

WORLD CANCER DAY 4 FEB



WE CAN. I CAN.

GOVERNMENTS IN ACTION

A GROWING, GLOBAL MOVEMENT

On World Cancer Day - 4 February 2017 - governments, cities, organisations, schools, communities, hospitals and individuals came together under the same banner to show their support for a cancer-free world. Close to 1,000 activities in over 130 countries took place. In total, 3 billion social media impressions and over 11,000 press mentions across 135 countries reached a collective audience of at least 7 billion.

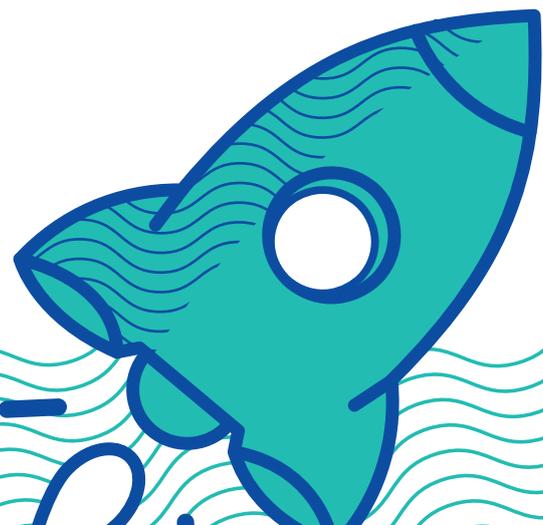
World Cancer Day is a growing, global movement, which every year inspires action for meaningful impact against one of the world's most deadly diseases.

THE ROLE OF GOVERNMENTS IN THE FIGHT AGAINST CANCER

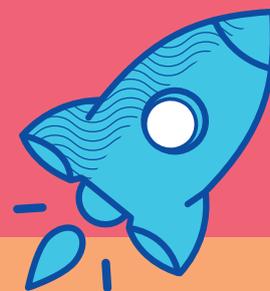
With the cancer burden projected to increase by 75% by 2030, governments have a critical and essential role in helping to temper and reverse this trend. Through leadership on national policies and priorities, legislations, programmes, investment and innovation, governments are in a unique position to drive progress towards a healthier and brighter future for their nation.

This report serves to highlight the collective actions taken on World Cancer Day by governments and their leaders, and in doing so aims to inspire and encourage more governments and civil society organisations to work with their governments to leverage the Day in the fight against cancer.

The following pages offer a handful of the many initiatives that took place this past World Cancer Day.

