

WORLD CANCER DAY 4 FEB



WE CAN. I CAN.

WORLD CANCER DAY 2017 IMPACT REPORT

On Saturday 4 February 2017, people everywhere marked World Cancer Day. Close to 1,000 activities took place in more than 100 countries, on every continent – on city streets and in rural towns, on social media and in boardrooms, in classrooms and community centres, and in parks and parliaments.

2017 was the second year of the three-year 'We can. I can.' campaign, building on the momentum from the previous year's success. Organisations, cities, communities, schools, hospitals, governments, and individuals came together under the same banner to show their support for a cancer-free world.

More than 30 health ministries used the Day as a platform to raise awareness, deliver new initiatives and bring about change, while close to a dozen cities around the world brought attention to World Cancer Day by lighting up their landmarks in orange and blue.

The *Support through Sport* initiative was introduced for the first time to highlight the importance of physical activity in the fight against cancer, encouraging everyone to use the weekend to get active. Sport clubs, organisations, personalities and fans everywhere used their voice and influence to amplify the message across social media.

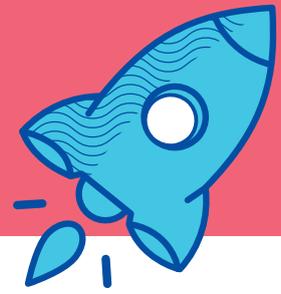
As we aim to make World Cancer Day even more accessible, this year's campaign materials were made available in 49 different languages – more languages than any other year, and were downloaded over 100,000 times from the World Cancer Day website. In finding ways to provide more opportunities for everyone to engage, a new custom poster tool was introduced this year as was a new live chat function. These new additions to the World Cancer Day platform facilitated 1,600 custom posters and nearly 1,300 live chats in the two months leading up to 4 February.

In total, there were over three billion social media impressions and more than 420,000 tweets mentioning the Day. The global media contributed over 11,000 press mentions across 135 countries, reaching a collective audience of at least 7 billion.

This report takes a closer look at the impact of World Cancer Day in 2017 and some of the remarkable results achieved through the collective efforts of every supporter.



WORLD CANCER DAY IN NUMBERS



92,918

Unique visitors

WORLDNCERDAY.ORG



**MAP OF
IMPACT**



968

Activities



131

Active countries



15,150

Wall of Support photos



**MEMBERSHIP ACTIVITY
ON WORLD CANCER DAY**



11

City landmarks light up in World Cancer Day colours



11,168

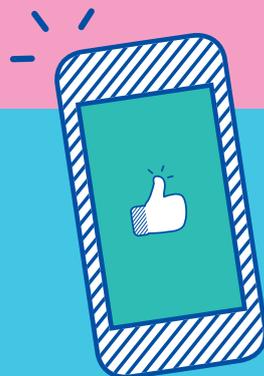
Press mentions

Press coverage across

135 COUNTRIES

7.15 BILLION

Press coverage reach



3.1 BILLION

Total social media impressions

102,508

Material downloads



1,613

Custom posters created

1,277

Live chats

MATERIALS AVAILABLE IN



49

Languages



421,900 TWEETS

In English, French, Spanish and Brazilian Portuguese

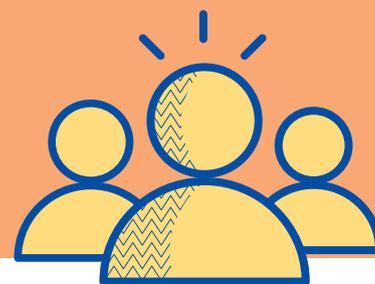
#WeCan1Can #WorldCancerDay



1,076 THUNDERCLAP SUPPORTERS

7.8M THUNDERCLAP REACH

UICC MEMBERS JOIN THE CAMPAIGN



Australia

This year, **Cancer Council Queensland** held a series of free information sessions in the lead-up to, and on World Cancer Day. The information sessions, *Understanding Cancer and Cancer Support Services*, provided a chance for individuals impacted by cancer, their families and friends as well as those interested in providing support, to receive more information and resources.

Cancer Council Queensland also opened their doors to the community with Open Houses across Queensland, giving locals an opportunity to learn more about cancer and their own work, as well as the chance to meet their staff, network of community and health professionals, and the volunteers involved in the Community Support programmes and services.

China

The **Chinese Medical Association** planned several activities around World Cancer Day, including raising awareness among the general medical community by displaying posters in hospitals and patient centres. The Association also aimed to reach as many people as possible throughout the provinces and regions with a mass media campaign that included television, newspapers, internet and social media.

