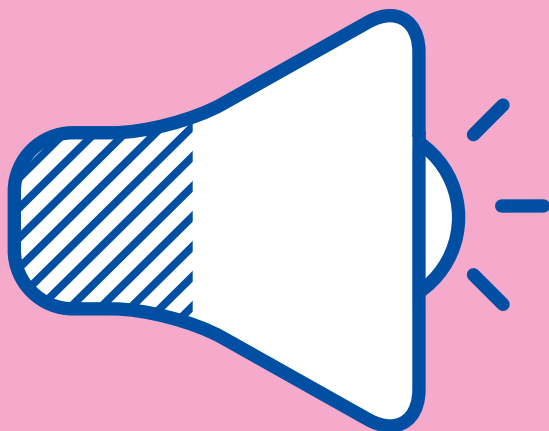


**WORLD  
CANCER  
DAY 2016**

**I CAN**



**SPEAK OUT**



**ON 4 FEB**  
#WeCanICan  
#WorldCancerDay

**WWW.WORLDCANCERDAY.ORG**

# I CAN — SPEAK OUT



**The participation of cancer patients and their families in decision-making around cancer policies and programmes can foster a holistic approach to cancer care.**

Individuals can be part of the conversation through engaging in public campaigns, communicating with decision-makers, and joining with consumer support groups to ensure the patient perspective is heard. In this way, cancer patients and their families can inspire change by helping to define the issues that matter to them and advocate for measures to address these<sup>1-3</sup>.

Young people, for example, have a particular role to play in shaping the national and global response to cancer. Through meaningful participation in policy making processes as well as grassroots advocacy, young people can be advocates for cancer in their communities, spreading knowledge and shaping attitudes.

**BY BEING PART OF THE CONVERSATION ABOUT CANCER, INDIVIDUALS CAN BE POWERFUL AGENTS OF INFLUENCE AND CHANGE FOR ALL PEOPLE AFFECTED BY CANCER.**

1. Cancer Voices Australia. <http://www.cancervoicesaustralia.org/>
2. International Society of Paediatric Oncology. Childhood Cancer Advocacy. <http://siop-online.org/node/25>

3. 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> and [http://media.marketwire.com/attachments/201208/50210\\_SOW\\_MEXICO\\_ENGLISH\\_FINAL.pdf](http://media.marketwire.com/attachments/201208/50210_SOW_MEXICO_ENGLISH_FINAL.pdf)