

**I AM A SCHOOLS  
AND LIBRARIES  
TOOLKIT  
AND I WILL  
INSPIRE TEACHERS,  
LIBRARIANS AND  
STUDENTS TO TAKE  
ACTION**



**World  
Cancer Day**  
4 February

**worldcancerday.org**



# 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: Schools and Libraries Toolkit



## 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?

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.

Schools and libraries play a critical role in contributing to a world less burdened by cancer. Teachers, librarians and educational professionals are key to teaching the next generation about their health and wellbeing and encouraging students to adopt healthy habits early on.

Young people's voices are also highly important in pressing governments to make cancer a priority health issue. That's why we especially encourage students to be aware of how cancer impacts them, those around them and society as a whole.



**#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 make 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.

#WorldCancerDay #IAmAndIWill



 [Read more at worldcancerday.org/keyissues](http://worldcancerday.org/keyissues)

World Cancer Day 2019: Schools and Libraries Toolkit



# 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



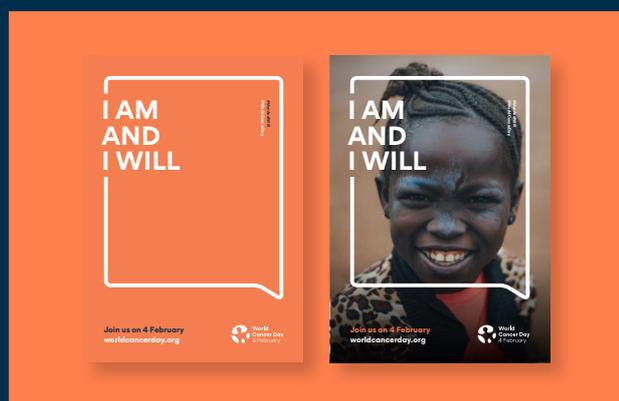
# Campaign Materials

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](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)

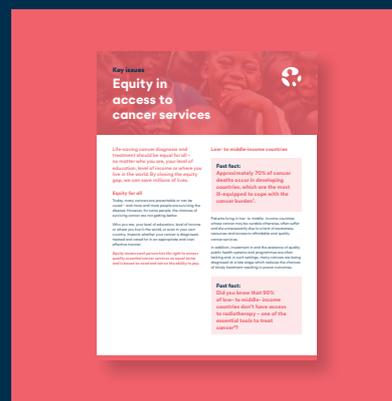
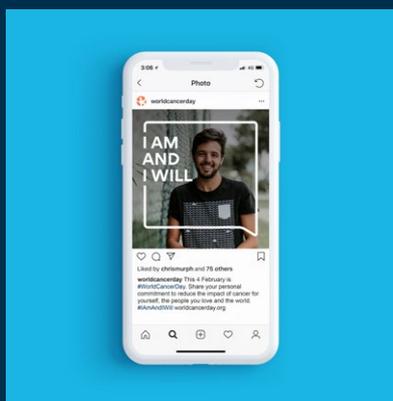


## How to guides

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.

## 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: Schools and Libraries Toolkit



### Use your voices

Start a conversation about cancer with your students, their families and the staff. Why not dedicate story time to sharing the many books written to help children better understand cancer?

### Show your support

Create a book display filled with cancer-related books, DVDs and other resources, along with the World Cancer Day posters and infographics available to download from [worldcancerday.org/materials](http://worldcancerday.org/materials)

### Make it personal

Encourage students to create their own World Cancer Day poster online and have them display it in class.

Customise the World Cancer Day poster online at [worldcancerday.org/custom-poster](http://worldcancerday.org/custom-poster)

### Join the conversation

Ask your staff and students to 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

Dedicate classroom lessons on cancer education, ask students to research and write an article or create a video presentation on a cancer topic of their choice or perhaps ask students to research a nearby hospital or clinic that offers cancer care and feature some of their articles in the school newsletter.

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

### Advocate

As a writing project, ask students to write to their health minister asking him or her to show their commitment, raise public awareness and take action this World Cancer Day.

Access an example email to leaders in the Advocacy Guide downloadable from [worldcancerday.org/materials](http://worldcancerday.org/materials)





## Create an event or activity

Get your school or library together by hosting your own World Cancer Day event.

Ask your school café or canteen to organise a healthy breakfast or lunch, partner with a cancer organisation to host a Q&A session for students and families or maybe organise a second-hand book sale to fundraise for your local cancer charity.

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



## Talk about it

Encourage students to raise their fears and concerns, using the opportunity to debunk myths and misconceptions about cancer and provide information on how to best cope with their feelings.

Learn more in the Conversation Guide available from [worldcancerday.org/materials](https://worldcancerday.org/materials)





# What's next?

1

## Make a commitment

Commit your school or library 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](http://worldcancerday.org) to see what other schools and libraries are planning for the day.

3

## Plan and Register

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

4

## Download campaign materials

Get ready with 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 colleagues, your students, and their families.

## Act

6

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





# Get inspired

## Focusing on kindness on World Cancer Day

For World Cancer Day, students at the Ellet St. John's CE Primary School organised a cake sale and an art competition focused on the theme of showing kindness, raising money for local cancer charity, the Cancer Care and the Brain Tumour Charity.

## Virtual classrooms on World Cancer Day

Across India, more than 400 students learned about the cancer risks of tobacco use in a virtual classroom delivered live by experts at the Indian Cancer Society. In 22 schools all over the nation, students were able to ask questions of the experts on topics that ranged from peer pressure to smoke and addiction concerns.

## Getting sporty

Students from eight schools in Qatar took part in a friendly sports competition as part of the many World Cancer Day activities hosted by the Qatar Cancer Society. The sport activities were followed by a Q&A with the students about cancer and healthy lifestyle choices.

## Wearing wigs for World Cancer Day

Students, teachers and staff at Epinay Business and Enterprise school got silly with wigs, hairstyles and headgear to raise funds for Cancer Research UK on World Cancer Day.





**“World Cancer Day helps us to bring the message to our children to stay active, lead healthy lifestyles and not to be afraid.”**

**Angela Boulton**  
**School Business Manager, Rainford Brook Lodge**





# Thank you for supporting World Cancer Day.

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

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



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



[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

