

# World Cancer Day 2015

*Members' Toolkit*

*Not Beyond Us*  
[worldcancerday.org](http://worldcancerday.org)

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# Introduction

**World Cancer Day 2015 will follow a year filled with key events for UICC and the global cancer community.**

**2014 highlights and key milestones include:**

- **A very successful World Cancer Day gathering, with more than 8.7 billion opportunities to see, hear or read about the Day**
- **The UN NCD High-level Review Meeting in New York in July**
- **The World Cancer Leaders' Summit focusing on the Economic Case for Cancer Control in December**
- **The World Cancer Congress, themed 'Joining Forces - Accelerating Progress' in December.**

Through the theme **Cancer – Not beyond us**, World Cancer Day 2015 emphasises the need for taking action and implementing what we already know in order to push the global fight against cancer to a whole new level.

World Cancer Day is the ideal opportunity to raise awareness of the many things that can be done to further develop the global cancer movement and spread the word that solutions do exist and that they are within our reach.

This toolkit has been developed to provide you with guidance on how to mark the Day. It includes background information on World Cancer Day, information about this year's theme, a social media guide and many more useful tips. Based on your organisation's needs and priorities, you can also pick and choose the ideas and actions that are most relevant to the messages you wish to promote.

Since our first World Cancer Day toolkit in 2012, the number of downloads have exceeded 15,000 and people from hundreds of countries have become engaged in the campaign.

UICC would like you, our members, to support us in using the Day to encourage everyone affected by cancer (individuals, families, communities, civil society organisations, private sector and governments) to ensure that they recognise the role they can play in reducing the burden of the disease. Our ultimate aim is to help reduce premature deaths from cancer by 25% by 2025.

World Cancer Day is a unique opportunity to emphasise the fact that much can be done at an individual, community and governmental level to harness and mobilise solutions and catalyse positive change.

We hope that your organisation will join us on 4<sup>th</sup> February to raise awareness around this critical issue and join the fight.

By moving forward together we have the potential to show that cancer is **not beyond us**.

# About

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“There has been great progress in cancer control over the past few years and there is also a greater connectedness of the global cancer community. On World Cancer Day, we have an opportunity to collectively examine cancer control strategies to identify winning formulas that will accelerate progress. The goal for all of us is to ensure fewer people develop cancer, more people are successfully treated and that there is a better quality of life for people during treatment and beyond. While new research will add to our ability to accomplish this, in Canada, as in many other countries around the world, we already have many of the tools and the knowledge to truly reduce the cancer burden – it is indeed within our reach.”

**Dr Heather Bryant**  
VP, Cancer Control  
Canadian Partnership Against Cancer

“

“Cancer remains a national health priority in Australia, with significant implications for individuals, families, communities and health systems. World Cancer Day is a very important date for the international community, providing the opportunity to share knowledge across the global cancer landscape. It also allows us to consider our own efforts in improving cancer control to reduce the impact of the disease, which is now Australia’s major cause of illness. As a member organisation of the World Cancer Day Advisory Group, Cancer Australia is delighted to support and promote the aims of World Cancer Day and encourages our partners in cancer control to join us. Let us all do our part!”

**Professor Helen Zorbas**  
Chief Executive Officer  
Cancer Australia

# World Cancer Day background information

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## 1. What is World Cancer Day?

World Cancer Day takes place every year on 4<sup>th</sup> February, uniting the world under a single theme to highlight the ongoing fight against cancer. World Cancer Day aims to reduce the number of preventable deaths each year by raising cancer awareness amongst the general public and pressing governments to take action against the disease.

## 2. Why World Cancer Day is important

Put simply, because the global cancer epidemic is huge and is set to rise. Currently, 8.2 million people die from cancer worldwide every year, out of which, four million people die prematurely (aged 30 to 69 years).

Urgent action needs to be taken to raise awareness about the disease and to develop practical strategies to address the cancer burden. Disparities between people from different settings are growing, particularly in access to prevention, treatment and palliative care.

Now, more than ever there is a need for a global commitment to help drive advancements in policy and encourage implementation of comprehensive National Cancer Control Plans. Furthermore, we have a collective responsibility to support low- and middle-income countries who are tackling the 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.

## 3. A campaign aligned with global advocacy

At the 2014 Comprehensive Review and Assessment on Non-communicable Diseases (NCDs), governments were asked to report against commitments made in the 2011 UN Political Declaration on NCDs. It was the second time ever that NCDs have had a standalone political meeting at the UN General Assembly, and has provided a critical opportunity to take stock on progress, share successes and lessons learned, and recommendations to guide the NCD response beyond 2014.

Since 2011, we have already seen 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 terms of reference for a UN Taskforce on NCDs 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.

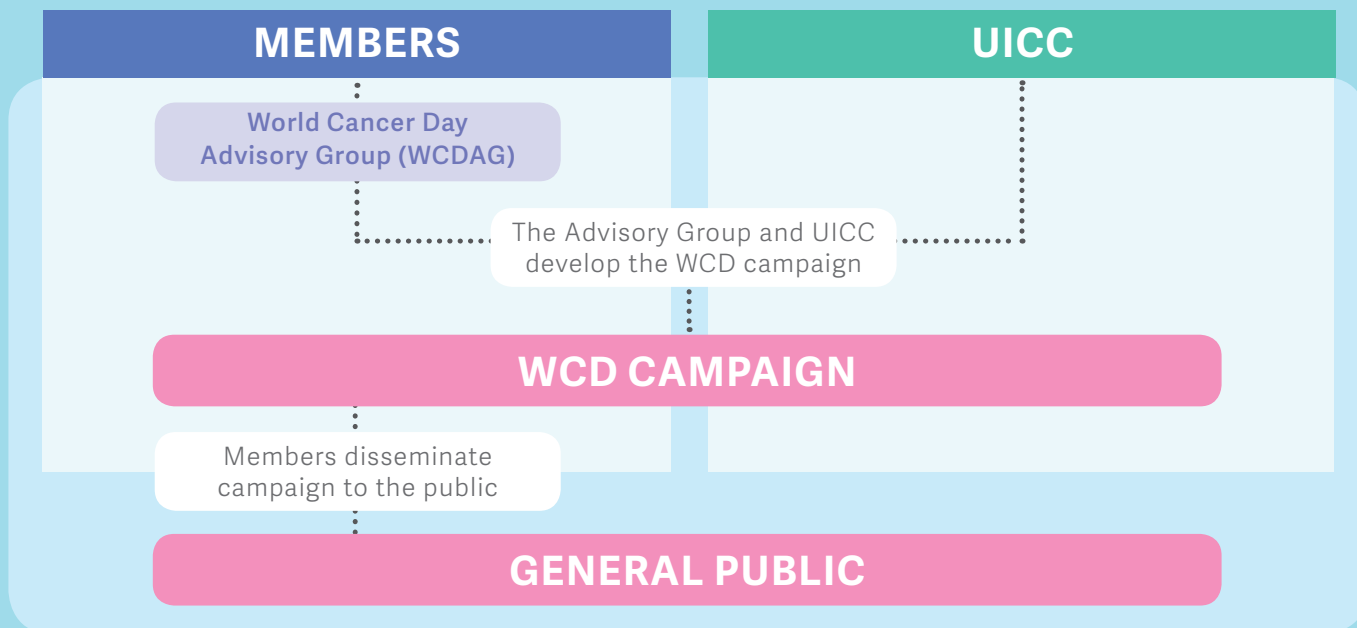
World Cancer Day is an important date in the advocacy calendar; highly engaged organisations and individuals are encouraged to use the day for a concerted 'advocacy push', calling on governments to live up to these new and ambitious commitments, and ensure that cancer interventions, from prevention to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

## 4. Who is behind World Cancer Day?

World Cancer Day is an initiative of the Union for International Cancer Control (UICC), the 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.

