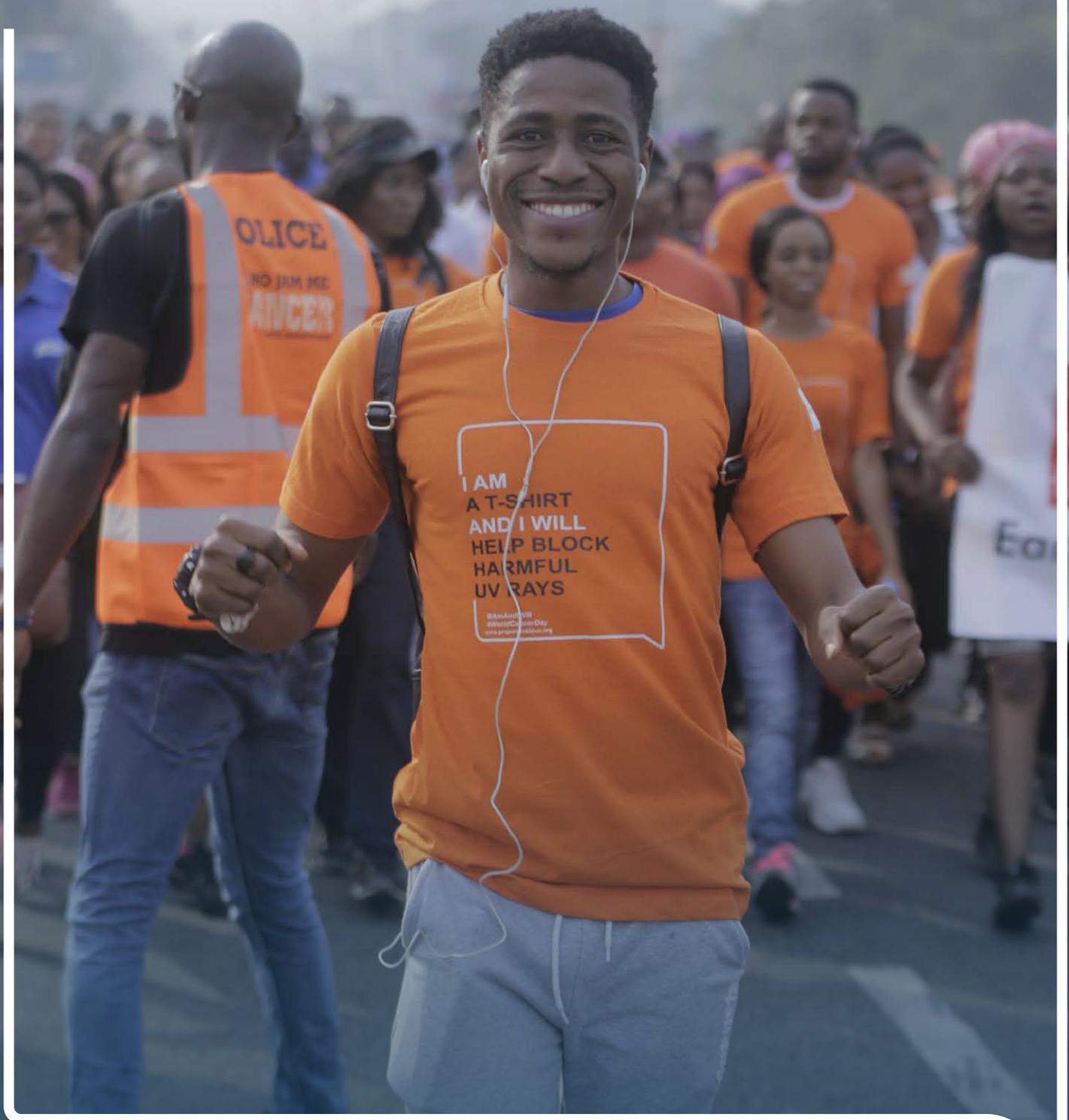


An initiative of



# ACTION TOOLKIT



**World  
Cancer Day**  
4 February

[worldcancerday.org](http://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 reduce the number of premature deaths from cancer and non-communicable diseases by one third by 2030 if we all take action today.

