

WORLD CANCER DAY 4 FEB



WE CAN. I CAN.

ABOUT WORLD CANCER DAY

World Cancer Day takes place every year on 4 February and is the single initiative under which the world can unite to raise the profile of cancer in a positive and inspiring way.

WE CAN. I CAN.

In 2018, World Cancer Day is taking place under the tagline 'We can. I can.', and explores how everyone – as a collective or as individuals – can do their part to reduce the global burden of cancer.

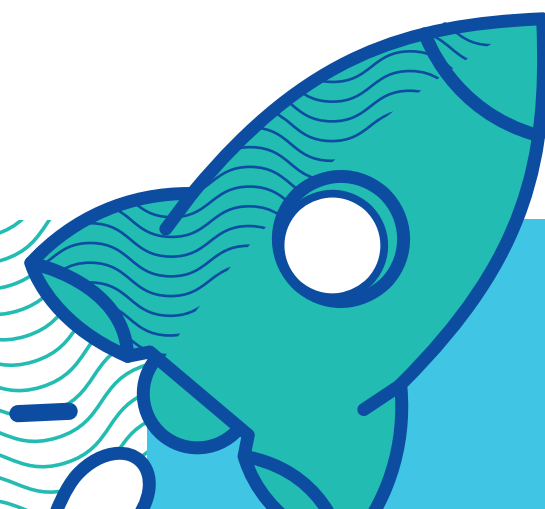
Just as cancer affects everyone in different ways, everyone has the power to take action to reduce the impact that cancer has. World Cancer Day is a chance to reflect on what you can do, make a pledge and take action.

WHY IT IS IMPORTANT

This year alone, nearly 8 million people will die of cancer, and left unchecked, the number of deaths will increase to 13.2 million per year by 2030. There is an urgent need for action to raise awareness of the disease and to develop practical strategies to reduce the burden of cancer.

With the recent adoption of the UN's Sustainable Development Goals (SDGs), global health is entering a new era. Today, more than ever, a global commitment is needed to advance progress in the fight against cancer and non-communicable diseases (NCDs).

World Cancer Day is the perfect opportunity to spread the word and create a global awareness of the disease in international media and global health and development programmes.



A CAMPAIGN DIRECTLY ALIGNED WITH GLOBAL ADVOCACY

In 2008, UICC developed the World Cancer Declaration as a tool to help bring the growing cancer crisis to the attention of government leaders and health policymakers. The 11 Declaration targets, designed to significantly reduce the global cancer burden by 2020, have served as the basis for UICC recommendations to the World Health Organization (WHO). The Declaration, with more than 500,000 signatories, has also been instrumental in generating political will for cancer control targets both at UN and grassroots levels.

The 11 Declaration targets provide the strategic direction for the World Cancer Day campaign.

ABOUT UICC

UICC is dedicated to taking the lead in convening, capacity building and advocacy initiatives that unite the cancer community to reduce the global cancer burden, promote greater equity, and integrate cancer control into the world health and development agenda. Founded in 1933 and based in Geneva, Switzerland, UICC is the largest and oldest international cancer organisation. With over 1,000 members and 56 partners across 162 countries, UICC features the world's major cancer societies, ministries of health, research and treatment institutes, patient groups, and industry leaders.

WITH THANKS TO THE FOLLOWING PARTNERS FOR THEIR SUPPORT OF THE 2017 CAMPAIGN:

Visionary Partners



Bristol-Myers Squibb

MERCK



Leader - Partner



Supporter



Please email your questions and updates to info@worldcancerday.org

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

Union for International Cancer Control
62 route de Frontenex • 1207 Geneva • Switzerland
Tel +41 (0)22 809 1811 Fax +41 (0)22 809 1810 email info@uicc.org
www.uicc.org