## World Cancer Day background information



<p><b>2010</b></p> <p><b>UN vote for High-level Meeting (HLM) on NCDs</b>            Unanimous decision to hold UN HLM on NCDs in New York</p>	<p><b>2011</b></p> <p><b>UN High-Level Meeting on NCDs</b>            Unanimous adoption of UN Political Declaration on NCD Prevention and Control</p>	<p><b>2012</b></p> <p><b>"25 by 25" NCD target adopted</b>            World Health Assembly agrees on global NCD target to reduce NCDs</p>
<p><b>UN High-Level Review Meeting on progress towards UN Political Declaration on NCDs (Sept 2014)</b></p>		
<p><b>2013</b></p> <p><b>Global NCD Architecture established</b></p> <ul style="list-style-type: none"> <li>• Global Monitoring Framework (GMF): 9 global NCD targets and 25 indicators</li> <li>• Global NCD Action Plan (GAP): Operationalising the Political Declaration</li> <li>• Global Coordination Mechanism underway: Vehicle to coordinate all sectors</li> </ul>	<p><b>2014</b></p> <p><b>Member states mobilised to meet the commitments within the GAP</b></p> <ul style="list-style-type: none"> <li>• Development and implementation of national NCD action plans</li> <li>• Cancer is embedded in NCD plans (aligned with World Cancer Declaration targets)</li> </ul>	<p><b>2015</b></p> <p><b>Cancer and NCDs are reflected in the Post-2015 development agenda (MDG-successor goals)</b></p>

# World Cancer Day 2015

## Theme

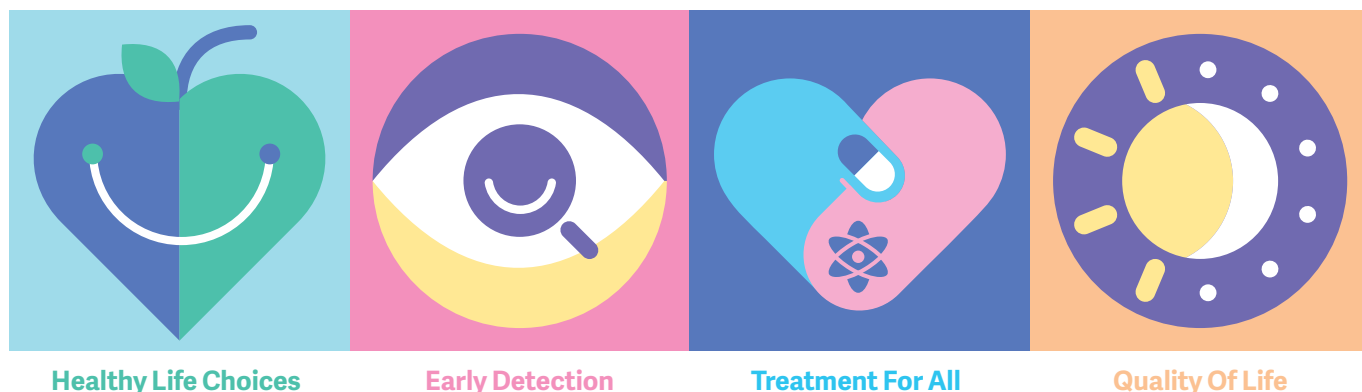
Taking place under the tagline **Cancer – Not beyond us**, World Cancer Day 2015 will take a positive and proactive approach to the fight against cancer, highlighting that solutions do exist across the continuum of cancer care, and that they are within our reach.

The campaign will explore how we can implement what we already know in the areas of prevention, early detection, treatment and care, and in turn, open up to the exciting prospect that we can impact the global cancer burden – for the better.

There is much that can be done at an individual, community and governmental level, to harness and mobilise these solutions and catalyse positive change.

## Cancer - Not beyond us

## The four sub-themes



Healthy Life Choices

Early Detection

Treatment For All

Quality Of Life

## ‘WORLD CANCER DAY’ TRANSLATED

Arabic	ناطرس لليل اعلال اءوئل	Italian	Giornata mondiale contro il cancro
Bosnian	Međunarodni dan borbe protiv raka	Japanese	世界対がんデー
Dutch	Wereld Kanker Dag	Korean	세계 암의 날
English	World Cancer Day	Polish	Światowy Dzień Walki z Rakiem
French	Journée mondiale contre le cancer	Portuguese	Dia Mundial do Cancro
German	Welt Krebs Tag	PRT (Brazilian)	Dia Mundial do Câncer
Greek	Παγκόσμια Ημέρα κατά του Καρκίνου	Russian	Всемирный день борьбы против рака
Hebrew	ימלועה וטרסה םוי	Romanian	Ziua Mondiala a Cancerului
Hindi	वशिव केन्सर दविस	Spanish	Día Mundial contra el Cáncer
Hungarian	Rákellenes Világnap	Swedish	Världscancerdagen
		Turkish	Dünya Kanser Günü

# Campaign Resources

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World Cancer Day should be viewed as an opportunity to coordinate global and local efforts in the fight against cancer.

UICC has developed a core set of materials to support you in developing your own 2015 World Cancer Day campaign and provide guidance in adapting the messaging to meet your needs.

- The materials provided have been developed and approved by the UICC Communications Team. However, they should be translated and adapted according to your local standard operating procedures.
- Template materials currently include global statistics and spokespeople. Where appropriate, please localise your materials by using facts and figures from your own country, in addition to your own spokespeople; these will make your materials more relevant to local media.





## Map Of Events



An online interactive map showing what and where activities are taking place, on and around World Cancer Day 2015.

[www.worldcancerday.org/events-map](http://www.worldcancerday.org/events-map)

## World Cancer Day Poster



The 2015 campaign poster is available in 20 languages. Please contact us to add further translations at [communications@uicc.org](mailto:communications@uicc.org)

[www.worldcancerday.org/posters](http://www.worldcancerday.org/posters)



## Fact Sheets and Evidence Sheets



The Fact Sheets give the reader a general overview of some of the key areas of focus that are highlighted in the 2015 campaign. They provide key facts and figures and outline important advocacy messages. For a more detailed look at the issues addressed in the Fact Sheets, including a reference list for each of the facts and figures used, we have developed supporting Evidence Sheets.

[www.worldcancerday.org/fact-sheets](http://www.worldcancerday.org/fact-sheets)



## Template Press Release



A template press release designed for local adaptation and use on and around World Cancer Day 2015 (under embargo), will be available in English, French, Spanish, and other languages in January 2015.



## Advocacy Toolkit



The advocacy toolkit, launched on World Cancer Day 2014 aims to respond to some of the many challenges for cancer advocates in influencing change in public perception, practice and policy. It includes how to write a letter to your health minister, how to write a position statement, Declaration icons, and more.

[www.uicc.org/advocacy/advocacy-resources](http://www.uicc.org/advocacy/advocacy-resources)



## 2013 World Cancer Declaration and the UN Global Action Plan on NCDs:



A key advocacy action on World Cancer Day is to understand and communicate to others the promises made by governments on cancer in the Global Action Plan on NCDs and how they are linked to the World Cancer Declaration targets.

[www.uicc.org/world-cancer-declaration](http://www.uicc.org/world-cancer-declaration)

**WORLD CANCER DECLARATION 2013**

The World Cancer Declaration calls upon government leaders and health policy makers to sign up to reduce the global cancer burden, promote health equity, and integrate cancer control into the world health and development agenda.

