

# STUDENTS, SCHOOLS AND LIBRARIES TOOLKIT

An initiative of



**World  
Cancer Day**  
4 February

[worldcancerday.org](http://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.

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

**Our time to act is now.**

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.

**#IAmAndIWill**  
**#WorldCancerDay**



World Cancer Day 2020: Students, Schools and Libraries 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?

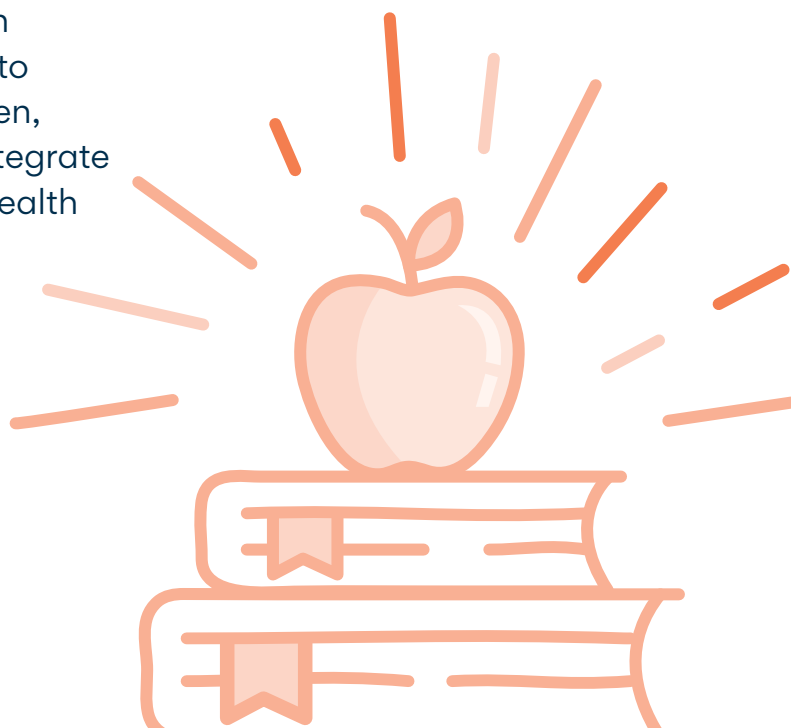
Cancer is a critical health and human issue.

Today, 9.6 million people each year will die from cancer. Making it the second-most deadly disease.

Yet, at least one third of cancers can be prevented.

Schools and libraries play a critical role in contributing to a world less burdened by cancer. Teachers, librarians and educational professionals are key to teaching the next generation about their health and wellbeing and encouraging students to adopt healthy habits early on.

Young people's voices are also highly important in pressing governments to make cancer a priority health issue. That's why we especially encourage students to be aware of how cancer impacts them, those around them and society as a whole.







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

**#IAmAndIWill**

**#WorldCancerDay #IAmAndIWill**

## **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?**

**World Cancer Day 2020: Students, Schools and Libraries Toolkit**







# 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](https://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 #IamAndIWill

“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





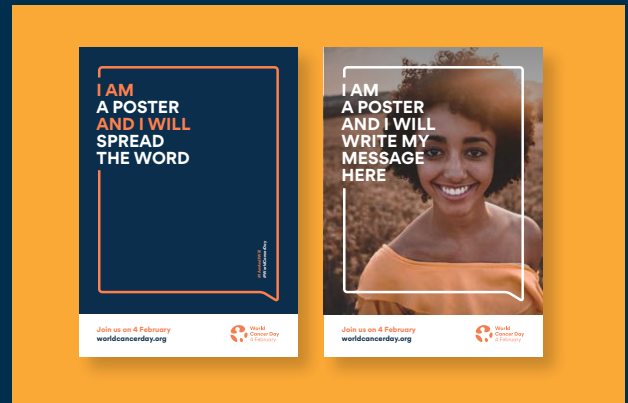
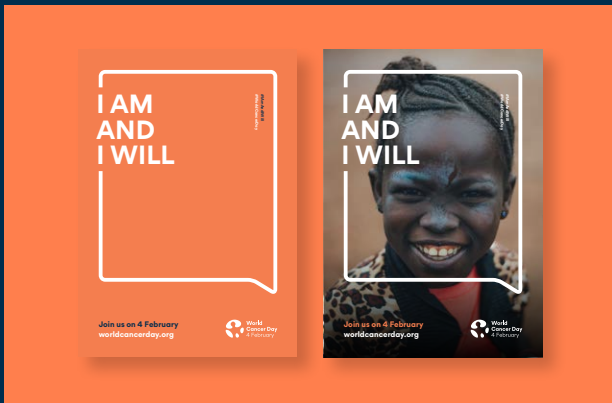
# Campaign Materials

