Cancer is the second leading cause of death worldwide. Together, we will change that.

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

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.

This gives us all every reason to act.
I AM A SUPPORTER AND I WILL MAKE A DIFFERENCE

Campaign theme: I Am and I Will

2021 – the ultimate year of the ‘I Am and I Will’ campaign – shows us that our actions have an impact on everyone around us, within our neighbourhoods, communities and cities. And that more than ever, our actions are also being felt across borders and oceans.

This year is a reminder of the enduring power of cooperation and collective action. When we choose to come together, we can achieve what we all wish for: a healthier, brighter world without cancer.

Together, our actions matter.

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.

**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.

**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.
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.

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.

The total annual economic cost of cancer is estimated at approximately US$1.16 trillion.
“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.
Join the conversation
Spread the word on social media.
Find out more in the Social Media Guide at worldcancerday.org/materials

Use your voice
Start a conversation about cancer with your family, friends, colleagues and networks.
Download the Conversation Guide at worldcancerday.org/materials

Make a social change
Show your family, friends and networks that you’re getting behind World Cancer Day. Update your social media pages with the official World Cancer Day profile cover images.
Download the official banners at worldcancerday.org/materials

Get personal
Create your own custom poster with your own personal message of commitment and share it with the world.
Create your poster online at worldcancerday.org/custom-poster

Give Something
Make a donation today at worldcancerday.org/give
Inform yourself & others
Find out more about cancer, how you can reduce your cancer risks, and the impact it has on the people we love, our communities, and the world.
Read about the key issues in cancer at worldcancerday.org/key-issues

Advocate for action
Write to your political parties asking them to show their commitment, raise public awareness and take action this World Cancer Day.
Access the email template in the Advocacy Guide at worldcancerday.org/materials

Join the action
Show your support by showing up. Find an event near you on the Map of Activity, sign up to attend, participate or volunteer.
Find an event near you at worldcancerday.org/map

Spread the word
Write an op-ed, blog story, record a video message, feature World Cancer Day on your website, an article in your newsletter, or reach out to a local journalist.

Create an event or activity
Inspire others by hosting your own World Cancer Day event.
From free screenings, record breaking attempts, conferences, fundraisers to fun runs, add it to the Map of Activity to spotlight the awesome work that you’re planning.
Get inspiration and add your activity to the map: worldcancerday.org/map
What’s next?

1. **Make a commitment**
   Commit 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 supporters are planning for the day.

3. **Plan and Register**
   Plan and register your activity or event on the Map of Activity. [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**
   Use your voice and tell your grandma, your friend, your neighbour, your hairdresser or your local government representative.

6. **Act**
   Whatever your personal commitment to reducing cancer, use World Cancer Day on 4 February to follow up on your commitment.
Get inspired: Ideas for impact

Education through an immersive digital experience
An innovative digital campaign captured the attention of the public as the Colombian League Against Cancer launched their new campaign, “Stomach Cancer, a silent host”. Highlighting the importance of prevention and early detection of a disease that affects more than 7,000 Colombians, the campaign launched early morning on World Cancer Day at a popular shopping centre inviting shoppers to learn more about how stomach cancer through an immersive experience.

Students create a future without cancer
In Cyprus, ten non-government organisations including the Cyprus Anticancer Society joined forces with the Bank of Cyprus Oncology Center and the Ministry of Health and Ministry of Education and Culture, to launch a national student competition. The initiative challenged students to submit essays, art and audio-visual projects inspired by the message “I am young and I will create a future without cancer”. The winning projects were selected by a panel of artists and academics and prizes were presented at an event attended by the Minister of Education, the Director General of the Ministry of Health, the Volunteer Commissioner and Members of Parliament.

Famous faces show their support
Singapore Cancer Society was in fighting form for this past World Cancer Day. Celebrities, influencers and supporters were encouraged to put on their ‘I Am and I Will’ boxing gloves and pledge their commitment to fighting cancer. The promotional video featuring celebrities showing their support was then broadcasted on giant LED digital screens at two popular tourist destinations.

Supporting World Cancer Day through the arts
For World Cancer Day, Naef K. Basile Cancer Institute (NKBCI) highlighted the important role of the arts in supporting the health, well-being and treatment of cancer patients. In a joint event, NKBCI, the American University of Beirut Medical Center and the Cancer Support Fund hosted a full day’s programme where supporters, cancer patients and their families, as well as healthcare professionals had the chance to learn more about the cancer control efforts as well as enjoy a video installation and musical performances by the Lebanese National Higher Conservatory of Music.

Extending counselling support
To mark World Cancer Day, the Slovak Cancer League delivered public lectures as well as special information sessions for workplaces on prevention and screening. Counselling hours offered by the League’s network of doctors, nutritionists, psychologists and other experts were also extended on the day, while information from the National Oncology Institute and Ministry of Health were distributed widely to hospitals and the League’s network of psychologists to raise further awareness among healthcare professionals.

Taking over the town square
The Deutsche Krebshilfe in partnership with the Center for Integrated Oncology took over Bonn’s main market square for World Cancer Day. There were opportunities for the public who were curious to learn more about cancer to speak to cancer experts about prevention, healthy lifestyles, therapies as well as the latest research in cancer. Art therapy and yoga exercises were also among the activities taking place during the event.
“World Cancer Day is the best occasion on which we can raise awareness towards cancer control.”

Arasb Ahmadian, CEO of MAHAK
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

facebook.com/worldcancerday
instagram.com/worldcancerday
twitter.com/uicc
youtube.com/WorldCancerDay_Official

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