**OVERARCHING GOAL:**  
There will be major reductions in premature deaths from cancer, and improvements in quality of life and cancer survival rates.

**BY 2025:**

- Target 01:** Health systems will be strengthened to ensure essential cancer services are available to all people in need.
- Target 02:** Health-care related costs will be affordable to all people in need.
- Target 03:** Cancer-related inequalities in health-care access and outcomes will be reduced.
- Target 04:** The cancer-causing infections will be controlled by essential health-care programmes.
- Target 05:** Tobacco-associated with cancer will be reduced, and harmful alcohol and drug use will be controlled.
- Target 06:** Population-based screening programmes will be strengthened to detect cancer early.
- Target 07:** Innovative education and training opportunities for health-care workers will be strengthened to improve cancer care.
- Target 08:** Innovative education and training opportunities for health-care workers will be strengthened to improve cancer care.

**BACKGROUND TO THE WORLD CANCER DECLARATION 2013**

**Why Update the World?**  
In 2011, the World Cancer Declaration was launched to the public and the private sector. It was the first time that the world's governments agreed to a common goal for cancer control. The Declaration is a landmark in the history of cancer control.

**What's new in the World Cancer Declaration 2013?**  
The Declaration has been updated to reflect cancer disease in the world health and development arena. Other specific changes to the Declaration include:

- The Declaration has been updated to reflect the global cancer burden and the impact of cancer on health equity.
- The Declaration has been updated to reflect the global cancer burden and the impact of cancer on health equity.
- The Declaration has been updated to reflect the global cancer burden and the impact of cancer on health equity.

## eCard/Postcards



Help raise awareness about World Cancer Day and show that it is not beyond us to do something by sending these eCards to politicians, your colleagues, friends and family.

[www.worldcancerday.org/resources](http://www.worldcancerday.org/resources)



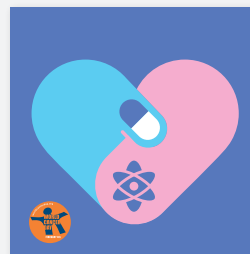
**World Cancer Day 2015**

**Healthy Life Choices**  
*It's Not Beyond Us*  
Join us on February 4th  
[worldcancerday.org](http://worldcancerday.org)



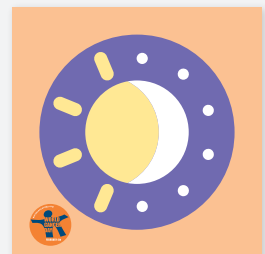
**World Cancer Day 2015**

**Early Detection**  
*It's Not Beyond Us*  
Join us on February 4th  
[worldcancerday.org](http://worldcancerday.org)



**World Cancer Day 2015**

**Treatment For All**  
*It's Not Beyond Us*  
Join us on February 4th  
[worldcancerday.org](http://worldcancerday.org)



**World Cancer Day 2015**

**Quality Of Life**  
*It's Not Beyond Us*  
Join us on February 4th  
[worldcancerday.org](http://worldcancerday.org)

## Key Messages

**To achieve the objectives of the 2015 campaign, it is essential that we all use 'one voice' when we speak or write about World Cancer Day.**

The following World Cancer Day messaging suggestions are provided for your use and adaptation. Please feel free to use them as a part of your communications. Our goal is to spread these messages as widely as possible on World Cancer Day.

### FURTHER INFORMATION

Please see the World Cancer Day 2015 [Evidence Sheets](#) for all supporting references to the facts and figures listed in this toolkit.

### ***Primary World Cancer Day messaging***

- World Cancer Day is the only global initiative which unites UICC, its members, partners, supporters and the entire world in the fight against the global cancer epidemic.
- World Cancer Day aims to reduce the number of preventable deaths each year by raising awareness of the disease, and pressing governments and individuals across the world to take action.

## Sub-theme key messages



### Choosing Healthy Lives

Reducing the social and environmental risk factors for cancer and empowering people to make healthy choices, are key components to achieving the global overarching goal of reducing premature deaths from NCDs by 25% by 2025 and reaching the aspirational targets of the World Cancer Declaration.

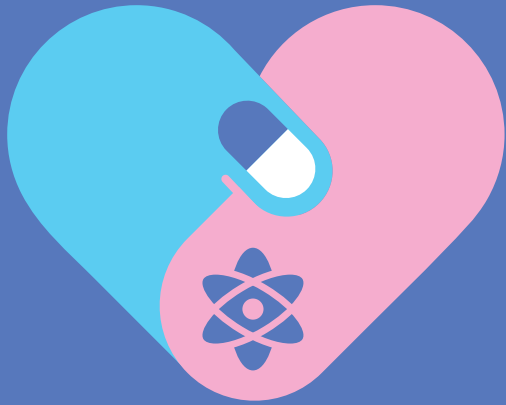
- At least one third of the most common cancers can be prevented through not smoking, reducing alcohol consumption, healthier diets and improved physical activity.
- The adoption of healthy behaviors early in life reduces the risk of cancer and other Non-Communicable Diseases (NCDs) in adulthood.
- The conditions in which people live and work influence their capacity to choose healthy lives.
- The economic cost of cancer far outweighs the cost of investing in preventive measures.



### Delivering Early Detection

Ensuring the availability of, and access to, early detection programmes for cancer can significantly reduce the cancer burden in all countries.

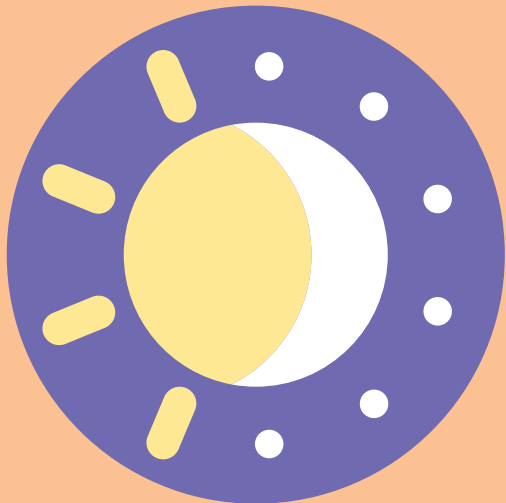
- For many low- and middle-income countries, the provision of a skilled cancer workforce to diagnose and manage cancer is a key barrier to the delivery of early detection.
- Early detection programmes should include strategies to improve knowledge of cancer among communities, health professionals and policy makers and increase awareness around the options for early detection.
- For breast, colorectal and cervical cancers, there is robust evidence to support the implementation of population-based screening programmes that are tailored to the countries' resources and burden of disease.
- Investment in continuing professional development to equip healthcare workers with the appropriate tools and knowledge to recognise the early signs and symptoms of some cancers is essential.



## Achieving Treatment For All

All people have the right to access quality, effective cancer treatment and services on equal terms, regardless of geography and without suffering economic hardship as a consequence.

- Under-resourced health systems and lack of social protection in many countries are widening gaps in access to cancer services and heightening financial risk.
- National Cancer Control Plans (NCCPs) should consider the full spectrum of multidisciplinary cancer services and infrastructure across the continuum of care.
- Improved access to effective and affordable multimodal treatment for cancer, including essential medicines and basic technologies such as radiotherapy, should be a genuine priority for the post-2015 development agenda.



## Maximising Quality Of Life

Understanding and responding to the full impact of cancer on emotional, mental and physical wellbeing will maximise the quality of life for patients, their families and carers.

