

GOVERNMENTS AND CITIES TOOLKIT

An initiative of



**World
Cancer Day**
4 February

worldcancerday.org



Cancer is the second leading cause of death worldwide.



Together, we will change that.



#WorldCancerDay #IAmAndIWill

This **World Cancer Day**,
we're asking for your personal
commitment to take positive
action against cancer.

We believe that we can reduce
the number of premature
deaths from cancer and non-
communicable diseases by
one third by 2030 if we all take
action today.

Join us on **4 February** to speak
out and stand up for a world less
burdened by cancer.

Our time to act is now.

#IAmAndIWill
#WorldCancerDay



World Cancer Day 2020: Governments and Cities Toolkit

World Cancer Day

World Cancer Day every 4 February is the global uniting initiative led by the Union for International Cancer Control (UICC). By raising worldwide awareness, improving education and catalysing personal, collective and government action, we're working together to reimagine a world where millions of preventable cancer deaths are saved and access to life-saving cancer treatment and care is equal for all – no matter who you are or where you live. Because, we believe that cancer isn't just a health issue but a human issue that touches all of us.

Created in 2000, World Cancer Day has grown into a positive movement for everyone, everywhere to unite under one voice to face one of the greatest challenges in our history.

Who's behind World Cancer Day?

World Cancer Day is an initiative of the Union for International Cancer Control, the largest and oldest international cancer organisation committed to taking the lead in uniting the cancer community to reduce the global cancer burden, promote greater equity, and integrate cancer control into the world health and development agenda.

Why cancer?

Non-Communicable Diseases, including cancer is one of the World Health Organization's 'Ten threats to global health', which will demand the attention of everyone, including our governments and city leaders.

Governments and cities play a vital role in contributing to a world less burdened by cancer. As leaders of our nations and cities, politicians, ministers and mayors hold the levers to shape policy that will drive action for a healthier future.





**I AM
A SUPPORTER
AND I WILL
MAKE A
DIFFERENCE**

Campaign theme: I Am and I Will

This World Cancer Day, we recognise that our commitment to act will lead to powerful progress in reducing the global impact of cancer.

So, this 4 February whoever you are, your actions - big and small - will make lasting, positive change. Because, progress is possible.

We need your commitment to create a cancer-free world.

This World Cancer Day, who are you and what will you do?



Key issues

Explore some of the most urgent issues in cancer.

Find out how cancer affects us all and the power we have to reduce the rising incidence of cancer.



Awareness, understanding, myths and misinformation

Increased awareness and accurate information and knowledge can empower all of us to recognise early warning signs, make informed choices about our health and counter our own fears and misconceptions about cancer.



Government action and accountability

Proactive and effective actions on national health planning are possible and feasible in every country, and when governments step up efforts to reduce and prevent cancer, they place their nations in a stronger position to advance socially and economically.



Prevention and risk reduction

At least one third of cancers are preventable giving us every reason to champion healthy choices and prevention strategies for all, so that we have the best chance to prevent and reduce our cancer risks.



Equity in access to cancer services

Life-saving cancer diagnosis and treatment should be equal for all – no matter who you are, your level of education, level of income or where you live in the world. By closing the equity gap, we can save millions of lives.



Financial and economic burden

There is a compelling financial argument for committing resources to cancer control. Financial investment can be cost-effective and can potentially save the global economy billions of dollars in cancer treatment costs and offer positive gains in increased survival, productivity and improved quality of life.



Reducing the skills gap

Skilled and knowledgeable healthcare workers are one of the most powerful ways we can deliver quality cancer care. Addressing the current skills gap and shortage of healthcare professionals is the clearest way to achieve progress in reducing the number of premature deaths from cancer.



Beyond physical: mental and emotional Impact

Quality cancer care includes dignity, respect, support and love and considers not just the physical impact of cancer but respects the emotional, sexual and social wellbeing of each individual and their carer.



Working together as one

Strategic collaborations that involve civil society, companies, cities, international organisations and agencies, research and academic institutions are the strongest ways to help expand awareness and support, convert political will into action and deliver comprehensive and cohesive solutions. Joining efforts leads to powerful action at every level.



Read more at worldcancerday.org/keyissues

Did you **know?**



9.6 million

people die from cancer every year - this number is predicted to almost double by 2030.

The total annual economic cost of cancer is estimated at approximately **US\$1.16 trillion.**

70%

of cancer deaths occur in low-to-middle income countries.

At least one third of common cancers are preventable.