Cyprus

The **Cyprus Anti-Cancer Society**, in collaboration with The Bank of Cyprus Oncology Centre, The Cyprus Association of Cancer Patients and Friends, Europa Donna Cyprus, Europa Uomo Cyprus and the National Nutritionists Association, rolled out a national media campaign across the country focused on cancer prevention. This included a joint press conference with the Ministry of Health and the National Cancer Committee, a national television advertising campaign, a fundraising music event organised by the Cyprus Medical Students Association and an educational programme aimed at young students on healthy lifestyles.

The Society also participated in this year's *Support through Sport* initiative, partnering with professional football club, APOEL FC to display their support of World Cancer Day at the weekend's match.

Maldives

For their *#WeCanI Can Support through Sport* initiative, the **Cancer Society of Maldives (CSM)** teamed up with a number of national sports associations to get everyone across the country active for World Cancer Day.

The Society also targeted schools with cancer awareness and prevention messages, including an art initiative for students whose line art pieces would be utilised for an art therapy colouring book for cancer patients. CSM also joined the *Support through Sport* social media campaign and raised awareness nationwide through TV, radio, and online newspapers.

Nigeria

Project PINK BLUE chose the occasion of World Cancer Day to launch the Abuja Breast Cancer Support Group - the city's first patient support group. The milestone achievement was commemorated with a medal-giving ceremony for breast cancer survivors attended by leaders from the cancer control community as well as His Royal Majesty Dr. Kabiru Musa, the Emir of Azara. Project PINK BLUE also used the Day to call on the Federal government to set up a national agency for cancer control, urging decision-makers to make cancer control a national health priority.

Portugal

The **Portuguese League Against Cancer** challenged everyone to raise awareness of cancer prevention, particularly through activities focusing on healthy lifestyles and physical exercise. Hundreds of schools, companies and sports associations, including football team, FC Porto, accepted the challenge by spreading the message of 'We can. I can.' FC Porto's staff, including their coach, proudly wore the World Cancer Day pin for their match against Sporting Clube de Portugal, the players and athletes showed their support by coming onto the playing field wearing World Cancer Day t-shirts, while World Cancer Day messages were promoted on the stadium screens throughout the match.

South Africa

To mark World Cancer Day, the **Cancer Association of South Africa (CANSAs)** organised a series of sport-related and wellness activities hosted by their local branches, including two cycle tours from Johannesburg to Cape Town, a morning of yoga with local radio personalities, a 4km fun walk, a family fun run (Let's Gijima & get CANSAs Active), as well as a fundraising hike in partnership with Hiking 4 Marisca.

Sweden

On World Cancer Day, **Cancerfonden (the Swedish Cancer Society)** held a lecture on cancer and cancer research at the Grönwallsalen, Akademiska Hospital to engage the general public. The line-up of speakers included Cancerfonden's Secretary-General Mrs. Ulrika Årehed Kågström, Tophälsa Editor-in-chief and Cancerfonden ambassador, Pamela Andersson Alselind, and Cancer Researcher of the Year, Lena Claesson Welsh from Uppsala University.

United States

Staff from the **John Wayne Cancer Foundation** had a booth for their athletic fundraising programme, Team John Wayne, at the Surf City Marathon Expo in Huntington Beach, California to help promote World Cancer Day, where many runners and their family and friends were encouraged to take photos with the 'We can. I can.' sign. The Foundation also supported the Day through a rigorous social media campaign to help further spread the word.

Uruguay

For World Cancer Day, the **Comisión Honoraria de Lucha Contra el Cáncer (CHLCC)** used the 'We can. I can.' theme to develop an educational publication which was widely distributed through their website, Facebook, email, and a number of media outlets.

In addition, a number of educational and awareness-raising activities were held throughout the country. The CHLCC used the occasion to partner with a number of leaders, including schools, the Ministry of Social Development and the National Department of Sport to raise awareness among partners, educators, students and the wider population on a number of cancer prevention messages, including the importance of physical activity, healthy eating, maintaining healthy lifestyles, skin care and creating tobacco free-environments in homes and cars.

Zambia

To commemorate World Cancer Day, Zambia's first National Cancer Control Strategic Plan was launched by the Minister of Health, alongside the opening of a new clinic.

Cancer Diseases Hospital also offered free screenings, awareness programmes and training workshops in a number of districts outside of Lusaka to the communities and staff of the local hospitals. In addition, a team of nurses set up information tables at two of Lusaka's largest shopping malls to raise greater public awareness on World Cancer Day.