- Cancer can have a serious impact on a person's emotional, physical and mental state and cancer survivors are at risk of diminished quality of life up to several years after diagnosis.
- Maintaining social support networks and talking about cancer is important for both the person living with cancer and their carer.
- UICC, through the Global Access to Pain Relief Initiative (GAPRI) are working in partnership with the UNODC and WHO to enhance availability and access to internationally controlled medications, while preventing their diversion and abuse.
- Cancer patients and families should be empowered to have a greater degree of control over the choices that influence their health and wellbeing and preserve their dignity at all stages throughout the cancer journey.

## Primary global cancer messages

It is a disease that knows no boundaries and has, or will, affect us all either directly or indirectly during our lifetime.

- Action taken by every person, organisation and government will reduce the burden of cancer and premature deaths from NCDs by 25% by 2025.
- World Cancer Day represents an opportunity for UICC, its members and the public to join a global movement of targeted, locally relevant and achievable actions which will reduce the burden of cancer.
- Cancer is a leading cause of death worldwide, causing 8.2 million deaths per year. However, we know that more than one third of these deaths are preventable, and if detected early enough, many cancers are curable.
- Until cancer awareness is improved globally and actions are taken to prevent and treat the disease, millions of people around the world will die unnecessarily every year.
- We must act now because the global cancer epidemic is huge and set to rise. It is predicted to increase to 19.3 million cases per year in 2025, compared to 14.1 million in 2012.

## UICC-focused key messages

- UICC 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.
- UICC is the leading international non-governmental organisation dedicated to the prevention and control of cancer worldwide.
- UICC is the largest cancer-fighting organisation of its kind, with over 800 member organisations across 155 countries representing the world's major cancer societies, ministries of health, research institutes, treatment centres, and patient groups.
- UICC is dedicated to continue working with world leaders to increase their support for cancer control measures and hold them accountable for the cancer commitments made in the UN Global Action Plan on NCDs.
- UICC uses World Cancer Day to advocate for:
  - Developing targets and indicators to measure the implementation of policies and approaches to prevent and control cancer
  - Raising the priority accorded to cancer in the global development agenda
  - Promoting a global response to cancer.

# Get Involved

**World Cancer Day is a truly global event. In order to achieve our objective of reaching as much of the world's population as possible, we need your help.**

## **Every Action Counts**

Whether you do something as large as running your own World Cancer Day campaign, or as simple as sharing our template messages amongst your networks, every action has an impact. Show the world that fighting cancer is **not beyond us.**

### **THE POWER OF A GOOD QUOTE**

Quotes can act as a powerful tool for reinforcing your key messages in any press or educational materials you produce. For more guidance, please visit **[worldcancerday.org/quotes](https://worldcancerday.org/quotes)**

### **WANT TO DO YOUR OWN THING?**

We appreciate that you may have different needs and priorities, so whilst we greatly encourage you to incorporate the Day (and the theme 'Not beyond us') into existing outreach programmes, we also welcome you to create your own policy/awareness campaigns which are in-line with the specific area(s) of focus within your organisation.

# List Of Actions

## Social Media



Engage with your network via your Twitter and Facebook pages, and share your World Cancer Day images on Instagram. Please use #WorldCancerDay #NotBeyondUs.

**Please see the complete social media guide on page 18 of the toolkit.**

## CAMPAIGN HASHTAGS

**#WorldCancerDay**  
**#NotBeyondUs**

## Map Of Events



Add to the World Cancer Day online map of events and activities - please share what you will be doing on/around World Cancer Day. WorldCancerDay.org is visited by media, individuals and organisations worldwide - therefore this is a great place to let the world know what you have planned, no matter how big or small.

[www.worldcancerday.org/events-map](http://www.worldcancerday.org/events-map)

## Thunderclap



**UICC has created a Thunderclap campaign for World Cancer Day 2015.**

### What is Thunderclap?

Thunderclap is a tool that facilitates the mass dissemination of messages via Facebook, Twitter and Tumblr by simultaneously posting to the accounts of those who support the campaign. This is a great way to give the campaign visibility and increase the chances of 'trending' on social media platforms.

For our Thunderclap to go live, we need the support of a minimum of 250 individuals for the message to be broadcast. Sign up to Thunderclap on Facebook, Twitter or Tumblr and join the WCD 2015 Campaign.

[www.worldcancerday.org/thunderclap](http://www.worldcancerday.org/thunderclap)

## E-Card



Help show that doing something to fight cancer is not beyond us and raise awareness about World Cancer Day by sending our specially designed eCards to your colleagues, friends and family.

## Press/media campaign



Quotable quotes and media soundbytes are available to help you promote the Day to media in your region. A template press release will be available in late January 2015 for your use and adaptation. See section 'Stop The Press' for more information.

## Poster



We have **five** different posters available for your use that have been designed specifically for the 2015 campaign. You can use them digitally or as printed posters to promote the Day and the theme. Be sure to share them within your organisation and wider network.

You can adapt the posters by adding your organisation's logo.

**Design files are available upon request.**

## Website



Make sure that the World Cancer Day logo is present on your website, link to [www.worldcancerday.org](http://www.worldcancerday.org) or, upload a small article onto your site about the Day.



## Share and/or adapt Fact/Evidence sheets



We have developed campaign Fact Sheets to provide readers with a general overview of the key messages, facts and figures around each of the four sub-themes. Each Fact Sheet is accompanied by a detailed Evidence Sheet, which outlines further references and resources.

The Fact Sheets can be used as stand alone resources, but they can also form the basis on which to build your own versions that might be more appropriate to your needs at a regional, national or local level.

Should you wish to adapt the Fact Sheets, the Evidence Sheets are designed to assist you with this task.

**Design files available upon request.**

## Align your plans with World Cancer Day



Are you planning an event between January and February? Will you be releasing a new publication? Do you have any other important announcements scheduled for that period? Why not use World Cancer Day to run your event, release your publication or make your announcement? It will simultaneously have a larger impact and contribute to the overall success of the Day.

## Engage Corporates and External Partners



World Cancer Day is the perfect opportunity for corporates to engage in the fight against cancer and/or for you to encourage them to do so. The specially tailored Corporate Toolkit provides guidance on how they can help support the Day, such as promoting the campaign amongst their employees, as well as ways in which employers can help cancer patients cope within the workplace.

Feel free to download the Toolkit for corporates from [worldcancerday.org](http://worldcancerday.org) and share it with your external partners.

## Translate materials



We want all the World Cancer Day resources to be accessible to as many people as possible. As a start, all materials are available in English, French and Spanish, however, we would appreciate your help to translate them into other languages.

Please contact us at [communications@uicc.org](mailto:communications@uicc.org), if you think you can contribute to additional translations.

## ICCP Portal and UICC Cancer Prevention Network (CPN)



The UICC Cancer Prevention Network enables policy makers and cancer advocates to exchange knowledge in cancer prevention, early detection and screening through an interactive multimedia library, which offers a range of up-to-date expert resources and tools.

Submit your resources on the portal, join the discussion and share your national cancer plan via the ICCP Portal.

Please visit the website and send us resources you feel are missing: [www.iccp-portal.org](http://www.iccp-portal.org)

## The World Cancer Declaration



Use World Cancer Day as an opportunity to reaffirm our messaging around the Declaration targets.

[www.uicc.org/world-cancer-declaration](http://www.uicc.org/world-cancer-declaration)



**POST TO INSTAGRAM**  
Using #WorldCancerDay

# Social Media Guide

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We have compiled key information to help you increase World Cancer Day's presence on social media.



