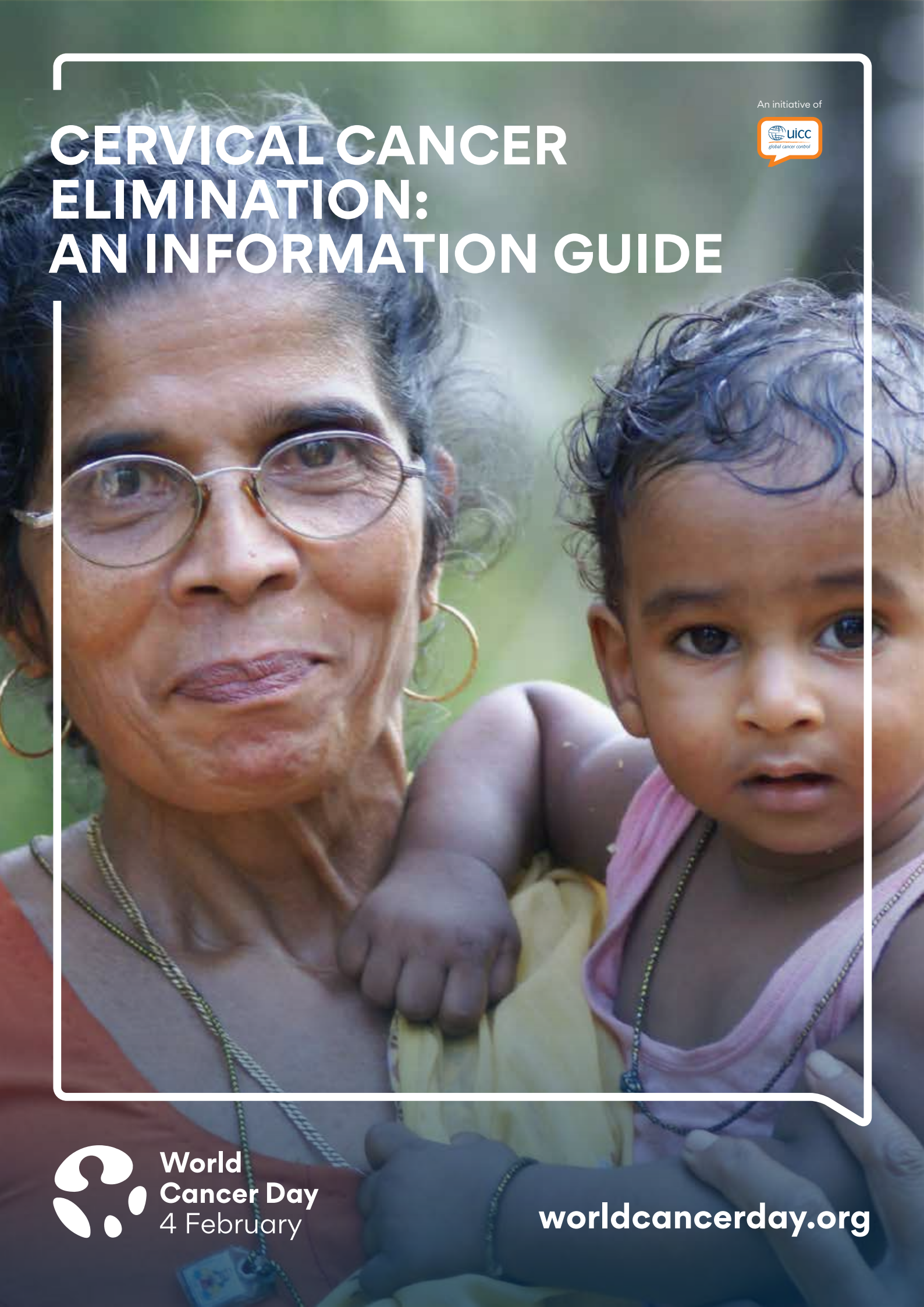
CERVICAL CANCER ELIMINATION: AN INFORMATION GUIDE

An initiative of



World Cancer Day
4 February

worldcancerday.org

Creating a world without cervical cancer

Today, we have the real opportunity, know-how and ability to save tens of millions of lives from cervical cancer - one of the most highly preventable and curable forms of cancer.

Yet the reality is that a woman is more likely to die from cervical cancer simply because she is poor, lacks education, is vulnerable or from a marginalised community. Effective cervical cancer prevention, screening and management are available, but not to all.

We can no longer ignore cervical cancer as a global health issue nor can we continue to overlook the unneccessary deaths from cervical cancer which arise from socioeconomic disparities and stigma.

No women should die from cervical cancer. Ever.

With the global commitment made in 2020, world leaders have set us on a path to elimination. Today, we need the full commitment of national stakeholders for national action.

Together, let's make history by making cervical cancer history.

#WorldCancerDay #IAmAndIWill

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.

