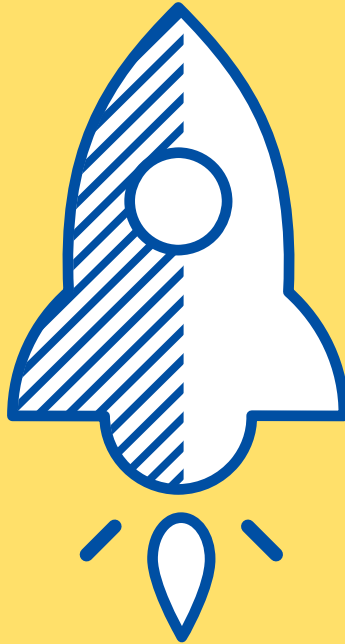


**WORLD
CANCER
DAY 2016**

WE CAN



**INSPIRE ACTION,
TAKE ACTION**



ON 4 FEB
#WeCanICan
#WorldCancerDay

WWW.WORLDCANCERDAY.ORG

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 inclusion of NCDs in the post-2015 agenda and 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 Goals (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 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 CANCER SURVIVAL
RATES.**

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>