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](http://worldcancerday.org/materials)

#WorldCancerDay #IAmAndIWill



## 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](http://worldcancerday.org/custom-poster)

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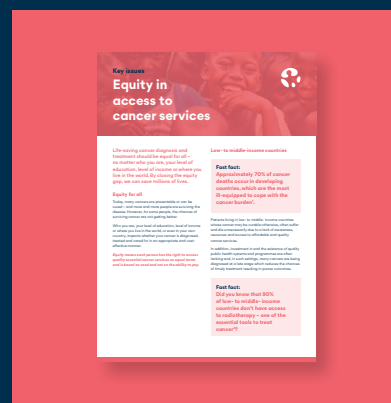
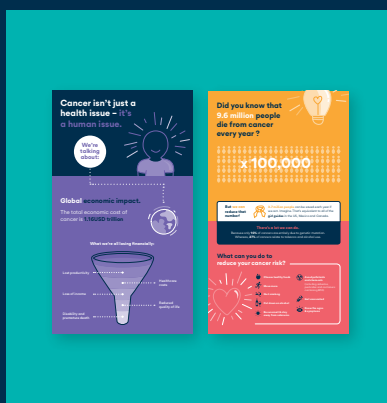
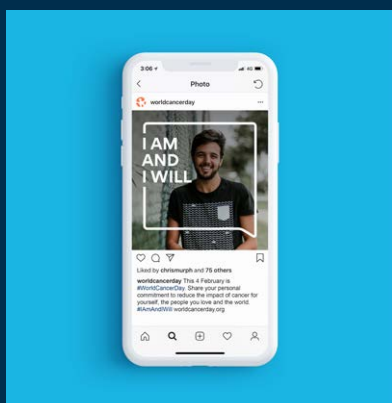


## How to guides

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: Students, Schools and Libraries Toolkit



### Use your voices

Start a conversation about cancer with your students, their families and the staff. Why not dedicate story time to sharing the many books written to help children better understand cancer?

### Show your support

Create a book display filled with cancer-related books, DVDs and other resources, along with the World Cancer Day posters and infographics available to download from [worldcancerday.org/materials](http://worldcancerday.org/materials)

### Make it personal

Encourage students to create their own World Cancer Day poster online and have them display it in class.

Customise the World Cancer Day poster online at [worldcancerday.org/custom-poster](http://worldcancerday.org/custom-poster)

### Join the conversation

Ask your staff and students to spread the word on social media.

Find out more in the Social Media Guide at [worldcancerday.org/materials](http://worldcancerday.org/materials)



### Inform yourself & others

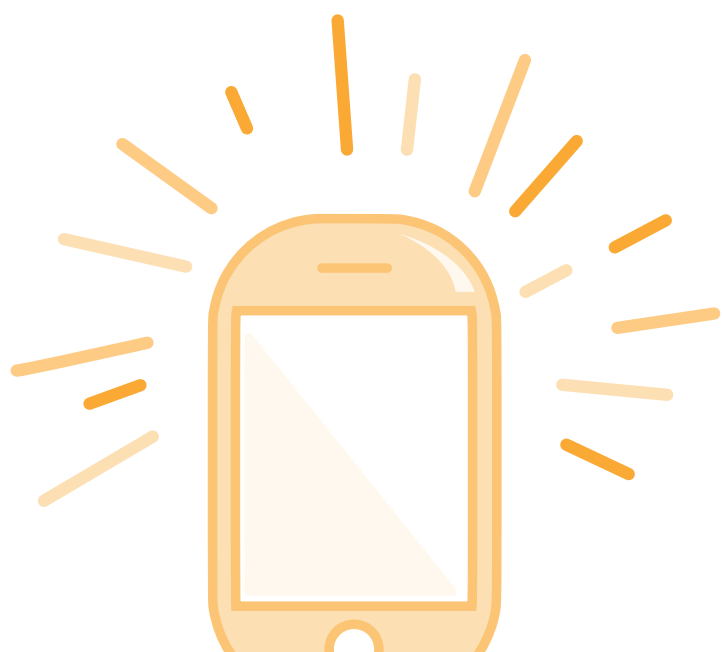
Dedicate classroom lessons on cancer education, ask students to research and write an article or create a video presentation on a cancer topic of their choice or perhaps ask students to research a nearby hospital or clinic that offers cancer care and feature some of their articles in the school newsletter.

Read about the key issues in cancer at [worldcancerday.org/keyissues](http://worldcancerday.org/keyissues)

### Advocate

As a writing project, ask students to write to their health minister asking him or her to show their commitment, raise public awareness and take action this World Cancer Day.

