



A MEMBERSHIP ORGANISATION
FIGHTING CANCER TOGETHER



WORLD CANCER DAY

A truly global event **taking place every year on 4 February**, World Cancer Day unites the world's population in the fight against cancer. It aims to save millions of preventable deaths each year by raising awareness and education about the disease, pressing governments and individuals across the world to take action.

WORLD CANCER DAY 2014

Building on the success of last year's campaign, World Cancer Day 2014 will focus on Target 5 of the World Cancer Declaration **Reduce stigma and dispel myths about cancer**, under the tagline **"Debunk the myths"**. There are still so many myths about the disease out there and this Day is the perfect opportunity for people to dispel them. Greater awareness and education about cancer can lead to positive change at an individual, community and policy level and across the continuum of cancer care.

For World Cancer Day 2014 we will focus on four key myths and go about 'debunking' them through the various materials we are producing.

MYTHS

01



WE DON'T
NEED TO TALK
ABOUT CANCER

02



CANCER... THERE
ARE NO SIGNS
OR SYMPTOMS

03



THERE IS NOTHING
I CAN DO
ABOUT CANCER

04



I DON'T HAVE
THE RIGHT TO
CANCER CARE



#worldcancerday



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WHY WORLD CANCER DAY IS IMPORTANT

Put simply, because the global cancer epidemic is huge and is set to rise. 1.5 million lives which would be lost to cancer, could be saved per year if decisive measures are taken to achieve the World Health Organization's (WHO) '25 by 25' target; to reduce premature deaths due to non-communicable diseases (NCDs) by 25% by 2025. Currently, 7.6 million people die from cancer worldwide every year, out of which, 4 million people die prematurely (aged 30 to 69 years). So unless urgent action is taken to raise awareness about the disease and to develop practical strategies to address cancer, by 2025, this is projected to increase to an alarming 6 million premature cancer deaths per year. The estimate of 1.5 million lives lost per year to cancer that could be prevented must serve to galvanise our efforts in implementing the World Health Organization's (WHO) '25 by 25' target.

There is now a need for a global commitment to help drive advancements in policy and encourage implementation of comprehensive National Cancer Control Plans. If we are to succeed in this, we have a collective responsibility to support low- and middle-income countries who are tackling a cancer epidemic with insufficient resources. World Cancer Day is the ideal opportunity to spread the word and raise the profile of cancer in people's minds and in the world's media.

A CAMPAIGN DIRECTLY ALIGNED WITH GLOBAL ADVOCACY

In 2011, heads of state and governments adopted the United Nations Political Declaration on the Prevention and Control of NCDs, which recognised NCDs as a global health and development priority. Success followed in 2012 with the adoption of a global target to reduce premature deaths from NCDs by 25% by 2025. In 2013, the foundations of a new global NCD architecture were put in place with the adoption of a Global Monitoring Framework for NCDs (GMF), a Global NCD Action Plan 2013-2020 (GAP), and a Global Coordination Mechanism for NCDs. UICC members and partners welcomed the inclusion in the GMF and GAP of cancer-specific targets, indicators, and actions that are closely aligned with the World Cancer Declaration, particularly in the areas of: cancer planning and surveillance, vaccination for HPV and HBV against cervical and liver cancers, early detection and screening for breast, cervical, oral and colorectal cancers, access to essential medicines and technologies, and palliative care policies.

World Cancer Day is an important date in the advocacy calendar; highly engaged organisations and individuals are encouraged to use the day for a concerted 'advocacy push', calling on governments to live up to the new and ambitious commitments in the emerging NCD framework, and ensure that cancer interventions, across the entire continuum of care from prevention to early detection, treatment and palliation, are adequately addressed in the next phase of the global health and development agendas.

WHO IS BEHIND THE DAY?

World Cancer Day is an initiative of the Union for International Cancer Control (UICC), a leading international non-governmental organisation that unites the cancer community to reduce the global cancer burden, to promote greater equity, and to integrate cancer control into the world health and development agenda. Founded in 1933 and based in Geneva, UICC's growing membership of over 800 organisations across 155 countries, features the world's major cancer societies, ministries of health, research institutes, treatment centres and patient groups. Additionally, the organisation is a founding member of the NCD Alliance, a global civil society network that now represents almost 2,000 organisations in 170 countries.

FOR MORE INFORMATION ON WORLD CANCER DAY, PLEASE VISIT: worldcancerday.org

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