**#IAmAndIWill**  
**#WorldCancerDay**



World Cancer Day 2020: Action Toolkit



## World Cancer Day

World Cancer Day every 4 February is the global uniting initiative led by the Union for International Cancer Control (UICC). By raising worldwide awareness, improving education and catalysing personal, collective and government action, we're working together to reimagine a world where millions of preventable cancer deaths are saved and access to life-saving cancer treatment and care is equal for all – no matter who you are or where you live. Because, we believe that cancer isn't just a health issue but a human issue that touches all of us.

Created in 2000, World Cancer Day has grown into a positive movement for everyone, everywhere to unite under one voice to face one of the greatest challenges in our history.

## 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.

**This gives us all every reason to act.**





**I AM  
A SUPPORTER  
AND I WILL  
MAKE A  
DIFFERENCE**

**#IAmAndIWill**

**#WorldCancerDay #IAmAndIWill**

## **Campaign theme: I Am and I Will**

This World Cancer Day, we recognise that our commitment to act will lead to powerful progress in reducing the global impact of cancer.

So, this 4 February whoever you are, your actions - big and small - will make lasting, positive change. Because, progress is possible.

We need your commitment to create a cancer-free world.

**This World Cancer Day, who are you and what will you do?**



#WorldCancerDay #IAmAndWill

World Cancer Day 2020: Action Toolkit



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

World Cancer Day 2020 Action 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.



**“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**



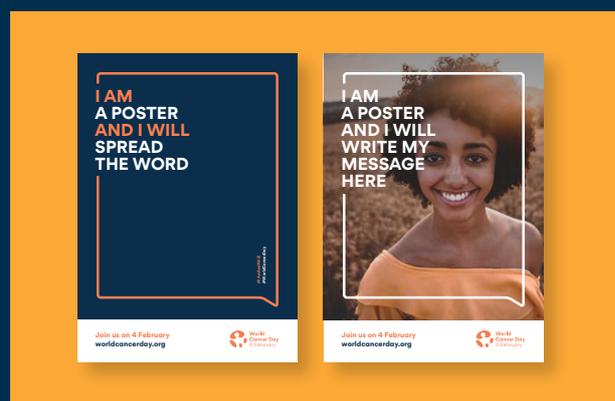
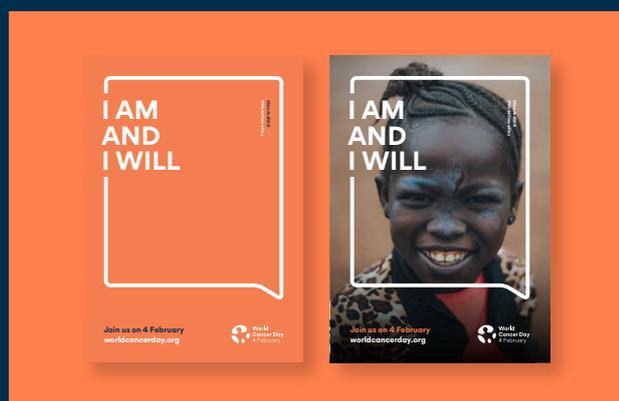
# Campaign Materials

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)

World Cancer Day 2020: Action Toolkit

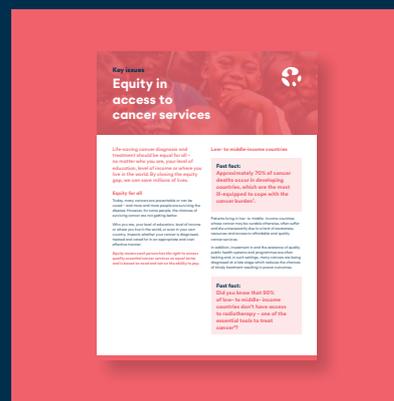
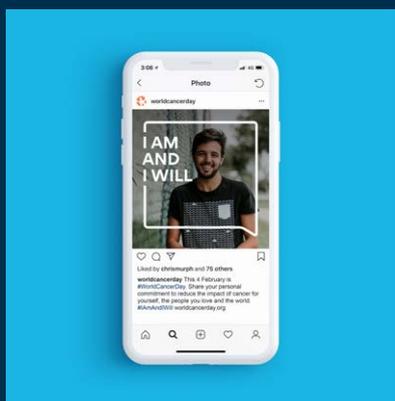


## How to guides

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



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## Get social

Spread the word to your followers. Get tips from the Social media guide at [worldcancerday.org/materials](http://worldcancerday.org/materials)