Cancer is the **second-leading** cause of death worldwide.

Less than 30%

of low-income countries have cancer treatment services available (compared to 90% in high-income countries)

Up to 3.7 million

lives could be saved each year through resource appropriate strategies for prevention, early detection and timely and quality treatment.



#WorldCancerDay #IAmAndWill

**“On World Cancer Day, let us
resolve to end the injustice of
preventable suffering from this
disease as part of our larger push
to leave no one behind.”**

Ban Ki-moon, Former Secretary-General, United Nations

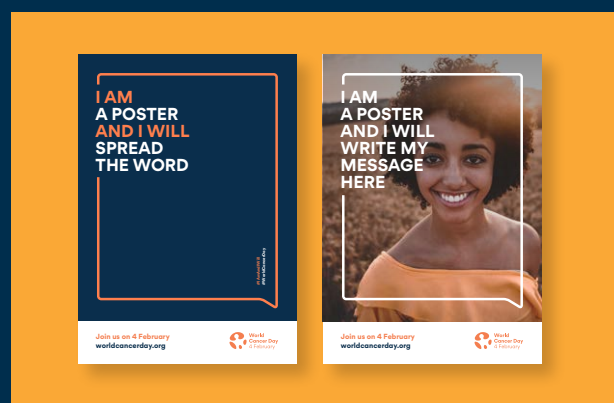
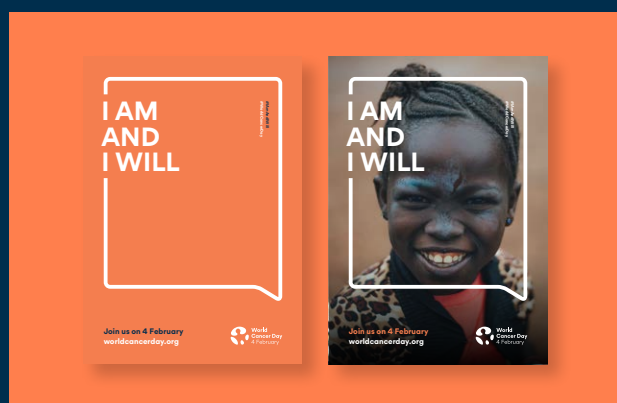


Campaign Materials

The World Cancer Day materials are freely available for you to develop your own activities and actions around the day.

Download, personalise and share the World Cancer Day materials as far and wide as you can.

worldcancerday.org/materials



World Cancer Day posters

Raise awareness and inspire everyone around you by displaying and distributing the official World Cancer Day posters - available in over 20 different languages.

Create your own poster

Put your personal stamp on World Cancer Day by creating a customised poster with your own 'I Am and I Will' message and photo. Create, customise, download and share your poster directly to social media at worldcancerday.org/custom-poster

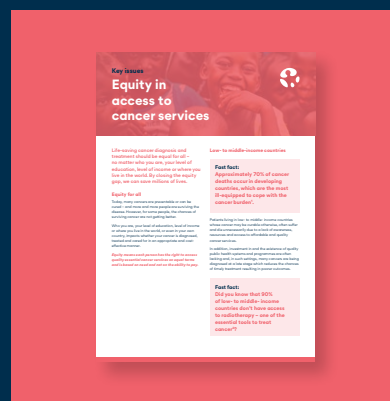
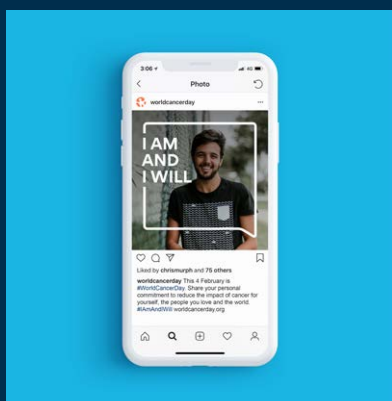


How to guides

These series of handy how to guides packed with helpful hints, tips and tricks are here to help you to take action on World Cancer Day. The full series include the Social Media, Advocacy, Event Planning, Conversation and Fundraising guides.

Logo files and artwork

The World Cancer Day and campaign theme logos are freely available to use in all your World Cancer Day materials. And, we've made it even easier for you to spread the word with ready-made artwork files.



Social media and digital content

Spark further conversations with your followers with ready-made in-stream content cards, gifs, profile covers and web banners.

Infographics

See the numbers and issues behind cancer in a different way with the World Cancer Day infographic.

