



WORLD CANCER DAY 4 FEB

WORLD CANCER DAY 2018 IMPACT REPORT

With the recent adoption of the 2017 Cancer Resolution by the World Health Organization, together with the highly-anticipated UN High Level Meeting on Non-communicable Diseases in September 2018, there was a sharpened focus on this year's World Cancer Day.

The day was also especially momentous as it marked the final year of the 'We can. I can.' campaign. Over the past three years, the campaign has been empowering everyone – as individuals and as a collective - to play their part in reducing the impact of cancer.

This year more than ever, World Cancer Day captured the world's attention.

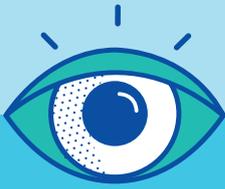
Close to 1,000 activities took place in 139 countries this year. Nearly half a million social media mentions, along with more than 100,000 materials downloaded and shared in up to 54 different languages, helped to amplify the World Cancer Day message everywhere - and saw the official hashtag #WorldCancerDay trend globally around the world.

World Cancer Day was also an opportunity to engage in deeper dialogue, to inspire conversations and shine a spotlight on the most critical issues in cancer. This year's media story calling for equal access to cancer care, treatment and services around the world resonated strongly, with over 14,000 press articles and broadcasts in 145 countries. While 47 governments around the world and at least 30 cities used their powerful platforms to shine a light on cancer and ensured that the day was firmly front and centre in the minds of policy and decision-makers.

In the final year of the 'We can. I can.' campaign, the world came together to inform, educate, raise awareness and inspire action around one of the world's most deadly diseases. This report takes a look at some of these actions and how the collective efforts this past 4 February made a resounding impact worldwide.



SHOWING UP IN NUMBERS



120,544

Unique visitors

WORLDNCANCERDAY.ORG



MAP OF IMPACT

985 Activities

137 Active countries



13,815

Wall of Support photos



**MEMBERSHIP ACTIVITY
ON WORLD CANCER DAY**



**44 CITY LANDMARKS
IN 30 CITIES**

light up in World Cancer
Day colours



14,037

Press mentions

Press coverage across

145 COUNTRIES

8.4 BILLION

Press coverage reach



3.26 BILLION

Total social media
impressions

107,892

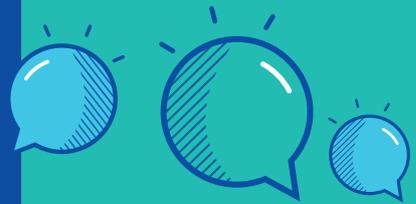
Material downloads



18,375

Custom posters
created

MATERIALS AVAILABLE IN



54 Languages



461,616 TWEETS

In English, French, Spanish
and Brazilian Portuguese

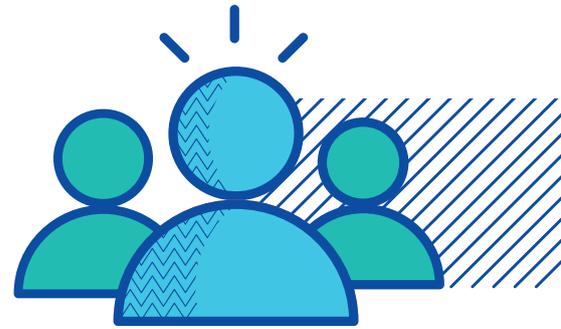
#WeCanICan #WorldCancerDay



**1,472 THUNDERCLAP
SUPPORTERS**

**7.59M THUNDERCLAP
REACH**

UICC MEMBERS MAKE AN IMPACT



Bahrain

Organised by the **Bahrain Cancer Society**, the Gulf Campaign for Cancer Awareness was held for the third year in a row in recognition of World Cancer Day. The campaign included a Walk-A-Thon, educational events, live entertainment and a Zumba session, drawing hundreds of participants from the government, schools, universities, businesses and the general public. In addition to raising awareness, the events also helped to raise funds to support cancer patients and to purchase new equipment for the Salmaniya Medical Complex and other health centres around the country.

Brazil

This year **FEMAMA** created a robust and engaging World Cancer Day campaign for national reach. The campaign cut across digital, social and traditional media, including a quiz hosted by BuzzFeed Brazil to test readers on their knowledge of breast cancer, as well as opportunities for FEMAMA's Facebook followers to send messages of support and hope through their Facebook album. The day also provided a unique opportunity to further their advocacy efforts by sending more than 12 letters signed by FEMAMA's associate members to municipal and state health secretaries to hold them to their commitment of making Trastuzumab – a drug to treat metastatic breast cancer patients – more readily accessible. FEMAMA also engaged policy-makers through hosting public hearings to continue the dialogue on the critical issues in cancer control.

