, on the other side.



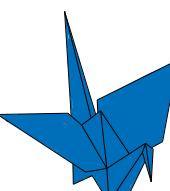
12. Lift up the upper most bottom point and fold it so it meets with the top point. Press that new fold down. Flip the paper over and repeat on the other side.



13. Like you did in Step 11, fold the right side top layer of the paper in a book fold, from right to left. Flip the paper over and repeat on the other side.



14. Next, pull out the long pieces of paper [the head/neck and tail]. Pull them both out to a 45 degree angle.



15. Fold the wings down. Then to make the head bend the top of one of the side tips down.

Finished crane.

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

Have questions? Email us at hello@worldcancerday.org

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



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