## Give Something

Make a donation today at [worldcancerday.org/give](http://worldcancerday.org/give)

## Use your voice

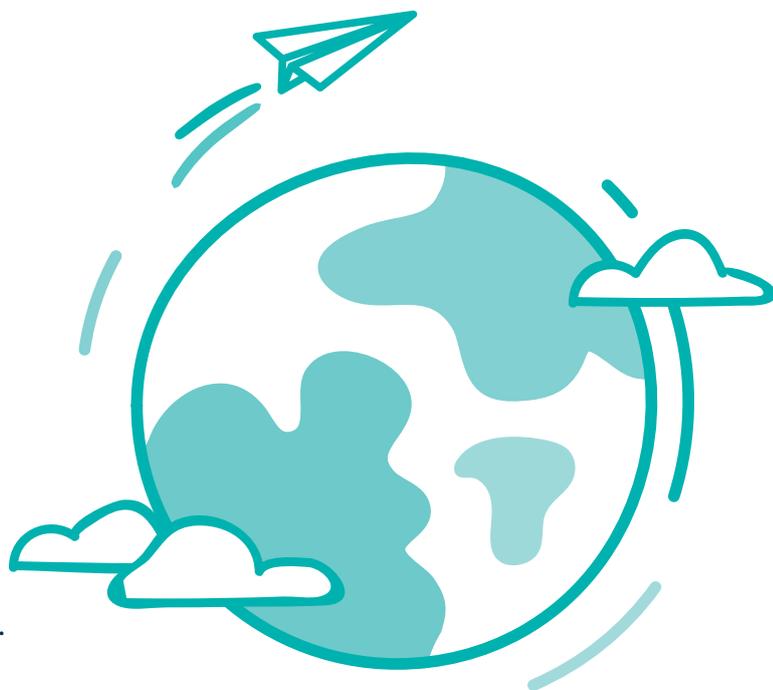
Start a conversation about cancer with your family, friends, colleagues and networks.

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

## Make a social change

Show your family, friends and networks that you're getting behind World Cancer Day. Update your social media pages with the official World Cancer Day profile cover images.

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



## Join the conversation

Spread the word on social media.

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

## Get personal

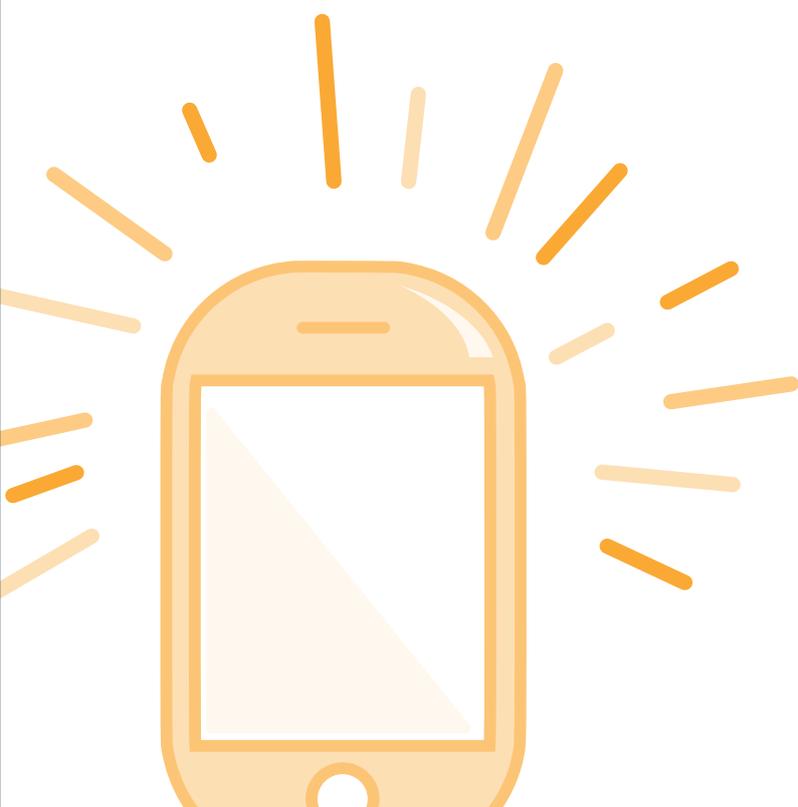
Create your own custom social media poster with your own personal message of commitment and share it with the world.