Factsheets

Get the facts and explore some of the most critical issues in cancer with our factsheets.



Count me in: how you can take action.

Get involved any way you can.
Because together, we can
create change.

#WorldCancerDay #IAmAndWill



World Cancer Day 2020: Governments and Cities Toolkit

Use **your voices**

Start a conversation about cancer with civil society organisations, your community, constituents and colleagues.

Make it **personal**

Share with the world your city or government's commitment to a future without cancer.

Customise your own World Cancer Day poster online at worldcancerday.org/custom-poster

Join the **conversation**

Encourage colleagues and other ministers and departments to take part in the World Cancer Day social media activity.

Find out more in the Social Media Guide at worldcancerday.org/materials



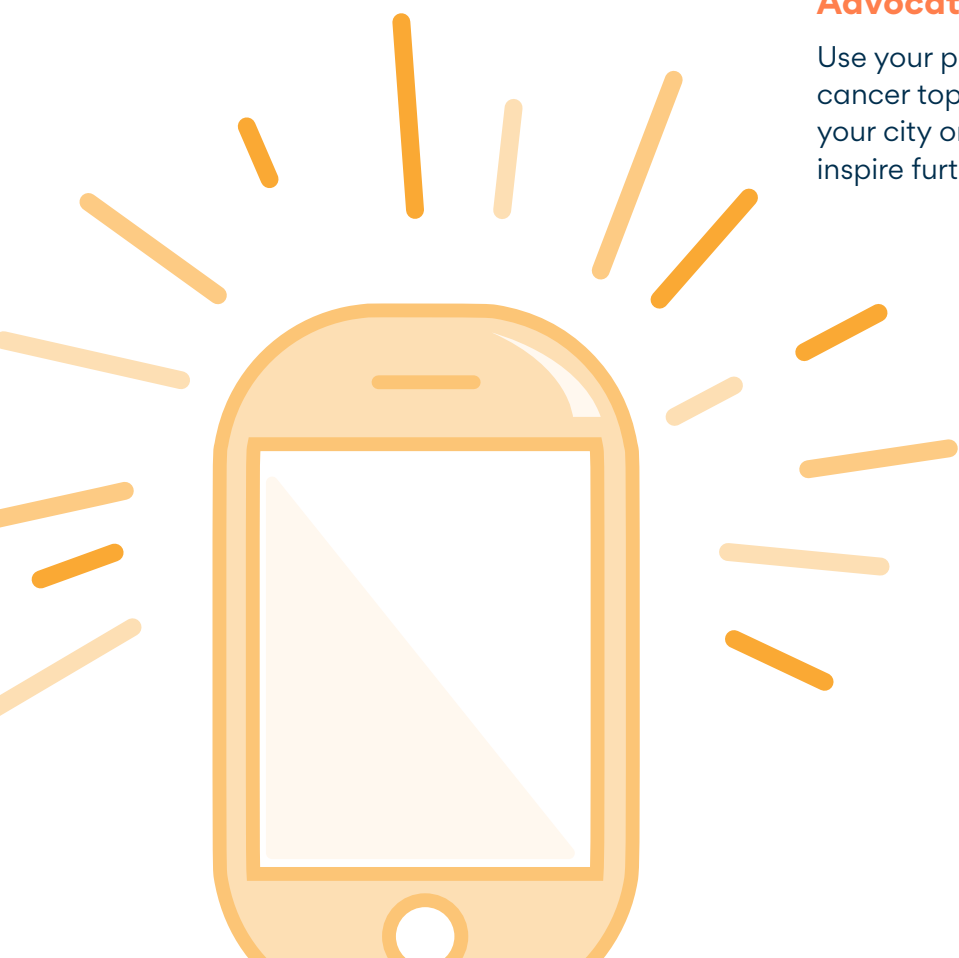
Inform **yourself & others**

Explore the key issues in cancer that affects your city and country.

Read about the key issues in cancer at worldcancerday.org/keyissues

Advocate

Use your platform of influence to keep cancer top of mind and share the progress your city or government has made to inspire further action.





Create an event or activity

Bring together your communities with a World Cancer Day event to show your city and government's support.

Get inspiration and add your activity to the map: worldcancerday.org/map



Spread the word

Write an op-ed, blog story, release an official statement, record a video message, feature World Cancer Day on your website, include an article in your newsletter, or reach out to your network of journalists.