## TOP TIP

When inserting links into Tweets and Facebook posts, use a free link-shortening service such as bit.ly.

eg <http://bit.ly/WCD2015> = [www.worldcancerday.org](http://www.worldcancerday.org)



## Twitter

Use Twitter to be part of the conversation leading up to, and on World Cancer Day.

### Topic hashtags:

#25by25 #BreastCancer  
 #BreastCancerAwareness  
 #Cancer #Cancers #CancerDivide  
 #CancerInformation #CancerPatients  
 #CancerPrevention #CancerTreatment  
 #CervicalCancer #Care #ChoosingHealthyLives  
 #EarlyDetection #EssentialMedicines  
 #Health #HealthyLives #HPV #MDG #NCDs  
 #NCDmomentum #NotBeyondUs #PalliativeCare  
 #Prevention #Post2015 #QualityOfLife #Smoking  
 #Stigma #SocialJustice #Tobacco  
 #TIL #TreatmentForAll #Truth #UHC  
 #WomensCancers #WorldCancerDay



### #World Cancer Day translated:

<b>Arabic</b>	#ناطرسللليملاعلامويل	<b>Japanese</b>	#世界対がんデー
<b>Bosnian</b>	#Međunarodnidanborbeprotivraka	<b>Korean</b>	#세계암의날
<b>Dutch</b>	#WereldKankerDag	<b>Polish</b>	#SwiatowyDzienWalkizRakiem
<b>English</b>	#WorldCancerDay	<b>Portuguese</b>	#DiaMundialdoCancro
<b>French</b>	#JourneeMondialeContreLeCancer	<b>PTG (Brazilian)</b>	#DiaMundialdoCancer
<b>German</b>	#WeltKrebsTag	<b>Romanian</b>	#ZiuaMondialaaCancerului
<b>Greek</b>	#ΠαγκόσμιαΗμέρακατάτουΚαρκίνου	<b>Russian</b>	#Всемирныйденьборьбыпротиврака
<b>Hebrew</b>	#מלועהקרסרסחמ	<b>Spanish</b>	#DiaMundialcontraelCancer
<b>Hindi</b>	# वश्वकेन्सरदविस	<b>Swedish</b>	#Varldscancerdagen
<b>Hungarian</b>	#RakellenesVilagnap	<b>Turkish</b>	#DunyaKanserGunu
<b>Italian</b>	#Giornatamondialecontroilcancro		

# Twitter-Ready Tweets For World Cancer Day

## #HealthyLives Tweets:

- Investing in prevention of #cancer is cheaper than dealing with the consequences #WorldCancerDay #NotBeyondUs
- Children & adolescents must be included in policies and strategies that promote healthy behaviours #WorldCancerDay #NotBeyondUs
- The conditions in which people live and work influence their capacity to choose healthy lives #WorldCancerDay #NotBeyondUs

## #EarlyDetection Tweets:

- Ensuring access to early detection programmes for cancer can reduce the cancer burden in all countries #WorldCancerDay #NotBeyondUs
- Screening can reduce deaths from cervical cancer by 80% or more among women #WorldCancerDay #NotBeyondUs
- Equipping healthcare workers with tools & knowledge to recognise early signs & symptoms of cancers is essential #WorldCancerDay #NotBeyondUs

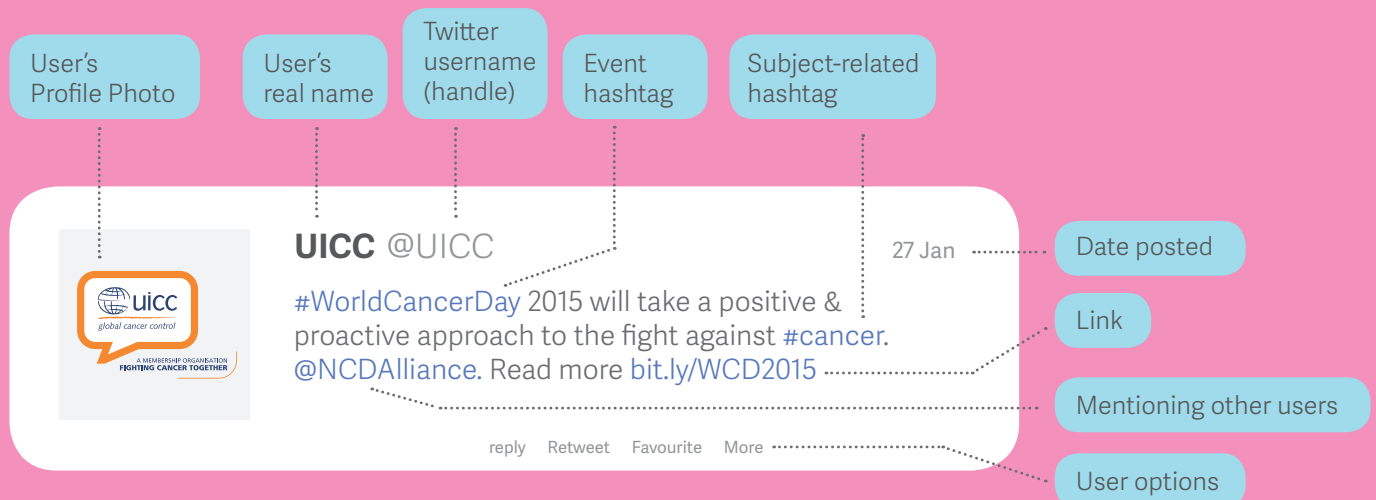
## #TreatmentForAll Tweets:

- Everyone has the right to quality cancer treatment & services regardless of geography or financial situation #WorldCancerDay #NotBeyondUs
- Gov'ts must take actions to meet the global target of an 80% availability of affordable & essential medicines #WorldCancerDay #NotBeyondUs
- The next generation of global development goals & targets must acknowledge equity & health as a human right #WorldCancerDay #NotBeyondUs

## #QualityOfLife Tweets:

- The emotional & mental impacts of cancer must be taken as seriously as the physical impacts #WorldCancerDay #NotBeyondUs
- Individuals must feel empowered to talk about cancer & reach out for support #WorldCancerDay #NotBeyondUs
- Holistic approaches to cancer care are accessible which will maximise quality of life for ppl living w/ cancer #WorldCancerDay #NotBeyondUs

## Anatomy of a Tweet



## EIGHT tips for using Twitter for your World Cancer Day events

The use and popularity of social media have thrown open the doors of health-related events. Now a statement made during a conference plenary, a new health policy set by a government, or an exciting fundraising event, can all be read about, watched or heard by thousands of interested onlookers all over the globe. In an instant.



### Remember, they're following YOU

If you have 100 followers or a million, they track you because of what you say and who you are. Try to relate what you hear during an event to your own knowledge and experience. 'Speak your world' by sharing your reactions and opinions openly. That's what your followers want to hear.



### Be their ears and eyes too

For every person physically present during an event, there are probably hundreds (if not thousands) of 'remote participants' watching from afar, many wishing they could have had the same opportunity. Try to stay conscious of what your followers and other remote participants might be most interested to read, see or find out – and not only what you want to tell them.



### Use the event #hashtag

The more people who use the same hashtag, the more likely they are to connect with one another and share thoughts/ ideas. Find out the #hashtag the organizers have chosen for the event and use it – consistently.



### Be original

Your tweets will be valued most by your followers if they include something they could not easily obtain or find out elsewhere:

Your opinion; a useful link to an interesting site or article; a relevant hashtag (other than the event hashtag); another user's username. Don't hit the retweet button without including your own view or added value, and avoid posting overused rhetoric about an issue. Stay fresh.