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

## Wear your support

Get your own World Cancer Day t-shirt and other cool merchandise from the official World Cancer Day online shop.

Head to the shop at [worldcancerday.org/shop](http://worldcancerday.org/shop)





## Inform yourself & others

Find out more about cancer, how you can reduce your cancer risks, and the impact it has on the people we love, our communities, and the world.

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

## Advocate for action

Write to your political parties asking them to show their commitment, raise public awareness and take action this World Cancer Day.

Access the email template in the Advocacy Guide at [worldcancerday.org/materials](http://worldcancerday.org/materials)

## Join the action

Show your support by showing up. Find an event near you on the Map of Impact, sign up to attend, participate or volunteer.

Find an event near you at [worldcancerday.org/map](http://worldcancerday.org/map)

## Spread the word

Write an op-ed, blog story, record a video message, feature World Cancer Day on your website, an article in your newsletter, or reach out to a local journalist.

## Translate materials

Our volunteer translators help to make World Cancer Day campaign materials, as accessible to as many people as possible.

To help translate World Cancer Day materials, email [hello@worldcancerday.org](mailto:hello@worldcancerday.org)

## Create an event or activity

Inspire others by hosting your own World Cancer Day event.

From flash mobs, free screenings, record breaking attempts, conferences, fundraisers to fun runs, add it to the Map of Impact to spotlight the awesome work that you're planning.

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





# What's next?

1

## Make a commitment

Commit 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](https://worldcancerday.org) to see what other supporters are planning for the day.

3

## Plan and Register

Plan and register your activity or event on the Map of Impact. [worldcancerday.org/map](https://worldcancerday.org/map)

4

## Download campaign materials

Get ready with the World Cancer Day materials. [worldcancerday.org/materials](https://worldcancerday.org/materials)

5

## Spread the word

Use your voice and tell your grandma, your friend, your neighbour, your hairdresser or your local government representative.

6

## Act

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





# Get inspired



## Candles light up the steps of Parliament

The steps of Belgium's Federal Parliament building were ablaze in candles lit by cancer survivors and cancer researchers to honour individuals living with cancer and those who have passed from the disease. National cancer society, Fondation Contre le Cancer also used World Cancer Day as an 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.

## Winter run through London

World Cancer Day eve saw tens of thousands of supporters run through the streets of London as part of UK's biggest 10k run to help raise £750,000 for Cancer Research UK (CRUK). Members of Parliament from all political parties were also invited to support and attend a separate 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.

## Free screenings and theatre drama at a local market

This past World Cancer Day, thousands of Ghanaian women took part in free breast and cervical screenings throughout the country, including at one of Ghana's largest markets, as well as at a number of local schools and churches. The Mctonne Cancer Care Foundation also helped to boost cancer awareness in the media, and through staging a number of local drama productions.

## Shopping for a cause

During World Cancer Day, young shoppers in Kuala Lumpur had the opportunity to interact with the MAKNA team of patients, volunteers and nurses, as part of an awareness raising exhibition. Clinical breast examinations and basic health tests were also provided free of charge thanks to the joint collaboration between MAKNA, the Ministry of Health and the Great Eastern Mall.

## Thousands take part in 'Hair for Hope: Be the Hope'

A hair donation campaign "Hair for Hope. Be the Hope" along with a fun run and cycling fundraiser organised by the Indonesian Cancer Foundation for World Cancer Day attracted over 2,000 participants to raise much needed funds and awareness. The Foundation also delivered workshops on healthy lifestyles, early detection, and risk factors for medical doctors.

## 'I Am and I Will' messages inspire commuters

World Cancer Day's messages accompanied commuters in the Maldives on their bus journey thanks to a partnership between the Cancer Society of Maldives and Maldives Port Limited. Screens on the buses displaying the 'I Am and I Will' messages helped to raise cancer awareness, particularly around healthy lifestyles and early detection.