Getting the message out there

This World Cancer Day, we're putting a spotlight on the global commitment to eliminate cervical cancer.

We hope supporters around the world – governments, civil society, communities and individuals – will feel empowered to speak up, raise awareness and take action to end cervical cancer this coming 4th February.

Make sure to use World Cancer Day's resources, including the Social Media, Advocacy, Press and Event planning How-to-Guides available from **worldcancerday.org/materials** to best get the message out this World Cancer Day.

For more information on cervical cancer and the global commitment to elimination, visit worldcancerday.org/elimination.

I AM A SUPPORTER AND I WILL HELP ELIMINATE CERVICAL CANCER

#IAmAndIWill

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.

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, all of our actions matter. This World Cancer Day, who are you and what will you do to help eliminate cervical cancer?

The power of action this World Cancer Day

A call for governments to act

A global commitment to eliminate cervical cancer has been made by world leaders. To fulfil this promise, international and local leaders must accelerate action to achieve national elimination.

Reaching and sustaining the goal of elimination has wide-reaching impact. By addressing cervical cancer, countries also address critical issues of:

- **Poverty**
- **Gender inequality**
- **Universal health coverage**,

including providing financial protection in support of universal access to essential healthcare services.

A chance for everyone to play their role

To eliminate cervical cancer, we need action from everyone

Communities, businesses and religious leaders, healthcare professionals, teachers, education providers, families and individuals can all make a difference.

1. Get informed: Knowing more about cervical cancer – its risk factors, signs and symptoms and common misconceptions – can empower you and your family to help reduce risk factors. Learn more about your own country's response to cervical cancer and the cervical cancer health services available to women and girls in your country.

2. Act: Encourage prevention, early detection and prompt treatment among women and girls in your family and community. Talk to your healthcare provider, attend cervical cancer screenings, and if appropriate, get vaccinated.

3. Speak up: Raise awareness among your community and social media networks, fundraise and donate to your national or local cervical cancer organisation or group.

Key messages: amplifying our voices, together

Use these key messages to help drive conversations and raise awareness of cervical cancer elimination.

How cervical cancer affects everyone

Almost 600,000 women are diagnosed every year with cervical cancer, and there are an estimated 31,000 deaths. Without an urgent response, this number is projected to increase to almost 460,000 deaths by 2040, a nearly 50% increase over 2018 levels.

More women now die from cervical cancer than from pregnancy-related complications.

Cervical cancer kills at a relatively young age. Families lose their loved ones and suffer economic loss too. Losing mothers creates a vulnerable orphan base.

Women living with HIV have a higher risk of developing persistent HPV infections at an earlier age and to develop cancer sooner, which means information and prevention services are critical to women with HIV.

Elimination

Elimination of cervical cancer as a public health concern is within reach for all countries. We know what works, and we know how to prevent and control this disease.

Cervical cancer strategies, when implemented nationally with good coverage, offer the potential to eliminate cervical cancer as a public health problem.

Cervical cancer is an avoidable disease with gross inequities: global, regional and national strategies to eliminate cervical cancer will save lives and reduce inequity.

Speaking out on inequities and social injustice

The wide disparity in rates of cervical cancer incidence and mortality across the world, with nearly 90% of deaths occurring in low- and middle-income countries, is set to grow if no action is taken.

The availability and accessibility of the HPV vaccine are inequitably distributed by geography and income. 84% of high-income countries have introduced the HPV vaccine versus 31% and 12% in middle- and low-income countries, respectively. Equitable access to vaccination is critical.

Only 22 countries, mainly with high income, currently report cervical cancer screening programmes achieving 70% coverage (the proportion of women who are screened) or above. Maximum coverage is key to impactful screening and early detection.

The five-year probability of surviving from cervical cancer varies across the world, from 37% to 77%. Stronger health systems to detect, diagnose and treat cervical cancer are critical to address the inequity divide.

A disproportionate number of cervical cancer patients die with poor access to pain relief and palliative care.

Supporting equity within a country is an important consideration to eliminating cervical cancer. This includes addressing the geographic barriers to treatment and care that many rural communities face as well as providing culturally appropriate care.

The Economic Impact

Significant investments have been made in advancing women and girls' health, but those investments are lost if they die from a preventable condition like cervical cancer.

Cervical cancer is relatively easy and inexpensive to prevent. Cervical cancer prevention is a smart investment.

Eliminating cervical cancer will have a high return on investment by shifting the population to a prevention mindset, reducing the cost of treating precancer and invasive cervical cancer, as well as preventing the loss of productivity among women at the peak of their working life.

Access to early detection and diagnosis of cervical cancer gives women a much higher probability of treatment at early stage disease, with more potential for cure a well as being more cost-effective for the health system.