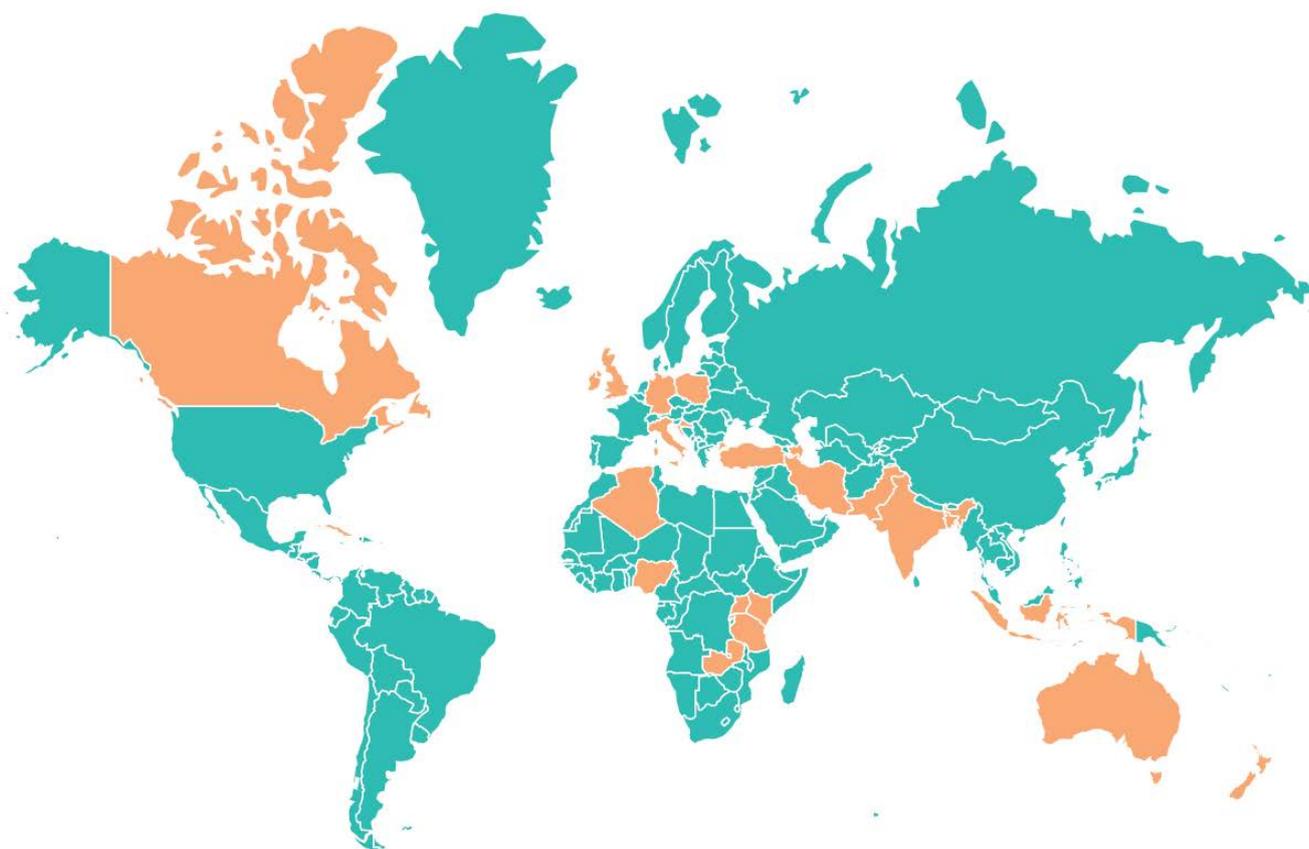


GOVERNMENT ACTIONS ACROSS THE WORLD

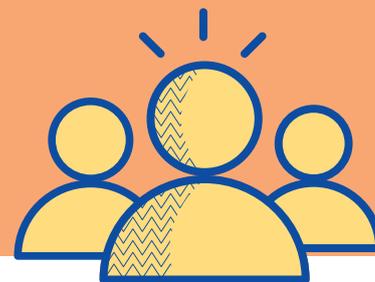


In 2017, at least 30 governments around the world chose World Cancer Day as a platform to show their commitment, raise public awareness, reaffirm their support and launch new cancer control initiatives.

These governments include Ministries of Health in Algeria, Australia, Azerbaijan, Bangladesh, Brunei, Canada, Croatia, Cuba, Cyprus, Germany, Guyana, India, Indonesia, Iran, Ireland, Israel, Italy, Kenya, the Maldives, Malta, Mauritius, New Zealand, Nigeria, Pakistan, Palestine, Poland, Qatar, Rwanda, Samoa, Seychelles, Sint Maarten, St. Vincent and the Grenadines, Tanzania, the Turks and Caicos Islands, Trinidad and Tobago, Turkey, Uganda, United Kingdom and Zambia.



 Participating governments



Australia

Health Minister injects funding for medical research on World Cancer Day

In his first act as Australia's Health Minister, Greg Hunt chose Saturday 4 February - World Cancer Day - to announce a significant AUD125 million investment in medical research. The federal-level commitment will see AUD38.9 million channelled specifically toward cancer research. Of the 110 projects to be financed, a number of cancer-dedicated projects will benefit from the financial support.

The five-year commitment was announced at the Peter MacCallum Cancer Centre – a member of UICC.

Cuba

National cancer campaign launches in Cuba

On the eve of World Cancer Day, Cuba's government announced a new, national campaign to tackle the high incidence of skin cancer prevalent in the population. As a key part of the campaign, the Cuban Ministry of Public Health created a programme offering free check-ups and consultations by trained dermatologists in schools, hospitals, factories and other institutions around the country. It is the seventh such campaign focused on prevention, early detection, treatment and care.

