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?

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

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.

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.

At least one third of common cancers are preventable.

Cancer is the second-leading cause of death worldwide.

70% of cancer deaths occur in low-to-middle income countries.

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.

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“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.

[link]

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 [link]
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.

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.

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.

How do we get there?

Because only 10% of cancers are entirely due to genetic mutation.

Today, there are 43.8 million cancer survivors.

To reduce that disease. However, for some people, the chances of being treated and cared for in an appropriate and cost-effective manner.

Whereas, of cancers relate to tobacco and alcohol use.

We’re each of us will know of a family member, friend, or colleague who has been diagnosed with cancer.

The truth is today, more than any point in human history, we have a genuine opportunity to help more people live longer and better lives with cancer.

What can you do to improve your chance of surviving cancer if you are diagnosed?

Let’s give everyone a better long way with the World Cancer Day and campaign theme.

Inequity in our own backyard

We act. Imagine. That’s equivalent to all of the 3.7 million people fighting against cancer who could avoid cancer treatment costs.

If we invested in prevention.

Did you know that approximately 2.2 million deaths and 4.6 million new cases of cancer are diagnosed every year?

9.6 million people die from cancer each year.

What’s more, only 5% of global resources for cancer exist for:

Inequities in accessing live saving cancer services.

Your gender, level of education, level of income, impacts your access to, and the level of cancer care.

Patients living in low- to middle- income countries (LMICs) don’t have access to radiotherapy – one of the five pillars of cancer care.

Inequity in access to cancer services.

Today, there are 43.8 million cancer survivors.

Only 90% of low- and middle-income populations have access to radiotherapy.

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Inequities in accessing live saving cancer services.

Your gender, level of education, level of income, impacts your access to, and the level of cancer treatment.

Your gender, level of education, level of income.

The total economic cost of cancer is 11.4USD billion; this amount could be reduced.

Did you know that approximately 2.2 million deaths and 4.6 million new cases of cancer are diagnosed every year?

60% of cancer deaths occur in developing countries.

Approximately 70% of cancer deaths occur in developing countries.


World Cancer Day 2021: Governments and Cities Toolkit

For cited references, visit worldcancerday.org/infographic

Rejoignez-nous le 4 février

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Inequity is a human issue.

Cancer isn’t just a disease. Cancer is a human issue.

Treating the person with cancer.

Timely and accurate cancer detection, treatment and care you receive.

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Your gender, level of education, level of income.
Count me in: how you can take action.

Get involved any way you can. Because together, we can create change.
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/key-issues

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 Activities 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:
Ideas for Impact

Nation improves access to chemotherapy
On World Cancer Day, Chile’s Ministry of Health officially approved 18 new benefits related to chemotherapy treatments for inclusion under the Fondo Nacional de Salud, a financial entity funded by the public that provides health benefits and care to more than 12 million individuals in Chile.

Strengthen national awareness of cancer
In Brunei Darussalam, the Ministry of Health had a significant presence at many of the major World Cancer Day initiatives. The World Cancer Day Walk, Run and Bicycle recreation event organised by the Ministry of Health’s Promotion Centre and the Pantai Jerudong Specialist Centre witnessed over 1,500 participants, including cancer survivors and individuals affected by cancer who walked side by side with government leaders.

Ministry takes to Facebook Live for World Cancer Day
Garnering over 3,000 views, the Ministry of Health of Colombia hosted a Facebook Live broadcast for World Cancer Day. The broadcast featured a panel of cancer experts, including the Director of the National Cancer Institute, who offered a robust discussion around cancer. The experts helped to answer common questions, including its signs and symptoms and ways to reduce cancer risk factors.

Raising 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 their own peers to get vaccinated.

Prime Minister delivers powerful statement of support
In Greece, the Prime Minister posted a powerful video message in support of the day, outlining the future actions for cancer control for the country. In Athens, close to 200 delegates made up of representatives from patient organisations, healthcare professionals, researchers, students and individuals, alongside the Minister of Health Vasilis Kikilis and Secretary General Kathleen Kassilis, attended the 4th European Congress of the Hellenic Cancer Federation which focused discussions on immediate actions to develop a national cancer plan and a national cancer registry.

UK Prime Minister meets with cancer survivors and volunteers
This past World Cancer Day, Prime Minister Boris Johnson invited cancer organisations, volunteers and individuals living with cancer for a “once-in-a-lifetime” meeting at the Prime Minister’s Office. The occasion opened the opportunity for the group to raise important issues directly with the Prime Minister. One of the primary issues raised by the group was the need to train and employ more health staff to detect cancer earlier.

Malawi officially launches National Cancer Strategic Plan
In a major milestone for the country, Malawi’s Minister of Health and Population, Jappie Mhango officially launched Malawi’s first National Cancer Strategic Plan in the week of World Cancer Day. The 10-year national roadmap was launched at Kalambo primary school in a ceremony attended by representatives of the Ministry of Health, the Cancer Association of Malawi and the World Health Organization.

Rwanda’s President inaugurates cancer centre
Rwanda celebrated World Cancer Day with the inauguration of the Rwanda Cancer Centre as well as the launch of the country’s first National Cancer Control Plan, the National Cancer Registry, and the National Cancer Management guidelines. The Rwanda Cancer Centre, a state-of-the-art centre completely equipped with Radiotherapy, was inaugurated by His Excellency President Paul Kagame. The launch ceremony included President Kagame as guest of honour and was attended by a number of government ministers including the Minister of Health, Dr. Diane Gashumba.
“On World Cancer Day, we remember those we have lost to cancer, those who are still battling, and those who have fought through and survived cancer.”

The Honourable Patty Hajdu
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

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.

Visionary partners:

Champion partners:

Biocon Biologics
Bristol-Myers Squibb
ICON
Roche
SANOFI