Canada

In the days leading up to World Cancer Day, the **Canadian Partnership Against Cancer** released a new report reflecting the voices of over 30,000 people sharing their experiences living with cancer. The report sparked conversation around the patient experience, generating media coverage across the nation and further opportunities for the voices of patients in Canada to be heard. The Partnership continued to inspire conversations by illuminating major landmarks all over the country in the World Cancer Day colours of orange and blue, including the Olympic Cauldron in Vancouver, CN Tower in Toronto and the Niagara Falls Illumination Board.

Chile

With the Formula E race taking place on the World Cancer Day weekend in Santiago, Chile, it was an ideal opportunity for Formula E team Techeetah to team up with UICC member, **Instituto Nacional del Cancer**, to raise media and government awareness of the Institute's work in cancer. Techeetah drivers Jean-Eric Vergne and Andre Lotterer visited the oncology department of the Institute to meet patients, family and staff to learn more about their experience and work.

Colombia

The **Liga Colombiana Contra el Cáncer** invited cancer leagues across the country to mark World Cancer Day. Awareness raising activities, training sessions and demonstrations of support at shopping malls and plazas, in private companies and educational institutions were organised in all the major cities. In Cali, for example, World Cancer Day was marked with an outdoor, public event featuring international speaker and cancer survivor, Flavia Dos Santos and performances by dancers from the 'Ensálsate' Cali Flow Latino groups and the Orchestra of the Metropolitan Police of Cali.

Greece

The **Hellenic Cancer Society** and their volunteers came out in full force on World Cancer Day. The weekend started with a public stand where staff and volunteers spoke to and distributed informational leaflets to the public. Volunteers carried posters with World Cancer Day messages to draw further attention before the National Parliament's façade was lit up with the World Cancer Day logo that same evening. The following day drew crowds with the Escali Run, a big sporting event which gave the Hellenic Cancer Society the opportunity to speak with and provide more information about cancer to participants and the general public. Throughout World Cancer Day, the Hellenic Cancer Society aired a public TV spot which was broadcasted across all television stations.

Jordan

HRH Princess Ghida Talal, Chairperson of the **King Hussein Cancer Foundation** and **King Hussein Cancer Centre**, launched an awareness campaign "Up to the Challenge?" on the occasion of World Cancer Day. The "Up to the Challenge?" campaign aims to challenge everyone to make healthy choices in one of five different categories: smoking cessation, healthy eating, physical activity, early detection, and joining the Cancer Care Programme for cancer coverage. As part of the launch activities, the Foundation and Centre's staff and volunteers gave out 19,000 apples – a healthy surprise to drivers and pedestrians on their daily commute.

Japan

Every World Cancer Day, **UICC Japan** brings together cancer leaders and experts for a symposium as an opportunity to discuss some of the most pressing issues in cancer control in Japan. For the first time this year, UICC Japan also used the occasion to bring greater public awareness of the day by illuminating a popular and busy shopping centre, the Caretta Shiodome in Tokyo. The Shiodome illumination was attended by a number of VIPs as well as the Japanese media.

Kazakhstan

The **Kazakh Research Institute of Oncology and Radiology** held a number of events to mark World Cancer Day. A free cancer screening day took place in 18 cancer centres across the country with the aim of raising awareness and educating people on the preventive measures they can take. Celebrities were also invited to use their voice to dispel myths about cancer, as well as through participation in the 'Fashion against Cancer' event to help raise awareness and money for funding essential medicines and equipment.

Myanmar

A full day celebration was held in Maharbandola Park in Yangon, Myanmar to mark World Cancer Day. The celebration was led by **Shwe Yaung Hnin Si Cancer Foundation**, with participation by the Yangon Regional Government, Myanmar Liver Foundation, and the People Health Foundation. The programme included on-site free medical check-ups, health information sessions, opportunities to meet with a medical specialist for one-on-one consultations, a fundraiser, a fun fair and live music and entertainment. The ceremony was officially launched with a speech by the Social Affairs Minister followed by a series of health talks by a number of experts, before the Chief Minister of Yangon Region Government officially illuminated the city in the World Cancer Day colours. The celebration continued into the evening, concluding with a Zumba dance for all attendees.

Oman

The **Oman Cancer Association** in association with Oman Avenues Mall held an all-day awareness event where a mobile Mammography Unit offered free mammograms. In addition, free clinical medical examinations for women and free clinical breast examination by volunteer physicians were conducted to help raise awareness and prevention of breast cancer.