Germany

Progress update from the Ministry of Health on cancer targets

In Germany, Federal Minister of Health, Hermann Gröhe, used World Cancer Day as a platform to reiterate the government's commitment to improving screenings, medical care, support programmes and quality of life for those affected by cancer. The Minister also took the opportunity to provide an update on the inroads being made into the goals as set out by the 2008 National Cancer Plan, which was developed in conjunction with the German Cancer Society, German Cancer Aid and Working Community of German Tumor Centre.



4mio Menschen leben in Deutschland mit Krebs. Wie wir die Krebsbekämpfung vorantreiben [bpaq.de/g-weltkrebstag](https://www.bpaq.de/g-weltkrebstag)
#WorldCancerDay #WeCanICan

Translate from German



9:15 AM - 4 Feb 2017



Guyana

Guyana's Health Minister pledges to step up efforts in cancer control

In Georgetown, Guyana, World Cancer Day brought together cancer and community organisations with the Ministry of Public Health to focus on awareness, early diagnosis and paediatric cancers. Health Minister Volda Lawrence highlighted the nation's rising cancer incidences, and announced plans for an awareness-raising campaign on the importance of cancer screening. Minister Lawrence also reaffirmed the government's commitment to the fight against cancer: "The Ministry of Public Health's approach is to work in collaboration with the NGO's and agencies to step up the awareness programs, to extend its outreach to administrative regions, to intensify education programs on cancer or paediatric cancer in schools, clinics, health centres and use all forms of the media to disseminate this information."

India

India's Union Health Ministry commences screening programme

In 2016, India's Union Ministry of Health and Family Welfare announced a nation-wide, screening programme for the early detection of three cancers: oral, breast and cervical. This World Cancer Day, the programme kicked off with the training of frontline medical officers, who will help roll out the programme to over 100 districts in the initial phase. The Ministry of Health also supported the Day via social media, tweeting key World Cancer Day messages.



Ministry of Health
@MoHFW_INDIA



#WorldCancerDay aims at raising awareness to encourage #cancer prevention, detection, and treatment. #SwasthaBharat

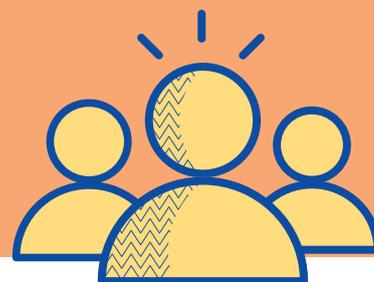


4:30 AM - 4 Feb 2017

Ireland

Ireland provides preview of new National Cancer Strategy

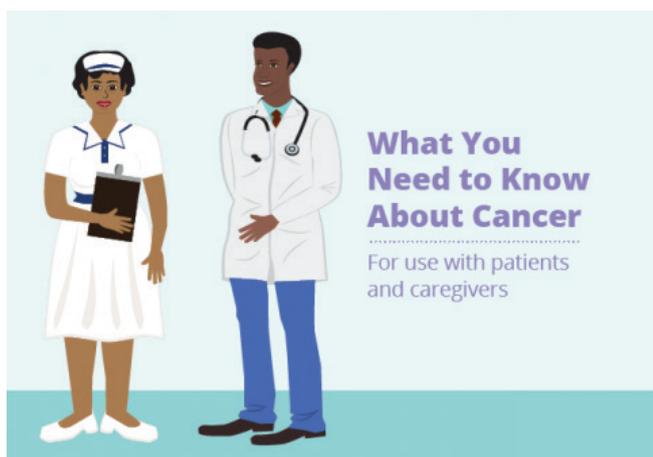
On World Cancer Day, Ireland's Minister for Health, Simon Harris, T.D., alongside Minister of State for Health Promotion, Marcella Corcoran Kennedy, T.D., highlighted the progress being made in cancer prevention through the national *Healthy Ireland* initiative. Referencing the 'We can. I can.' World Cancer Day campaign theme, the communique highlighted how the support made available under the initiative has helped to make positive steps in reducing cancer risks. The two Ministers also used the Day to offer a preview of the new national cancer strategy and its main focus areas.