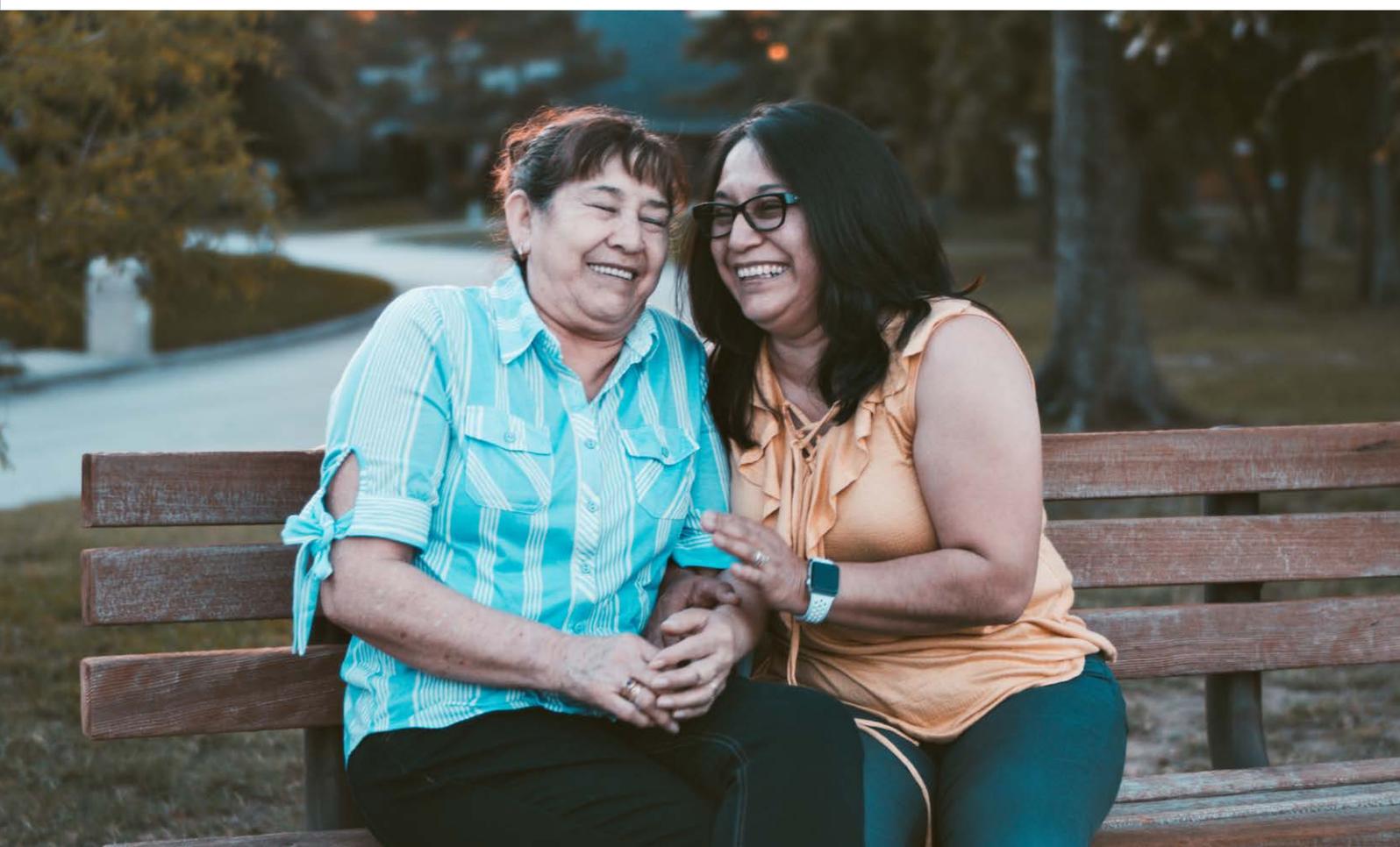
## Epic 250km motor rally from Kathmandu raises awareness

An incredible motor rally stretching the 250km from Kathmandu to Pokhara organised by the Nepal Cancer Relief Society took place for the first time, with drivers and cars displaying cancer awareness slogans and messages in an effort to raise cancer awareness.



**“World Cancer Day is a powerful single event that extends its consequences throughout the whole year. The ‘I Am and I Will’ campaign has a strong message that empowers people, engaging them in an amazing level of commitment, raising collective awareness concerning cancer prevention.”**

**Cristiana Fonseca, Portuguese League Against Cancer**





# Thank you for supporting World Cancer Day.

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

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



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



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



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



[youtube.com/WorldCancerDay\\_Official](https://youtube.com/WorldCancerDay_Official)

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



Visionary  
partners