THE WORLD SHOWS THEIR SUPPORT IN THE FIGHT AGAINST CANCER



Through collective and individual efforts – from flash mobs, free cancer screenings, record breaking attempts, conferences and lectures, fundraisers and fun runs – the world came together to show its support

of World Cancer Day. The following is a snapshot of some of the activities that took place around the world, which together made an incredible impact.

GOVERNMENTS PLEDGE ACTION

At least 30 governments around the world chose World Cancer Day as a platform to show their commitment, raise public awareness, reaffirm their support and launch new cancer control initiatives, including Ministries in Algeria, Australia, Azerbaijan, Canada, Congo, Croatia, Cuba, Cyprus, Germany, Guatemala, Guyana, India, Indonesia, Iran, Ireland, Israel, Italy, Kenya, the Maldives, New Zealand, Nigeria, Pakistan, Poland, Qatar, Samoa, St. Vincent and the Grenadines, Tanzania, the Turks and Caicos Islands, Turkey, Uganda, United Kingdom, and Zambia.



WORLD HEALTH ORGANIZATION



A NEW ROADMAP FOR IMPROVING BREAST CANCER CARE IN TANZANIA

With breast cancer being the second most common cancer and second leading cause of cancer mortality among women in Tanzania, the Ministry of Health and Susan G. Komen, in consultation with breast cancer experts from the University of Washington, Fred Hutchinson Cancer Research Center, WEMA (a Tanzanian women's health organisation) and the Ocean Road Cancer Institute, launched an implementation plan for improving breast health care in Tanzania on World Cancer Day.

BRISTOL-MYERS SQUIBB

In the lead-up to World Cancer Day, Bristol-Myers Squibb brought together an expert panel for a live webinar discussion on cancer survivorship, the role of integrated care, national cancer survivorship programmes and the policy progress needed in supporting cancer survivors. It was also the occasion to hear about new research on integrated care - part of a Bristol-Myers Squibb-sponsored global and multi-pronged research initiative developed with The Economist Intelligence Unit (EIU) titled *Global Cancer Survivorship: The Need for Integrated Care*.

MERCK GROUP

Following the overwhelming participation from the global Merck team last year, Merck were keen to again engage with the oncology community and the wider public to continue to advance cancer care for patients. Combining the #WeCanICan theme and physical activity, Merck developed a dedicated, week-long social media campaign, inviting everyone to post an action shot of themselves jumping, and sharing why they were 'jumping in' to support the fight against cancer. The campaign generated hundreds of posts, including photos, videos and gifs by the Merck global community across Facebook and Twitter.

CITIES LIGHT UP FOR WORLD CANCER DAY

Cities around the world signalled their commitment to the global challenge of cancer by lighting up major landmarks in the World Cancer Day colours of orange and blue. Landmarks including the Empire State Building in New York City, the Skydance Bridge in Oklahoma City, the Jet d'eau in Geneva, and several across Canada - Niagara Falls, the CN Tower in Toronto, Halifax City Hall, High Level Bridge in Edmonton, Calgary Tower, and Rogers Arena, the Olympic Cauldron and Canada Place Sails in Vancouver - all lit up their city skylines on 4 February.



lundyslaneniagarafalls

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lundyslaneniagarafalls #NiagaraFalls will be illuminated Orange and Blue tonight in recognition of #WorldCancerDay, February 4, 2017

Remember #WeCanICan is something that we must all tackle together.
<http://www.worldcancerday.org/world-cancer-day-we-can-i-can-video>

Log in to like or comment.

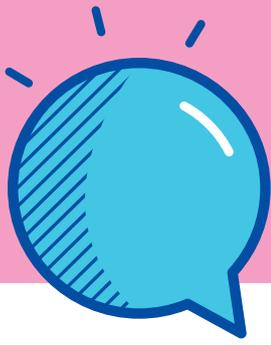


"It was a wonderful experience for us (staff and students at CPUT) and we have learnt a lot about how to offer such activities in the future. We received very positive feedback and the activities were a success in many aspects...You will see that we used the World Cancer Day materials - sincere thanks for that."

Penelope Engel-Hills, Cape Peninsula University of Technology, South Africa

"Boehringer Ingelheim is proud to support World Cancer Day. The World Cancer Day campaign 'We can. I can.' presents a unique opportunity for healthcare stakeholders and patients to discuss their individual and joint actions to improve the outcomes of cancer care."