### No time like the present

Tweet as soon as something grabs your attention or evokes a reaction in you. Share your impression or mood as well as the information content. If someone posts something you agree/disagree with, say so and why, or ask a follow-up question of your own. It is hard to find the time when you are taking part in an event, but commenting and responding in real time to others' posts adds real depth and value to discussion.



### Quote of the day...

If you must tweet direct quotes, listen out for particularly incisive or original comments, and quote them for what they say, not who said them. Find the speaker's username if you have time. Avoid repeating what the high profile speakers say, they'll be tweeted and reported by everyone.



### A picture, a thousand words, etc.

Use the same rules for photos/ videos as you do for text content: Add value for your followers and give them something they cannot get elsewhere, such as photos of presentations, conclusion slides, new data or the cover of a publication you have seen for the first time at an event. Avoid photos of meeting rooms and high-profile speakers.



### Be a Twitter advocate

Remind other delegates that they can also Tweet from the event. If someone tells you something interesting/ important, encourage them to Tweet about it. If they are not Twitter users, take a few minutes to tell them why they would benefit if they were. Encourage them to sign up and follow you!

## Twitter Glossary

<b>Twitter</b>	Information network made up of 140 -character messages
<b>Tweet</b>	A message posted via Twitter
<b>@</b>	The @ sign is used to mention other users
<b>Handle</b>	(or Username) Your identity on Twitter (eg@UICC or @NCDA)
<b>#Hashtag</b>	The #symbol is used to highlight keywords or topics (eg #WorldCancerDay)
<b>Link</b>	Hyperlink to a useful website or online article
<b>Follow</b>	To follow someone on Twitter is to subscribe to their Tweets
<b>Follower</b>	A follower is another Twitter is to subscribe to Their Tweets
<b>Reply</b>	A Tweet posted in reply to another user's message
<b>Retweet (or RT)</b>	A Tweet by another user forwarded to you/by you.Often used to spread news or share valuable information on Twitter



## FACEBOOK

To stay up-to-date on what UICC does to support World Cancer Day please 'like' us on Facebook.



### Honouring someone you know

Add "In honour of..." to your social media posts and name someone you know who has been affected by cancer. Why not also use the opportunity to raise awareness around a certain issue by mentioning the type of cancer they have been affected by?



### WORLD CANCER DAY FACEBOOK BADGE

Add the "World Cancer Day" badge to your Facebook profile photo.

You may add the World Cancer Day badge to your Facebook profile photo by using the link provided here below:



[www.picbadges.com/badge/3719107](http://www.picbadges.com/badge/3719107)

### FACEBOOK COVER PAGE

Alternatively or in addition to the World Cancer Day Facebook posts and badge, you may also want to use the "World Cancer Day Cover Page Image", which can be downloaded at the following link and added to your Facebook page



[www.worldcancerday.org/social-media](http://www.worldcancerday.org/social-media)



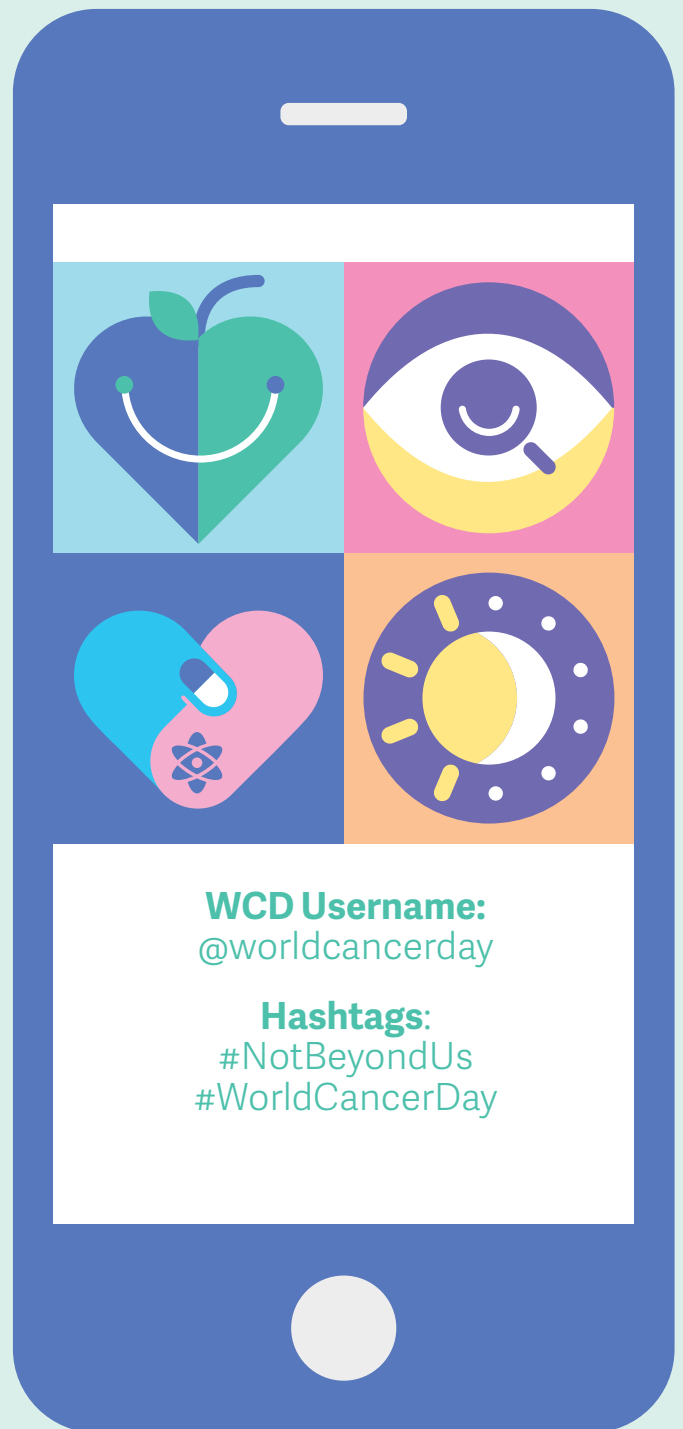
## Instagram

Follow us on Instagram and tag us in your World Cancer Day - related photos!

“

Cancer Council Australia has been involved in promoting World Cancer Day for some years now. Participating in an international awareness day provides a strong platform for putting local cancer issues in the media spotlight. The event always generates a significant amount of media coverage and drives conversations about cancer on social media.”

**Ian Olver**  
Chief Executive Officer  
Cancer Council Australia



# Need Ideas?

## Be inspired by others

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Find inspiration in past activities of UICC members and partners. See how they were involved in World Cancer Day 2014 and helped support the campaign.

“

Stigma and misconceptions around cancer knows no boundaries, but we can combat these issues with information and awareness. World Cancer Day embodies this goal and its spirit should be replicated throughout the year. ALIAM are proud to work alongside UICC in advocating for everyone to do their part on World Cancer Day.

**Marc Keller**  
Director of International Department  
French League Against Cancer

“

World Cancer Day is an important initiative that helps to highlight the challenges we are facing in tackling the global cancer burden, and what can be done about it. World Cancer Research Fund International is delighted to again be working with UICC to help develop and deliver this year's campaign.”

**Dr Kate Allen**  
Executive Director, Science & Public Affairs,  
World Cancer Research Fund International



# Examples of Members' Activities

## Mexico

The **Asociación Mexicana de Lucha contra el Cáncer** along with its partners, **Red por la Lucha Contra el Cáncer**, the **Secretary of Health in Mexico City** and the **Universidad Autónoma Metropolitana** celebrated World Cancer Day during the whole month of February. On 4th February, volunteers from the Red contra el Cáncer distributed informative brochures of cancer prevention and early detection in each of the 28 metro stations of Mexico City, which services over five million people per day. The opening ceremony of the event took place in one of the biggest metro stations, the 'Estación del Zócalo', with the presence of the Secretary of Health, Boehringer Pharmaceutical, and other partners. During the ceremony, an art exhibition called 'Luchar tiene sentido' or 'a worthy cause' was unveiled and displayed throughout the month of February.

