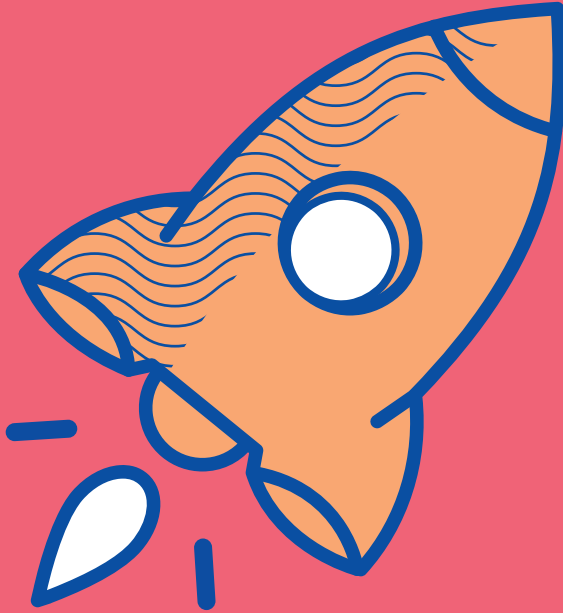


**WORLD
CANCER
DAY 4 FEB**

WE CAN



**INSPIRE ACTION,
TAKE ACTION**

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WE CAN INSPIRE ACTION, TAKE ACTION



The first step in driving progress around cancer is to push for actions that we know will improve survival rates and give cancer patients a better quality of life.

The World Cancer Declaration represents a consensus between public health and cancer experts that sets out 9 targets for an effective response to cancer and other non-communicable diseases (NCDs) – mainly cardiovascular diseases, chronic respiratory diseases and diabetes¹. It is a tool that can be used by cancer control organisations, groups of advocates, employers, the media and others to urge governments to implement policies and programmes that the cancer community knows will be successful if they are adequately resourced.

With the world's governments committed to 'reduce by one third premature mortality from NCDs through prevention and treatment, and promote mental health and wellbeing' as part of the Sustainable Development Goal (SDGs), using the World Cancer Declaration to frame and strengthen advocacy efforts is imperative². By working together around common targets and each using our spheres of influence, we can unite in driving governments to take decisive action around cancer, commit adequate resources and embed cancer and other NCDs within broader development planning and financing processes.

We can all call on governments to step up their response to cancer by pushing for actions that we know will reduce premature deaths, and improve quality of life and increase cancer survival rates.

This factsheet is aimed at



Healthcare professionals



Workplaces



Policy makers



Schools



Cities



Sport & leisure groups

1. World Cancer Declaration. <http://www.uicc.org/world-cancer-declaration>

2. Transforming our World: The 2030 agenda for sustainable development. <https://sustainabledevelopment.un.org/post2015>