Share the facts

Nearly **600,000** new cervical cancer cases are diagnosed every year

Globally, **every two minutes**, a woman dies from cervical cancer

Every **minute**, a woman is diagnosed with cervical cancer

Cervical cancer is the **leading cause** of cancer deaths in women in over 40 countries

Devastatingly, over **300,000** women each year die from cervical cancer

Around 90% of all cervical cancer deaths occur in low- to middle-income countries

Customise your message

Create, download and share your own World Cancer Day poster with along with a custom 'I Am and I Will' message.

Create and share your custom poster at worldcancerday.org/custom-poster

Sample 'I Am and I Will' cervical cancer elimination messages

- I Am a Mother And I Will ensure my daughter is vaccinated against HPV
- I Am a Brother And I Will encourage my sister to get screened
- I Am an Advocate And I Will share the Call to Action to Eliminate Cervical Cancer
- I Am a Health Worker And I Will ensure women receive treatment

Social media graphics

Download World Cancer Day's social media cards at worldcancerday.org/materials

Ready-made social media messages

Share the following ready-made posts, raise awareness and show your support for the elimination of cervical cancer this World Cancer Day.

By eliminating #cervicalcancer, we will save at least 62 million lives within the next century. Let's ensure that all women - no matter where they live, their income, their race, or their level of education - will be given the opportunity to lead healthier lives and rise to their potential. #WorldCancerDay #IAmAndIWill worldcancerday.org/eliminate

An audacious vision to eliminate #cervicalcancer can't be achieved by half-measures. There is a way. We need the will of governments, communities and individuals to help change the course of history. #WorldCancerDay #IAmAndIWill worldcancerday.org/eliminate

We can eliminate #cervicalcancer generations. Together, let's make history by making cervical cancer history. Join us on 4 February. #WorldCancerDay #IAmAndIWill worldcancerday.org/eliminate

No women should ever die from #cervicalcancer. Join us on 4 February and stand up for the elimination of cervical cancer. #WorldCancerDay #IAmAndIWill worldcancerday.org/eliminate

We all have the opportunity to create a world without #cervicalcancer. Who are you and what will you do? Speak up this 4 Feb. #WorldCancerDay #IAmAndIWill worldcancerday.org/eliminate

In most regions of the world, more women die from #cervicalcancer than from pregnancy-related complications. Let's change history. Join us on 4 Feb to help end cervical cancer. #WorldCancerDay. #IAmAndIWill worldcancerday.org/eliminate

The global health challenge of #cervicalcancer is "unnecessary, avoidable and unjust." Together, let's make history by making cervical cancer history. Join us on 4 Feb for #WorldCancerDay #IAmAndIWill worldcancerday.org/eliminate

#CervicalCancer is highly preventable but remains the fourth most common #cancer among women globally. We need government action to help us end cervical cancer. Speak up this 4 Feb. #WorldCancerDay #IAmAndIWill worldcancerday.org/eliminate

#HPV vaccines are powerful, safe and lifesaving against #cervicalcancer & critical to eliminating the disease. Speak up this 4 Feb. #WorldCancerDay #IAmAndIWill worldcancerday.org/eliminate

Get inspired: ideas to raise cervical cancer awareness

Leaders convene in Toronto for first Cervical Cancer Summit

On 4th February, the Canadian Partnership Against Cancer hosted the Elimination of Cervical Cancer Summit in Toronto. The Summit brought together key stakeholders in government and health, as well as patients, women's health advocacy groups and First Nations, Inuit and Métis leaders, to discuss the national Action Plan to Eliminate Cervical Cancer in Canada and to ultimately achieve a shared vision of eliminating the disease by 2040.

Guatemalan Ministry of Health raises awareness of the HPV vaccine

The Ministry of Health held an event at a school for girls between 10 and 14 years old in an effort to raise awareness and inform young girls of the importance of being vaccinated against cervical cancer. It was also an opportunity to encourage girls to share testimonials to aid in motivating more girls to get vaccinated.

A press conference to brief journalists

To mark World Cancer Day, the Cancer Foundation of India in collaboration with the Harvard T H Chan School of Public Health and the American Cancer Society hosted an exclusive webinar for over 70 health journalists from regional news outlets across India. Dr. Neerja Bhatla, All India Institute of Medical Sciences' professor in Obstetrics and Gynecology, as well as government representatives, presented information and responded to journalist questions on cervical cancer and the Human papillomavirus vaccination.

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.

uicc global cancer control
A MEMBERSHIP ORGANISATION FIGHTING CANCER TOGETHER

I AM AND I WILL

World Cancer Day

Visionary partners

astellas

Daiichi-Sankyo cancerenterprise

Diaceutics Better Testing. Better Treatment. | PM CONNECTIVE

MSD INVENTING FOR LIFE

QATAR AIRWAYS القطرية

Champion partners

Biocon Biologics

Bristol-Myers Squibb

ICON GROUP

Roche

SANOFI