Switzerland

World Cancer Day 2018 was the occasion to get Switzerland moving! **The Swiss Cancer League** hosted a number of activities, including mobilising more than 45 sports clubs and well-known athletes to get involved, as well as partnering with the Swiss Ice Hockey Cup Final, which took place on World Cancer Day, to collect donations from fans and spectators for the League. Swiss hockey veterans – Slava Bykov, David Aebischer, Kevin Lötscher, Patrice Brasey, Beni Plüss, also faced off in a charity hockey tournament. The all-star event was initiated by Tobias Lehmann, veteran hockey player and cancer survivor, with proceeds from the evening donated to the Jura Cancer League and the Bern Cancer League.

The Netherlands

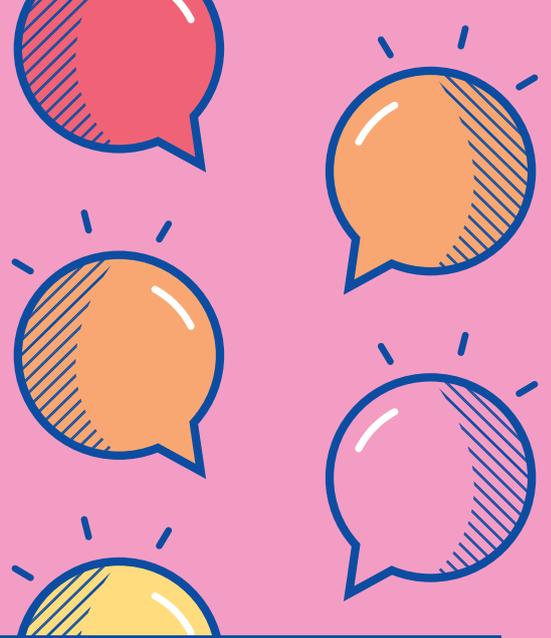
This World Cancer Day saw the **Dutch Cancer Society** debut a brand new online news programme. The live broadcast discussing the latest news on the fight against cancer, which was presented by two news personalities, allowed viewers to ask questions to a panel of experts about cancer, prevention, treatment, nutrition, and smoking via the online chat feature. In another bid to raise public attention, the Dutch Cancer Society paired celebrities with notable cancer researchers on work placements that ranged from a new vaccine against asbestos cancer to the detection of prostate cancer in urine.

Uganda

Uganda Cancer Society (UCS) led activities that brought together stakeholders including government, private sector, civil society, media, patients, and the general public. Starting January, UCS launched its digital media campaign based on Signs for Change. On the eve of World Cancer Day, UCS and the Kampala Capital City Authority illuminated the Queen's Way clock tower. On the day itself, a march-past was held from the **Uganda Cancer Institute** (UCI) to Parliament with the Speaker of Parliament as Chief Walker and Guest of Honour for the World Cancer Day commemoration at Parliament. The community were also invited to special prayers dedicated to cancer. In partnership with Uganda Corporate League, a football tournament between Parliament, UCI and the private sector was organised to raise awareness and strengthen partnership with policy makers and the private sector. Later in the month, the National Cancer Symposium was launched by the Prime Minister and included a panel discussion with participation from the MOH, WHO, UCI, and UCS.

A PLATFORM FOR ALL VOICES

World Cancer Day is a powerful platform for every voice. From cancer survivors, individuals living with cancer, families, caregivers, and advocates, to governments, cities, organisations, schools, hospitals, businesses and communities, every voice and action this World Cancer Day was heard loudly and clearly.



GOVERNMENTS PLEDGE ACTION

No less than 45 national governments around the world used World Cancer Day as a platform to direct their nation's focus and efforts in reducing the cancer burden, including the Ministries of Health in Argentina, Australia, Bahrain, Brazil, Canada, Colombia, France, Germany, Guatemala, Guyana, Hong Kong, India, Indonesia, Israel, Italy, Kenya, Macedonia, Malta, the Maldives, Mauritius, Mexico, the Netherlands, Nigeria, Pakistan, Paraguay, Qatar, Russia, Rwanda, Samoa, Senegal, Singapore, Sint Maarten, St. Vincent and the Grenadines, Turkey, the Turks and Caicos Islands, Uganda, the United Kingdom, the United States, and Uruguay.



BOEHRINGER INGELHEIM ON FACEBOOK LIVE

World Cancer Day Visionary partner Boehringer Ingelheim, hosted a Facebook Live event, bringing together a panel of policy and health experts to shine a spotlight on rare cancers, including Mesothelioma, and the challenges in securing diagnosis and optimal treatment.