Access an example email to leaders in the Advocacy Guide downloadable from [worldcancerday.org/materials](http://worldcancerday.org/materials)





## Create an event or activity

Get your school or library together by hosting your own World Cancer Day event.

Ask your school café or canteen to organise a healthy breakfast or lunch, partner with a cancer organisation to host a Q&A session for students and families or maybe organise a second-hand book sale to fundraise for your local cancer charity.

Get inspiration and add your activity to the map: [worldcancerday.org/map](https://worldcancerday.org/map)



## Talk about it

Encourage students to raise their fears and concerns, using the opportunity to debunk myths and misconceptions about cancer and provide information on how to best cope with their feelings.

Learn more in the Conversation Guide available from [worldcancerday.org/materials](https://worldcancerday.org/materials)







# What's next?

1

## Make a commitment

Commit your school or library 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](http://worldcancerday.org) to see what other schools and libraries are planning for the day.

3

## Plan and Register

Plan and register your activity or event on the Map of Impact and inspire schools and libraries around the world at [worldcancerday.org/map](http://worldcancerday.org/map)

4

## Download campaign materials

Get ready with the World Cancer Day materials. [worldcancerday.org/materials](http://worldcancerday.org/materials)

5

## Spread the word

Help to expand the global support for cancer by telling colleagues, your students, and their families.

6

## Act

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



# Get inspired



## Students learn the value of helping and giving

To celebrate the spirit of the new 'I Am and I Will' theme, MAHAK - a cancer organisation in Iran - created a national campaign aimed at teaching elementary school children the value of humanitarian and charitable activities. Through using a heart origami as a fun and creative tool to engage young students, MAHAK invited schools and parents to make origami hearts which were sold in a charity bazaar with funds raised going to support MAHAK's efforts. Using their website and Instagram and visiting schools around Tehran, MAHAK reached almost 1,000 students and achieved more than 20,000 impressions on Instagram alone.

## Thousands of students spread awareness across Oman

More than 2,500 students and their parents, as well as school staff from the Indian School Wadi Kabir marked World Cancer Day alongside the Oman Cancer Association and the Indian Embassy in the Sultanate of Oman. Raising awareness of the importance of early detection and cancer prevention, students took part in a special school event that included speeches from healthcare professionals and dignitaries, a walk, and the forming of a human ribbon.

## Students "extend love and care"

Over 500 mastectomy pillows were hand-sewn by students of the Children's International School and American International School in a show of support to breast cancer survivors. Received on behalf of breast cancer survivors in Nigeria by Run For a Cure Africa at a special World Cancer Day event, the pillows will be distributed to teaching hospitals throughout the country.

## School choir launches charity single for World Cancer Day

With over 40 million views on YouTube, the Mount Sion Secondary School choir used their growing platform and the occasion of World Cancer Day to release their recording of Your Love Carries Me, with all proceeds supporting cancer charities and research. Ahead of World Cancer Day, Mount Sion Secondary School choir along with a number of school and college choirs as well as the Solas Cancer Support Centre Men's choir joined together for a choral performance to raise further awareness of the day.

## Students form human chain to send an inspiring message

With the help of the D.S. Research Centre, thousands of school students joined the public and cancer survivors in World Cancer Day rallies, walks and activities across India, including in cities Bengaluru, Kolkata and Hyderabad. More than 1,500 students turned out to form an impressive human chain with the inspiring message of "Together We Can Fight Cancer" and 'I Am and I Will' which could be clearly seen overhead.

## School assembly with a difference

To mark World Cancer Day, students of the Dharumavantha School in the Maldives participated in a special school assembly that had them moving and getting active. The dedicated assembly helped to raise cancer awareness among students, including the importance of physical activity in reducing their cancer risk.

## Raising funds for classmates

This past World Cancer Day, the students at Consett Junior School honoured two of their classmates who are currently receiving treatment for Leukaemia by wearing a blue or purple ribbon - the favourite colours of their classmates - and making a £1 donation by each student to cancer organisations in the UK.



**“We learnt that pillows are good for survivors after surgery so we decided to make and donate them. Two years ago we made 20 pillows, last year we made 200 while this year in partnership with the American International School we made 520 pillows.”**

**Mrs Bukky Peters**  
**Children’s International School**







# Thank you for supporting World Cancer Day.

For more information and the latest news, sign up to our newsletter at [worldcancerday.org](http://worldcancerday.org)

Have questions? Email us at [hello@worldcancerday.org](mailto:hello@worldcancerday.org)



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[twitter.com/uicc](https://twitter.com/uicc)



[youtube.com/WorldCancerDay\\_Official](https://youtube.com/WorldCancerDay_Official)

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



Visionary  
partners