Kenya

New educational materials launched ahead of World Cancer Day

Kenya's Health Cabinet Secretary for Health, Cleopa Mailu, marked World Cancer Day by unveiling a new set of educational materials developed for cancer patients, families, caregivers and health care workers. An international collaboration between the Ministry of Health, the Kenya Network of Cancer Organizations and the American Cancer Society, the materials are based on a study of "Kenyan's knowledge, attitudes and practices about cancer." Available in both English and Kiswahili, the booklet and flip-chart aims to provide "evidence based cancer information" in easy-to-read language. With cancer being a third major cause of death in the country, the public education campaign is considered a critical part of the government's cancer control efforts.



Source: www.k4health.org

New Zealand

Health Minister looks at opportunities to improve cancer services

Health Minister Dr Jonathan Coleman viewed "World Cancer Day (as) an opportunity to focus on what more can be done to further improve cancer services". Ahead of the Saturday, Minister Coleman highlighted a number of new cancer initiatives slated to roll-out across the year.

Pakistan

Pakistan's capital to build a new 500-bed cancer hospital

Pakistani Minister for Capital Administration and Development Division, Dr Tariq Fazal Chaudhry, chose World Cancer Day as the occasion to announce the building of a new 500-bed cancer hospital in Islamabad. The announcement was also the occasion for Secretary of National Health Services, Regulations and Coordination, Muhammad Ayub Sheikh, to highlight the efforts and strides made by the government including a complete ban of tobacco advertising and the restrictions placed on the "import, sale and use of Sheesha".

Palestine

New cancer statistics revealed on World Cancer Day

In a report published on World Cancer Day, the Palestinian Ministry of Health released new statistics on the State's cancer incidence and mortality rates. The report also gave attention to the progress being made into the development of services and capabilities in cancer, including plans for a dedicated Medical Centre for Cancer, implementation of a national strategy for prevention and control of cancer and a free national survey of breast cancer.

Rwanda

Public awareness, education and free screenings

At a government-hosted World Cancer Day event in the capital of Kigali, the Minister for Health, Dr Diane Gashumba, focused on raising public awareness and providing further education on cancer prevention, detection and treatment. The event also provided the Ministry with the opportunity to offer free tests for non-communicable diseases as well as training for women on breast cancer self-examinations.

Tanzania

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 UICC member, 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.

Zambia

Zambia commits to National Cancer Control Plan

World Cancer Day kicked off a month-long awareness programme in health centres across the nation, with the Ministry of Health, Dr Chitalu Chilufya, officially launching the National Cancer Control Strategic Plan 2017 – 2021, together with the commissioning of one of the first cervical cancer clinics in the Western province. The Minister also pledged greater government support, setting the goal of establishing cancer screening clinics in all districts, where currently only 54 districts out of a total of 104 have such facilities.



SPOTLIGHT: UICC MEMBERS JOIN FORCES WITH GOVERNMENTS

ISRAEL

Joint press conference on updated national cancer data

To mark World Cancer Day, the Israeli Ministry of Health held a joint press conference with the Israel Cancer Association (ICA) to share updated data on cancer morbidity, survival, and mortality in Israel with the national media. The press conference also provided an opportunity to spotlight the ICA's nationwide physical activity project, 'Steps to a Healthy Life'® tying in with the World Cancer Day *Support through Sport* initiative. The press conference resulted in nation-wide media coverage in newspapers, and on television and radio.

UNITED KINGDOM

MPs hear from cancer organisations across the UK

As part of this year's World Cancer Day awareness-raising activities, seven cancer organisations across the UK (including UICC members, Breast Cancer Care, Breast Cancer Now, and Cancer Research UK) travelled to Parliament for an open discussion about their work supporting cancer patients. There were over 40 MPs present, including Health Minister David Mowat MP, who provided the opportunity and platform to continue the dialogue about the importance of cancer care and the work that cancer organisations do within the United Kingdom.

SAMOA

Samoa Cancer Society and Ministry of Health partners for second consecutive year

For the second consecutive year, the Samoa Cancer Society and the Samoa Ministry of Health collaborated together on their World Cancer Day activities. This year's joint partnership aimed at furthering community engagement, with a week-long programme leading up to and culminating on World Cancer Day. The activities engaged the greater community, local businesses, sports associations, the National hospital, and the local media in helping to spread greater awareness of cancer and the key World Cancer Day messages. Celebrations included a sunrise prayer service, free health checks by the National Health Service nurses, healthy cooking demonstrations by a leading Samoan chef and free fitness sessions hosted by local fitness centres.