## Australia, New Zealand, Malaysia

On the occasion of World Cancer Day, **UICC**, **Cancer Council Victoria** and the **Peter MacCallum Cancer Centre** held a high-level roundtable, bringing together a select group of stakeholders from cancer and NCD organisations, governmental agencies, academic institutions and industry to talk about Australia and New Zealand's respective roles in the cancer and NCD agenda in the region. Participants and panellists included the **Cancer Society of New Zealand** CEO, Mr Dalton Kelly, **National Cancer Society Malaysia** President, Dr Saunthari Somasundaram, **World Medical Association** Chair of Council, Dr Mukesh Haikerwal, Professor Sanchia Aranda, Member of the Board of Directors of UICC, and Deputy CEO at the **Cancer Institute NSW**, Dr Paul Bates, Chief Medical Officer, **Bupa**, Australia and New Zealand, as well as staff from the **Victorian Department of Health**.

## United Kingdom and United States

**World Cancer Research Fund (WCRF) International**, based in the UK, and their US branch, the **American Institute for Cancer Research (AICR)**, conducted a survey on cancer prevention myths, the results of which were launched on World Cancer Day. They then worked on a joint press strategy with UICC to coordinate media outreach and deliver joint press releases in these target markets. An increase of over 500% was made in the World Cancer Day press coverage in comparison to 2013. Because World Cancer Day kicked off Cancer Prevention Month in the US, AICR also released a Cancer Prevention Month infographic that contains new estimates of how many cases of specific cancers like breast, colorectal, prostate and stomach could be prevented through diet, weight and physical activity.

## Ethiopia

Together with **Mathiwos Wandu YeEthiopia Cancer Society**, on the occasion of World Cancer Day, the wife of Ethiopian Prime Minister, Her Excellency Mrs Roman Tesfaye, brought together the country's leaders and urged them to address cancer as a pressing public issue. She stressed the urgent need for concerted efforts from all stakeholders to raise the profile of cancer in Ethiopia and mobilise supporters from every corner to expedite the nation's bid to prevent and control cancer, and announced a National Cancer Control Committee which will be headed by the First Lady and tasked with duties and responsibilities to lead and coordinate the efforts of stakeholders at a national level to better prevent and control the disease.

## Ideas on how you could mark the Day:

- Create your own cancer society/patient group
- Put in place self-examination demonstration stations/mobile screening units
- Distribute World Cancer Day materials amongst your network
- Put together a media campaign to educate people
- Publish an article on your website
- Celebrate World Cancer Day in your local hospital to cheer up and involve cancer patients
- Organise a healthy breakfast to promote healthy lifestyles
- Order a weekly delivery of fruit to your workplace to replace the vending machines
- Set up a public seminar relayed on the local TV channel and in the newspapers
- Organise a fundraising event (concert, theatre, exhibition, etc.)
- Advocate for your government to put cancer as a priority in the health and development agenda
- Create a 'Wishing Tree' decorated with messages in honour of those affected by cancer
- Run a social media campaign
- Organise a sports competition/event to promote physical activity

# Examples of Corporates' Activities

## Amgen

- Produced a press release that was translated, adapted and distributed locally to the media by Amgen affiliates within different countries

## Astellas

- Promoted the WCD campaign through their website and social media and created banners and sliders using the official 2014 World Cancer Day campaign graphics
- Introduced one myth at a time, four days prior to WCD in a blog section on their website as well as on their social media feeds

## Boehringer Ingelheim

- Marked the Day in their headquarters in Germany and throughout their offices globally
- Planned internal activities around the campaign myths and the "Today I learnt" theme, and employees were encouraged to sign the World Cancer Declaration

## Elekta

- Raised awareness of World Cancer Day amongst staff via blogs and internal news articles
- Circulated material from the Corporate Toolkit
- Elekta's former CEO, Tomas Puusepp, posted a blog honouring WCD, which included a fantastic video titled "It's Personal", featuring Elekta's employees' testimonials about cancer. The video was shared via the company's various social media platforms

## GSK

- Produced a video featuring Cary Adams, UICC CEO, encouraging GSK employees to sign the World Cancer Declaration

## Novartis

- Produced a Global Twitter Campaign
- Ran an internal awareness campaign

## Pfizer

- Circulated a video featuring Cary Adams, UICC CEO, to their employees
- Posted an article on the Pfizer website, highlighting the World Cancer Declaration

## Roche

- Posted two videos on their website
- WCD materials promoted through social media - Facebook, Twitter, LinkedIn, and YouTube

## Sanofi

- Collaborated with UICC on a World Cancer Day video for Sanofi employees
- Invited two former patients to visit offices in Cambridge and Vitry and share their experience with Sanofi employees
- Worked with UICC to develop an article on World Cancer Day, which was then leveraged on the company's intranet
- Designed physical and digital signage to raise awareness for WCD amongst employees
- Asked Sanofi employees to sign posters featuring the Myth 'There is nothing I can do about cancer', visually represented by a hand. All signed hands were made into a collage and sent to various Sanofi offices for display

## Varian

- Sent a company-wide e-mail message to all 6,000 employees
- Produced a WCD press release, which was picked up by various international media such as Yahoo Finance
- Released a video of Varian's CEO talking about the importance of World Cancer Day on Varian's website
- Varian customers were directed to the Varian website for WCD and a banner was posted on MyVarian, the Extranet for Varian's Oncology Systems customers
- Tweeted about WCD once a day through all three Varian Twitter accounts

## Würth

- Announced the launch of its "eiSos for Charity" campaign with the signature of the donation pledge to UICC
- On February 4<sup>th</sup>, Würth Elektronik eiSos also launched a special "eiSos for Charity" website and widely spread the good news of its commitment towards eradicating cancer amongst its employees, its stakeholders and its communities

## TOOLKIT FOR CORPORATES

For more information about Corporate activities and how you could engage the private sector to mark World Cancer Day 2015, please download our World Cancer Day Toolkit for Corporates available here: [www.worldcancerday.org/corporates](http://www.worldcancerday.org/corporates)

# Stop The Press

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**A great way to engage all audiences in World Cancer Day is through your local media. We encourage you to build relationships with influential/relevant journalists to help generate coverage of your local World Cancer Day activities, which contributes to the global awareness raising movement.**

Develop your own media outreach programmes at national and local levels for 4<sup>th</sup> February 2015 and utilise the key messages, infographics, social media hashtags, quotable quotes and other resources contained within this toolkit.

A template press release will be available in mid-January 2015 for your use and adaptation to reach out to your local press and media.

You can also use the day as a hook for any media activities you may have planned around the launch of a new campaign, report or research findings.

## **MORE INFORMATION**

Further information and support on creating media materials and communicating with media can be found on the World Cancer Day website [www.worldcancerday.org/presskit](http://www.worldcancerday.org/presskit)

## Defining The Story

Media relations efforts need to begin with clearly articulated statements and answer the following five “w’s” to define the story.

**Who** is central to the story?

**What** is the news you want to report? When answering this question think carefully about what you want this story to accomplish.

**Why** has it happened?

**When** did it happen?

**What** will the consequences be?

- A story must be new or offer a new angle, in order to be considered news.
- Experts must offer reporters something new, additional insight or a clear opinion.

