

How to guide: Be an advocate

An initiative of



**World
Cancer Day**
4 February

#IAmAndIWill
worldcancerday.org



Your voice has influence. Starting a conversation around important issues in cancer is incredibly powerful.

Use your voice and your conversations to unify the people you speak with to create positive change.

By speaking with each other, we can ignite action.



Getting started

What change do you want to see?

Be clear on what change you want to make.

Maybe, it's important to have healthier lunches served at your school. Or you want your university to take greater leadership on cancer prevention. Perhaps, you would like to see a greater focus on equal access to cancer services by your government. Or it matters to you that your employer adopts fairer policies on sick leave.

Who do you want to influence?

Policy makers and decision-makers within your school, workplace, city or government officials are people that can help make the change you're seeking. Understand who are the best individuals and groups to work with. Speaking to those who you know care about the issues can also help you accelerate action.

Mobilise support

Joining forces with others who believe in the same cause as you can help to strengthen and multiply your advocacy efforts.

Information and knowledge is powerful

Seek out resources in your library, from your local cancer organisation and online about the issue you wish to change. Know your facts and the benefits and costs of any solutions you're putting forward.

Find out how cancer affects us all and the power we have to make change for a cancer-free world at:

worldcancerday.org/keyissues





Seek opportunities to speak up

Create and seek out opportunities for your voice to be heard:

- Is there a local or university radio station or newspaper you can reach out to?
- Share your thoughts and information with your followers on social media and engage with others on social media around the topic
- School assemblies, lunch & learn at workplaces, and town halls are all opportunities to inform and educate your community
- Join in public campaigns like World Cancer Day and other initiatives happening near you
- Send a letter, tweet, or email to your local government representative
- Organise your own event, from panel discussions, speaker series to Q&A's to further conversations around the issue
- Collect commitment from supporters - such as signatures of support - to engage decision-makers

- Post information, posters and flyers in classrooms, on campus, in the office kitchen, on the intranet and/or community and public noticeboards.
- Speak to your friends, families, work colleagues, neighbours and community and help them become supporters and advocates themselves

Listening and responding

- There are many complexities and issues to any cause, including cancer. Listen to as many experts as you can on the topic.
- Create a dialogue where questions can be asked, where there is space for reflection and where there is openness to addressing and responding to concerns.
- If you don't receive a response straight away, that's okay. It just might mean you need to follow up again.



Adapt and send this message template to inspire your local government representative:

Dear *(Insert name of contact here)*,

This coming 4 February is World Cancer Day. The day seeks to empower communities all over the world to make forward progress in the fight against cancer.

Thousands of individuals living with cancer, survivors, healthcare professionals, businesses, leaders and supporters will be raising their voices on this day around the world, but we want to make sure political parties and leaders are also part of this extremely important conversation.

We believe that leadership on policies, legislations, investment and innovation is key to accelerated progress and that by working together, we have a chance to create a healthier future for all.

World Cancer Day will be an exciting opportunity to highlight new and current policies and actions which serve to help the fight against cancer both nationally and globally. We see this opportunity as a day for you to talk about your priorities around improving cancer care and services, and to

use your platform to speak about important issues about cancer.

The issues that concerns us most include *(equal access to lifesaving cancer treatment / the economic and financial impact of cancer / the need for a skilled workforce to deliver quality cancer care / healthy choices and opportunities for everyone / access to knowledge and information about cancer / government leadership on cancer / greater investment in cancer control / the mental and emotional impact on patients and their families)*.

We urge you to find out more about some of the key issues at **worldcancerday.org/keyissues**.

Come join us this World Cancer Day, 4 February and show your support in the global fight against cancer.

Best wishes,

(Include your name and organisation's details here)



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.



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