Light up the world

Make a statement by lighting up a significant landmark, monument or building to be illuminated on World Cancer Day in the colours of orange and blue in your city and around the country. For more information, email hello@worldcancerday.org



What's next?

1

Make a commitment

Commit your city or government to taking action to reduce the impact of cancer and share your personal commitment with the world with your own 'I am and I will' message.

2

Get inspired

Head to worldcancerday.org to see what other governments and cities are planning for the day.

3

Plan and Register

Plan and register your activity or event on the Map of Impact and inspire your citizens at worldcancerday.org/map

4

Download campaign materials

Get ready with the World Cancer Day materials. worldcancerday.org/materials

5

Spread the word

Help to expand the global support for cancer by telling your communities, partners, and colleagues.

6

Act

Whatever your city or government's commitment to reducing cancer, use World Cancer Day on 4 February to follow up on your commitment.



Get inspired



Jamaica gets moving

In the Caribbean island nation, the Jamaica Moves campaign – a coordinated response from the Health Ministry and its partners to get more people active – used World Cancer Day to help the nation focus on their health. The activities brought together the whole community to learn more about cancer, to access free health tests, and to participate in physical activity challenges – including a dance-off.

Awareness campaign launches with tennis ambassador

To mark the occasion of World Cancer Day, the Minister of Health of Luxembourg in partnership with the National Cancer Foundation launched a new awareness raising campaign focused on healthy behaviours. Through a video, the campaign ambassador and tennis hero, Gilles Muller, helped to spotlight the importance of prevention and early detection. The campaign is supported through a series of free services offered by the Cancer Foundation, including online resources to quit smoking and to get more physically active.

UK Prime Minister hands out special award on World Cancer Day

On World Cancer Day, Prime Minister May, presented a ‘Points of Light’ award recognising volunteers who have changed and inspired their communities to Paul Verrico, who has fundraised over half a million pounds in the past five years to support cancer patients and their families with medical and practical assistance.

Journalists briefed by Ugandan Minister of Health

The Minister of State for Health for Primary Health Care, Honourable Dr Joyce Moriku, spoke to a group of journalists ahead of a number of World Cancer Day events, including free screenings and a Zumba dance. Dr Moriku briefed the press on the government initiatives to help tackle cancer, including increased investment to ensure access to cancer medicines, as well as plans to establish a number of regional cancer centres across the country.

PM Narendra Modi tweets for World Cancer Day

Prime Minister Narendra Modi tweeted out his message of support on World Cancer Day, reiterating the government’s commitment to ensuring early detection and affordable cancer treatment, while also using the opportunity to praise the progress being made in cancer research treatment.

National music artist named ambassador for Cancer Prevention and Control

In Afghanistan, World Cancer Day was marked across the nation including the capital and four provinces. In Kabul, Minister of Public Health, His Excellency Dr Ferozuddin Feroz held a special World Cancer Day event which was covered by the national media, where he announced renowned music artist Ms. Aryana Sayeed as the official Goodwill Ambassador for Cancer Prevention and Control in Afghanistan.

Minister of Health commits multimillion-dollar investment to improve access

On World Cancer Day, Minister for Health Mark Hunt announced that the Australian Government had committed to a multimillion-dollar investment to expand the national MRI program to 50 new MRI licenses. The AUD 375 million investment means greater access for Australians to subsidised life-saving scans for cancer and other medical conditions, signaling the government’s continued commitment to improving access and keeping health costs down for individuals and their families.

George’s capital signs up for the City Cancer Challenge

The city of Tbilisi officially joined the City Cancer Challenge this past World Cancer Day with the signing of a Memorandum of Understanding between The Ministry of Internally Displaced Persons from the Occupied Territories, Labour, Health and Social Affairs of Georgia; City Hall of Tbilisi, Georgia; Patients’ Union and the City Cancer Challenge Foundation. The two-year collaboration aims at improving access to cancer care for the people of Tbilisi.

“The theme of this year’s World Cancer Day is “I Am and I Will”. As the Minister of Health, I will continue to take action and fight against cancer. I encourage you to join the movement as well.”

**The Honourable Ginette Petitpas
Taylor, P.C., M.P.
Minister of Health, Canada**





Thank you for supporting World Cancer Day.

For more information and the latest news, sign up to our newsletter at worldcancerday.org

Have questions? Email us at hello@worldcancerday.org



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instagram.com/worldcancerday



twitter.com/uicc



youtube.com/WorldCancerDay_Official

World Cancer Day is an initiative of the Union for International Cancer Control.



Visionary
partners