Henrik Finnern, Head of Global Patient Advocacy Relations, Boehringer Ingelheim



WORLD CANCER DAY SUPPORTERS USE THE POWER OF SOCIAL MEDIA

Amgen and **Roche** used social media as a way to share powerful messages to mark World Cancer Day. In a series of Twitter posts, Amgen highlighted the collective efforts that are behind every patient experience. Key leaders at Amgen Oncology shared thank you video messages recognising all the individuals who make cancer patient care their daily work, as well as sharing stories from patients themselves.

Focusing on their commitment to patient access to treatment, Roche created a series of over 20 posts across Facebook and Twitter in the days leading up to World Cancer Day. Using the official hashtags, **#WeCanICan** and **#WorldCancerDay**, Roche marked the Day by sharing content, including publications, video interviews and articles, advocating for greater equality in accessing healthcare.

SUPPORT THROUGH SPORT

With this year's World Cancer Day urging everyone to get active to help combat cancer, sport fans, organisations and personalities took part in the *Support through Sport* initiative using their voice and influence to help spread the message. Sport heroes who lent their support include Olympic diver **Pandelela Rinong**, rugby player **Dylan Hartley**, boxer **Joseph Joyce**, NFL player **Rodney McLeod**, and cricketers, **Rohit Sharma** and **Michael Clarke**.



"WWE is proud to utilise our global platforms to support World Cancer Day's mission to reduce the number of deaths caused by cancer each year. This campaign is another way for WWE to expand its longstanding commitment to raising awareness and funds in the fight against cancer."

Stephanie McMahon, WWE Chief Brand Officer



SOME OF THE SPORT TEAMS, ORGANISATIONS AND FEDERATIONS WHO TOOK PART IN SUPPORT THROUGH SPORT



CANCER COUNCIL AUSTRALIA PARTNERS WITH SYDNEY 7S

In Australia, Cancer Council Australia was the official charity partner for the Sydney 7s tournament, held over the World Cancer Day weekend. The event is part of the international HSBC World Rugby Sevens Series and brings people from around the world. As well as fundraising at the tournament, Cancer Council Australia used it as an opportunity to educate spectators about how they can cut their cancer risk.

THE WORLD'S MEDIA ON WORLD CANCER DAY

World Cancer Day was covered by leading global media outlets:



COMPANIES LENDING THEIR SUPPORT

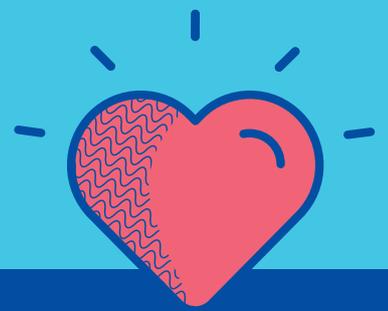


NOTABLE INDIVIDUALS SPEAKING OUT



“MSD is proud to support World Cancer Day, which unites us all toward progress in the fight against cancer. By working together, we can make a difference.”
Frank Clyburn, President, MSD Oncology

THANKS TO ALL OUR SUPPORTERS



This report highlights only a small fraction of the collective efforts and actions on World Cancer Day 2017. Every organisation and individual is an integral part of the success, making 4 February not only a key date on the world's health agenda but a growing, global movement.

We would like to especially thank our UICC member organisations for helping to spread the campaign around the world. We are also grateful to the UICC Board of Directors and the World Cancer Day Advisory Group who lent their expertise, shared their insights and helped guide the campaign.

A particular mention also goes to the team at the Movember Foundation for championing the *Support through Sport* initiative. And, a special thanks to everyone who contributed to the translation of the World Cancer Day materials, and making World Cancer Day more accessible than ever.

LOOKING AHEAD TO 2018



It's never too early to start planning:

- Now is the perfect time to come on board and join our sponsorship programme and benefit from high-impact visibility in the lead-up to and during the 2018 World Cancer Day campaign
- Include your World Cancer Day campaign and/or activity in your communications and fundraising plans for 2018
- Get in touch to find out how to contribute to next year's translation of campaign materials
- Share with us your World Cancer Day 2017 successes
- Continue to share and use the World Cancer Day materials throughout the year

"We're proud to continue our support for World Cancer Day, as it represents a significant moment for every Canadian to reflect on what they can do as an individual, and as part of a community, to make a difference in reducing the burden of cancer."

Shelly Jamieson, CEO, Canadian Partnership Against Cancer

WORLD CANCER DAY 2017 PROUDLY SUPPORTED BY

Visionary Partners



Bristol-Myers Squibb

MERCK



Leader - Partner

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Supporters

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For more information on World Cancer Day, please visit worldcancerday.org or contact us at info@worldcancerday.org

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

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