"Supporting World Cancer Day each year gives the Samoa Cancer Society the opportunity to not only engage with local community members and their WCD activities, but most importantly, it gives us the platform to highlight and share cancer issues within our country, with government and other health sector providers. Through our advocacy, World Cancer Day is now recognised by the Government of Samoa and the Ministry of Health, as an important day to support and collaborate with the Samoa Cancer Society and the Samoan community in promoting WCD key messages."

**Shelley Burich, Executive Officer
Samoa Cancer Society**

UGANDA

Minister reveals plans for comprehensive cancer research

The Uganda Cancer Society partnered with Uganda Cancer Institute and the Ministry of Health to host a series of activities to mark World Cancer Day. This included the launch of new cancer education materials developed for patients, caregivers and healthcare workers. In the Minister's remarks made at a World Cancer Day event, Dr Jane Ruth Aceng shared a national plan where newly commissioned research on cancer will underpin and inform the country's future initiatives in cancer control.

MINISTERS SUPPORTING WORLD CANCER DAY



AUSTRALIA

“Australia has an extraordinary tradition of medical research and today, World Cancer Day, is an advance on that extraordinary history. Within that, I am delighted to announce today, that...the Australian Government will allocate \$125 million to new medical research grants for 110 different projects.”

The Hon. Greg Hunt MP

CANADA

“This year’s World Cancer Day theme — “We can. I can.”— inspires us to take action to reduce cancer here and around the world. I encourage you to take personal steps to live healthier lives, speak to a healthcare provider about your risk, and share your thoughts by joining the conversation on social media using the hashtag #WorldCancerDay.”

The Honourable Jane Philpott, P.C., M.P.



MALDIVES

Maldivé’s Minister of Health joins the World Cancer Day *Support through Sport* initiative.



IRELAND

“It is essential that our services meet the needs of people, from diagnosis and treatment to psycho-social support post-treatment. I am delighted to see a focus on improving the quality of life of cancer survivors as part of World Cancer Day. The development of programmes and resources for those living with and beyond cancer will be a key focus of the new National Cancer Strategy, which I look forward to publishing shortly”.

Minister for Health, Simon Harris, T.D.

TRINIDAD AND TOBAGO

The Ministry of Trinidad and Tobago's World Cancer Day flyers.



Source: <http://www.health.gov.tt/news/newsitem.aspx?id=729>

AZERBAIJAN

Azerbaijan's Ministry of Health takes over their home page with World Cancer Day messages.



Source: www.mom.gov.az

BRUNEI

"Indeed, the theme for this year's World Cancer Day, 'We Can. I Can.' demands that we go further in two key aspects of controlling this disease. First, in prevention, and second in early detection. These two go hand-in-hand and forms the bedrock of our national strategy to reduce cancer deaths in Brunei Darussalam."

Dato Seri Setia Dr Awang Haji Zulkarnain bin Haji Hanafi, Minister of Health



Source: @BRUDIRECT.COM by BruDirect.com



UGANDA

"As a country, we are proud to join people across the globe in commemoration of World Cancer Day that takes place on 4th February every year to unite and raise public awareness of cancer and its dangers. In 2017, it is estimated that there will be 14 million new cases of cancer while 8 million people will die from the disease globally...The Ministry of Health acknowledges the burden and threat of Cancer and other NCDs and pledges commitment in addressing them."

Hon. Minister Dr Jane Ruth Aceng

THANKS TO ALL OUR SUPPORTERS



ACKNOWLEDGMENTS

This report highlights only a small fraction of the efforts taken by governments and organisations around the world this past 4 February.

We recognise that countries and their governments work each and everyday, determined to make forward progress in the fight against cancer. These contributions on World Cancer Day acts to further add value to the cancer cause.

A special acknowledgment also goes to our UICC members who have thrown their support behind World Cancer Day every year, rallying and working alongside their governments to bring about real impact.

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. And, to our many partners and supporters who make this campaign possible.

WORLD CANCER DAY 2017 PROUDLY SUPPORTED BY

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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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