Garnering nearly 250,000 views to date, the Facebook Live event helped to highlight the policies needed to address rare cancers along with an urgent call to policy makers to improve research funding, diagnosis, support and more affordable and equal access to treatment for patients living with mesothelioma and other rare cancers.

MSD HELPS MOVE THE NEEDLE ON NATIONAL ACTION

The lead up to World Cancer Day provided an opportune moment for cancer leaders and experts to come together to share and examine the policy recommendations of the landmark 2017 Cancer Resolution with a sharp focus on feasible actions to support effective implementation of cancer plan priorities.

World Cancer Day Visionary partner, MSD hosted a robust exchange between leading experts from, PATH, the Union for International Cancer Control and the World Health Organization, on improving access to treatment and the quality of life of cancer patients within a country.

MERCK GROUP SHAPES THE FUTURE

Merck continued its support for World Cancer Day, using it as an opportunity to engage colleagues and teams. This year's theme centered around the future possibilities of cancer care for patients: "We Can. I Can. Help Shape the Future for Patients."

Merck colleagues from around the world shaped their hopes for the future of cancer care using modelling clay and sharing pictures of the creations across social media.

ROCHE HIGHLIGHTS THE POWER OF PARTNERSHIP

Roche used the power of their network to raise awareness of the actions needed to reduce the global burden of cancer and improve the lives of patients. Through digital and sharing on social, Roche built a World Cancer Day campaign and a dedicated webpage to celebrate collaborations and to highlight the importance of partnerships in the global fight against cancer.

BRISTOL-MYERS SQUIBB LEADERS MAKE THEIR VOICES HEARD

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.



CITIES SHINE A LIGHT FOR WORLD CANCER DAY

Coast to coast and in 30 different cities, 44 landmarks, monuments and iconic buildings provided a breathtaking and dramatic display of support.

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 landmarks signalled their commitment to the global challenge of cancer.

We also saw lights go up in the heart of Tokyo, the transport hub of Mumbai, to the hailed sporting grounds of Beira-Rio Stadium in Porto Alegre, Brazil to Parliament House in Athens, Greece, and coast to coast in Canada.



District Markers, Vancouver Convention Centre, Canada



Story Bridge, Brisbane, Australia



Petra, Jordan

WORLD CANCER DAY PARTNERS FOR GREATER REACH



FORMULA E

“When the opportunity arose to support World Cancer Day through the global platform that we have, we didn’t hesitate to embark on awareness campaign for such a worthy cause. Our initiatives beyond the race track are something that we are very proud of and they are something that mean a lot to us. We are in Formula-E to make a change not just on the race track but also outside of it.”

Ivan Lim, Managing Director, Techeetah



FIFA MOBILE

“Cancer has always been a cause close to me and my family. When I realized I could leverage the platform I have been working on (FIFA Mobile) to build something for all of our users that would help raise awareness and support the cause, it was a no-brainer.”

Thomas Caleffi Scaletsky, Assistant Producer, FIFA Mobile – Electronic Arts

SIGNS FOR CHANGE

This World Cancer Day, thousands of supporters held up their Signs for Change to show the world the actions they are taking to reduce the impact of cancer.



THE WORLD'S MEDIA ON WORLD CANCER DAY

World Cancer Day was covered by leading global media outlets:



NOTABLE INDIVIDUALS SPEAKING UP

Mayor of London @MayorofLondon

It's my ambition for London to be the world's healthiest city by 2020. This #WorldCancerDay, I stand with all those who have been affected by cancer. Thank you @NHSEnglandLDN and all those involved in continuing to improve cancer care in the capital

3:01 PM - 4 Feb 2018

Biden Cancer @BidenCancer

On #worldcancerday we celebrate the FIERCE in every patient, family member, caregiver, researcher, innovator, scientist, physician and everyone who wake up each day, against many odds, determined to #endcancer as we know it.

