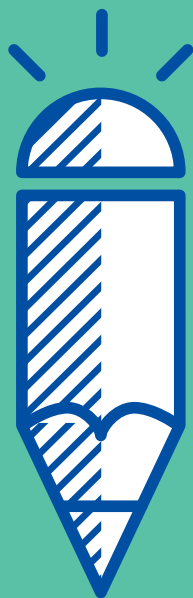


**WORLD  
CANCER  
DAY 2016**

**I CAN**



**SHARE MY STORY**



**ON 4 FEB**

**#WeCanICan  
#WorldCancerDay**

**WWW.WORLDCANCERDAY.ORG**

# I CAN — SHARE MY STORY



## **Cancer survivors can give hope to those newly diagnosed with cancer.**

By sharing their experiences, people living with cancer can play an important role in increasing knowledge about cancer prevention and the importance of early detection. Importantly, they can also reduce fear around the challenges of returning to everyday life after cancer.

Sharing stories through the media, community networks and support groups can raise awareness of the full impact of cancer on both emotional and physical wellbeing and be a powerful part of advocacy efforts by showing policy makers the heart and soul of an issue.

By telling their own stories, cancer survivors can also help others by breaking the silence around cancer and reducing the fear and stigma that often deter others from seeking care

and support<sup>1</sup>. For example, the impact assessment of an anti-stigma campaign in Mexico that centred on giving cancer survivors a platform to tell their own stories, showed that 76% of people exposed to the campaign learned something new about cancer and 70% said they now talk more openly about cancer. Participants also commented that they were more supportive of a person with cancer because of what they learned<sup>2</sup>. We kindly encourage you to share your story and experience with us at [worldcancerday.org/share-your-story](http://worldcancerday.org/share-your-story)

**BY SHARING STORIES, CANCER SURVIVORS CAN GIVE HOPE AND SUPPORT TO OTHERS AFFECTED BY THE DISEASE.**

1. LIVESTRONG. (2011). Cancer Stigma and Silence Around the World: A LIVESTRONG Report. Austin: LIVESTRONG. <http://www.livestrong.org/What-We-Do/Our-Actions/Programs-Partnerships/Anti-Stigma-Campaign>

2. Results from LIVESTRONG Mexico anti-cancer stigma campaign. <http://blog.livestrong.org/2012/08/27/results-from-livestrong-mexico-anti-cancer-stigma-campaign/>