“

World Cancer Day provides an opportunity to highlight the unique issues facing different countries and share best practice solutions that exist and can be adapted in different settings. Our organisation, CPAA is proud to play a role in this endeavour.

**Mr Y.K.Sapru,  
Chairman  
Cancer Patients Aid Association, India**

## How To Develop Or Localise A Press Release

1. Find an interesting news angle e.g. new data, activities, important event etc.
2. Define your target group e.g. wire, trade or consumer journalist.
3. Develop a contact list.
4. Develop/write your press release and consider the following:
  - Why is the release is being written?
  - Who is the audience?
  - Does the release contain invaluable or newsworthy information that will be used by the target audience?
  - What do you want recipients to take away from the press release?

### Overall tone and structure

- **Content:** ensure that the release is grammatically correct and does not contain any spelling mistakes or errors, and that sources are quoted correctly.
- **Concise:** keep it punchy and do not use unnecessary flowery language.
- **Factual:** present information that is true and correct.
- **Objectivity:** virtually impossible to do, but refrain from using over hyped quotes from sources, as they will be presented as being too biased.
- **Timing:** the press release may not be topical, but it may be possible to link the release with a more recent news event.
- Obtain approval of press release by legal team, communications department, CEO or relevant decision-maker within your organisation.
- Distribute press release via email, mail or fax (as required by journalist).

# Next Steps

1. Translate and 'localise' materials to best meet your needs
2. Share copies of the materials (printed or electronic) with friendly local media and other stakeholders
3. Provide copies of the materials across all appropriate functions within your organisation (communications, marketing, advocacy, etc.)
4. 'Localise' and issue the World Cancer Day press release within your local media market
5. Host a World Cancer Day event or activity in your home country to highlight the local cancer burden and its contribution to the global cancer epidemic
6. Update the World Cancer Day global events map [www.worldcancerday.org/events-map](http://www.worldcancerday.org/events-map)
7. Be active on Social Media using our ready-made tweets, promoting Thunderclap and spreading the word on Instagram and Facebook

## Feedback Your Successes

We hope that you find both the guidance and the template materials contained and referenced within this toolkit to be useful.

We look forward to hearing about all your successes, particularly any media coverage of your World Cancer Day activities.



*Thank you in advance for your support of World Cancer Day!*

# World Cancer Day Advisory Group

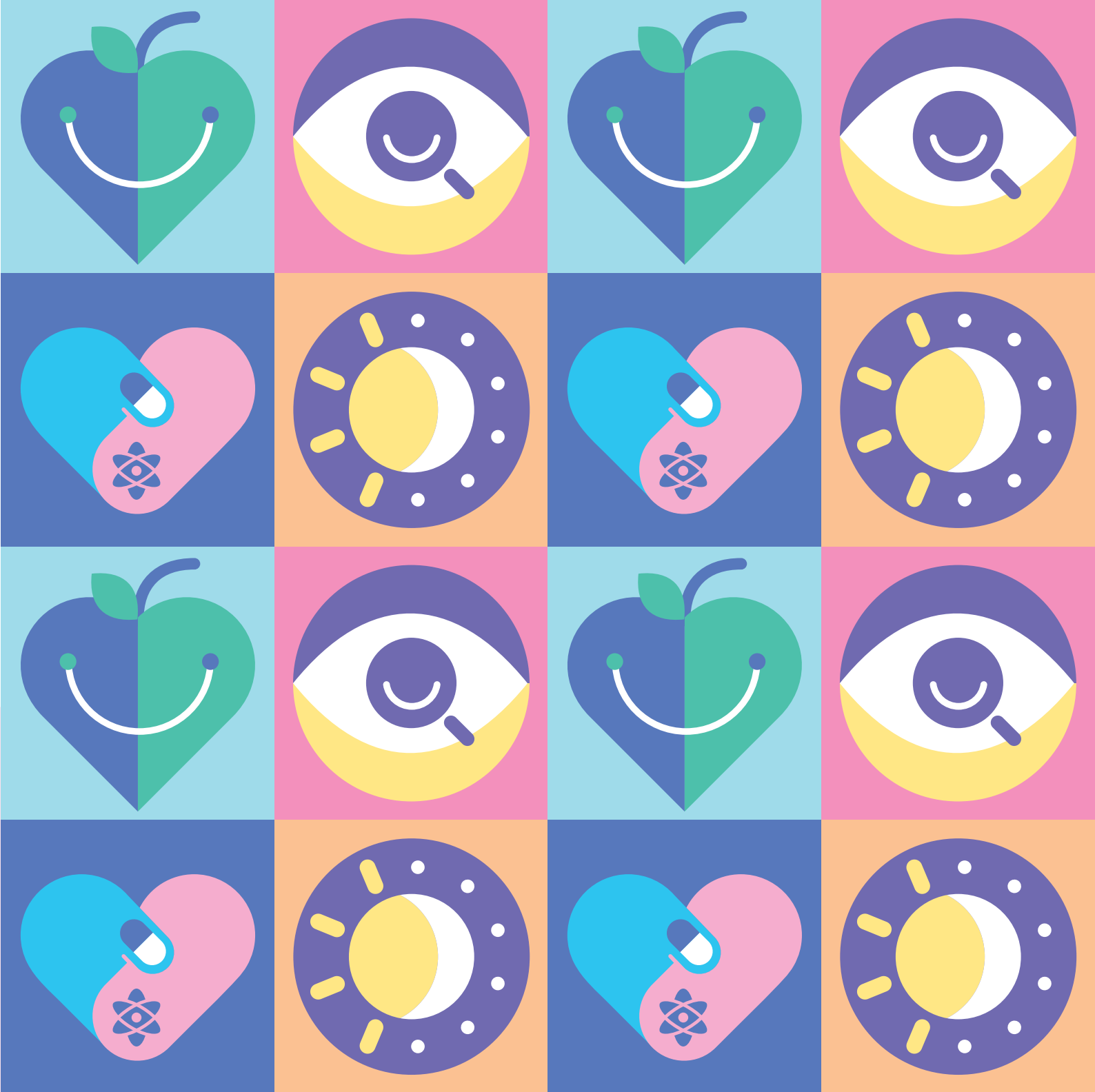
The World Cancer Day Advisory Group (WCDAG) comprises UICC members who provide input, feedback and support in the development and implementation of the World Cancer Day campaign.

Members are invited to participate because of their expertise, interest in and working knowledge of developing marketing and communications plans for global events.

## **The current World Cancer Day Advisory Group (WCDAG) consists of the following members:**

- American Cancer Society, United States
- Breast Without Spot, Nigeria
- Canadian Partnership Against Cancer, Canada
- Cancer Australia, Australia
- Cancer Council Australia, Australia
- Cancer Patient Aid Association, India
- Dutch Cancer Society, Netherlands
- Instituto Nacional de Câncer, Brazil
- King Hussein Cancer Foundation, Jordan
- Ligue Nationale Contre le Cancer/ALIAM, France
- World Cancer Research Fund International, United Kingdom

UICC would like to thank the WCDAG for their continued collaboration and support in the development of the 2015 World Cancer Day campaign.



With thanks to the following partners for their support of the campaign:



Please email your updates to [communications@uicc.org](mailto:communications@uicc.org)

Union for International Cancer Control • Union Internationale Contre le Cancer  
 62 route de Frontenex • 1207 Geneva • Switzerland  
 Tel +41 (0)22 809 1811 Fax +41 (0)22 809 1810 email [info@uicc.org](mailto:info@uicc.org)  
[www.uicc.org](http://www.uicc.org)

