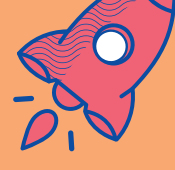
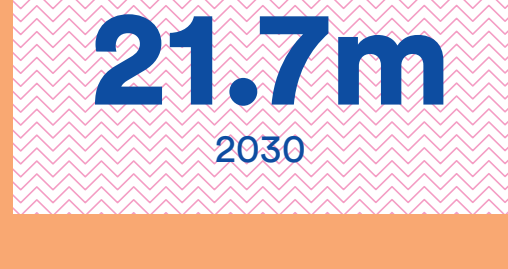


TODAY –vs– 2030¹



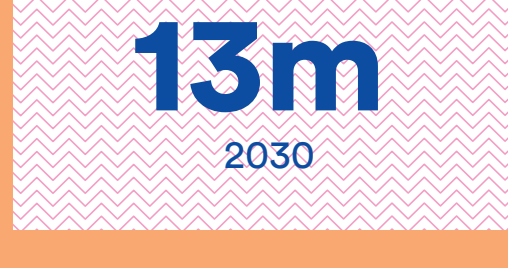
NEW CANCER CASES

(PER YEAR)



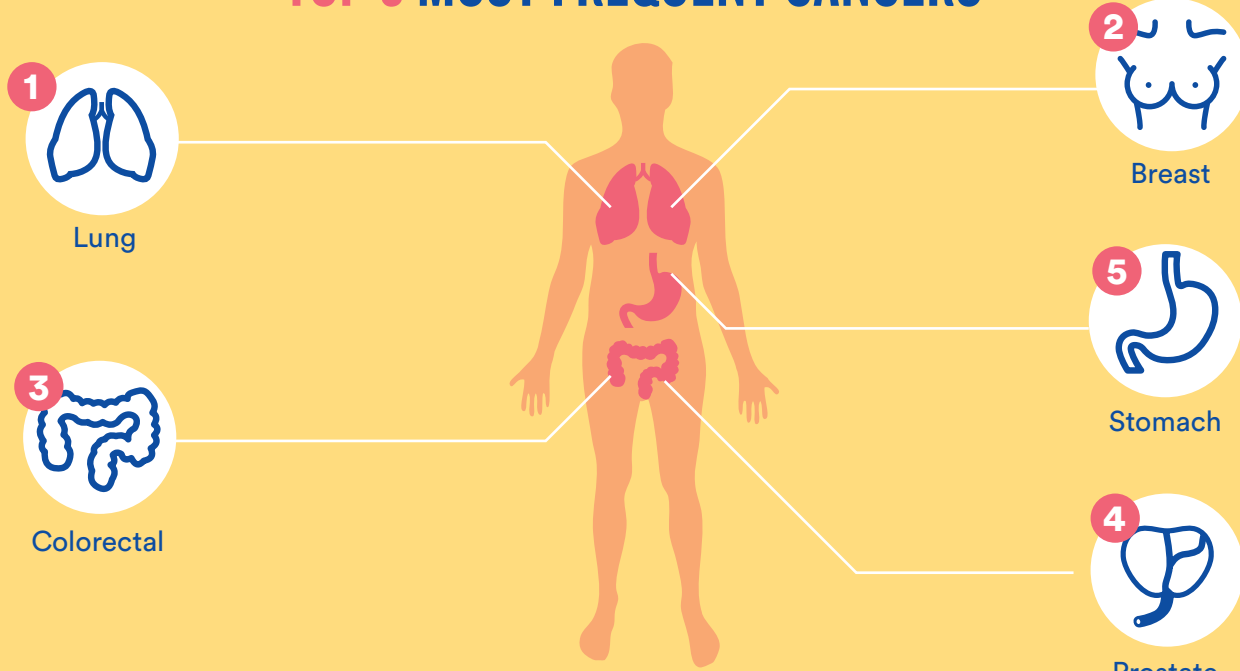
CANCER DEATHS

(PER YEAR)



Non-communicable diseases (NCDs) – including cancer – are the leading cause of death and disability worldwide.²

TOP 5 MOST FREQUENT CANCERS³



By addressing risk factors, one third of common cancers can be prevented.⁴

LEADING CANCER RISK FACTORS⁵



Tobacco



Alcohol



Environmental



Unhealthy diet



Physical inactivity



Cancer-causing infections

MAKE CHANGE TODAY FOR TOMORROW

WHAT WE CAN DO	WHAT I CAN DO
<ul style="list-style-type: none"> ✓ Create healthy schools, workplaces and cities ✓ Educate health professionals to recognise signs and symptoms ✓ Advocate for policies to support healthy lifestyle choices (e.g. tobacco taxation) ✓ Improve access to early detection, screening, and timely diagnosis and referral ✓ Put in place national vaccination programmes 	<ul style="list-style-type: none"> ✓ Quit smoking ✓ Reduce alcohol consumption ✓ Exercise regularly ✓ Adopt a healthy diet ✓ Be sun smart ✓ Be aware of environmental factors ✓ Be aware of signs and symptoms ✓ Get vaccinated

Learn more with the campaign factsheets on www.worldcancerday.org/materials

ACCESS TO QUALITY, AFFORDABLE SURGERY, RADIOTHERAPY AND ESSENTIAL MEDICINES FOR ALL



RADIOTHERAPY

50%

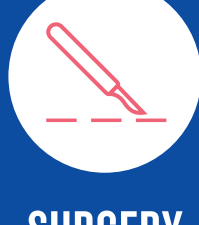
of new cancer patients need radiotherapy⁶



ESSENTIAL MEDICINES

46

cancer medicines on the WHO Model List of Essential Medicines is an important first step in ensuring that every country increases access to life-saving cancer medicines⁷



SURGERY

65%

Surgery is responsible for roughly 65% of all cancer cure and control⁸

WHERE YOU LIVE SHOULDN'T MATTER

Low and middle income countries will experience the most significant increase in cancer deaths

PROJECTED INCREASE IN CANCER DEATHS⁹

70%

In low- to middle-income countries

—vs—

30%

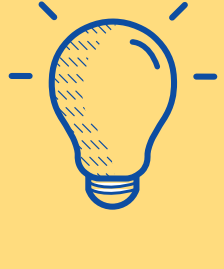
In middle- to high-income countries

DID YOU KNOW?

92% of the world's medical morphine is consumed by just **17%** of the global population¹⁰, located predominantly in high-income countries

90% of low-income countries lack access to radiotherapy¹¹

SAVING LIVES SAVES MONEY¹²



Up to **3.7 million** lives could be saved each year by implementing resource appropriate strategies for prevention, early detection and treatment.



11.4BN USD

investment in prevention strategies in low to middle income countries



100BN USD

potential savings in cancer treatment costs

Discover how to get engaged at worldcancerday.org



Footnotes:

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10. International Narcotics Control Board (INCB). Report 2014 www.incb.org/documents/Publications/AnnualReports/AR2014/English/AR_2014.pdf, accessed 19/08/2016
11. Zubizarreta EH, Fidarova E, Healy B, Rosenblatt E. Need for radiotherapy in low and middle income countries – the silent crisis continues. 2015. Clin Oncol (R Coll Radiol) 27: 107-14
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