11:52 PM - 4 Feb 2018

World Health Organization

Ways to reduce your cancer risk

- Do not smoke or use any form of tobacco
- Make your home smoke-free
- Enjoy a healthy diet
- Breastfeeding reduces the mother's cancer risk
- Vaccinate your children against Hepatitis B and HPV
- Avoid too much sun, use sun protection
- Reduce indoor and outdoor air pollution
- Be physically active
- Limit alcohol intake
- Take part in organized cancer screening programmes

Pelé @Pelé

Cancer has taken too many legends from us recently, including my friend @JohanCruyff. But I know that one day we will beat it. // O câncer tem levado muitas lendas recentemente, inclusive meu amigo @JohanCruyff. Mas eu sei que um dia venceremos isso. #WorldCancerDay

Paula Abdul @PaulaAbdul

ALL people have the power to take actions to reduce the impact cancer has on individuals, families & communities! #WorldCancerDay is a chance to reflect on what YOU can do. #WeCanCan make a difference in the fight against cancer #CelebWhoGive @uicc @celebwhogive

10:25 PM - 4 Feb 2018

Meghan McCain @MeghanMcCain - Feb 4

Today, around the world, we are united to fight cancer in all its forms. #WorldCancerDay - cancer is omnipresent in my life in all ways, as it is with anyone who has suffered or has a loved one with cancer. We must continue the fight for a cure and keep our hope alive.

247 1.3K 8.1K

AGENCIES & ORGANISATIONS LENDING THEIR SUPPORT

IAEA @iaeaorg - 2h

February 4 is the international day to raise awareness of cancer & to encourage its prevention, detection & treatment. Here's how we're helping: goo.gl/6CEZCzi #WorldCancerDay @iaespect @IAEANA @IAEATC

UN Development @UNDP

One in every six deaths in the world is caused by Cancer. On #WorldCancerDay, get the facts. Early #CancerDetection can save lives. #HealthForAll

L'Oréal @Loreal - 1,258,048 followers

In light of World Cancer Day, we highlight the endeavours of our La Roche-Posay teams, who believe supporting cancer patients is an obligation, not just a project. Laetitia Toupet, International Managing Director shares how the brand is investing in advanced research and practical recommendations for professionals and cancer patients as the core of this commitment:

Skincare for cancer patients : La Roche-Posay's new commitment

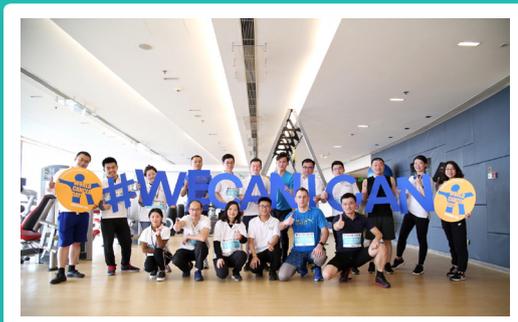
monthly-digest-loreal.com

771 Likes - 9 Comments

United Nations @UN

Almost 9 million people die from cancer every year, mostly in low and middle-income countries.

On Sunday's #WorldCancerDay, see how you can address the major risk factors goo.gl/kw3VX



DHL @DHL - 3d

This World Cancer Day, and every day: DHL Life Sciences & Healthcare's special logistics services are supporting in the fight against cancer. #DeliveringHealthcaretotheWorld #DHL_LSH

562 Likes - 2 Comments

A MILLION THANKS



This report provides a summary of the impact of World Cancer Day 2018 in broad strokes, as we could not possibly detail the thousands of generous individual and collective efforts that took place this past 4 February. However, every action taken and every message shared by each World Cancer Day supporter not only helped achieve these impressive numbers, but also gave the campaign a life, energy, and momentum of its own.

Particular thanks go to all UICC members who used the day to continue to move the needle towards a world without cancer.

We would also like to especially acknowledge the UICC Board of Directors for their invaluable support, as well as members of the World Cancer Day Advisory Group, whose insight helped to ensure the campaign resonated deeply and widely in every part of the world.

Thank you also to our World Cancer Day partners, whose generous financial contribution supports the best work that we do. And, many thanks to all our volunteer translators who allowed us to reach more people than ever before.



PREPARING FOR A FRESH, NEW CAMPAIGN

The last three years have shown what impact we can achieve together under the same banner. World Cancer Day is a campaign built to resonate, inspire change and mobilise action long after the day has passed. Between today and the new campaign in 2019, let's continue the momentum in reducing the impact that cancer has on ourselves, our communities and the world.

- Support World Cancer Day by coming on board as an official World Cancer day sponsor and benefit from high-impact visibility with a new and dynamic campaign starting in 2019
- Include your World Cancer Day event, campaign and/or activity in your communications and fundraising plans for 2019
- Get in touch to find out how to contribute to next year's translation of campaign materials
- Share with us your World Cancer Day 2018 successes
- Continue to share and use the World Cancer Day materials throughout the year

WORLD CANCER DAY 2018 PROUDLY SUPPORTED BY

Visionary Partners



Bristol-Myers Squibb

MERCK



MSD

INVENTING FOR LIFE

Leader - Partner



Supporter



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).

Union for International Cancer Control

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