STUDENTS, SCHOOLS AND LIBRARIES TOOLKIT

worldcancerday.org
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.

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.

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.
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?
World Cancer Day 2021: Students, Schools and Libraries Toolkit #WorldCancerDay #IAmAndIWill
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)

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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.

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.
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

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

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

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/key-issues

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
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

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
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 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

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 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: Ideas for Impact

Cent Bottle Challenge
As part of World Cancer Day, the British School of Almeria in Spain hosted their highly successful ‘Cent Bottle Challenge’. All classrooms were each given a bottle and two weeks to fill it with coins. The class raising the most money had the chance to win a hamper of treats, with all the money that filled the bottles donated to national cancer association, the AECC.

Students discuss impact of cancer
At Easthampstead Park Community School Secondary School in the UK, students discussed World Cancer Day as a class with the help of a news video, featuring actress Dominique Moore who shares with audiences a personal look at how cancer affects the lives of children and young people.

Healthy menus at school
To mark World Cancer Day, the Primus Public school in India encouraged students to develop healthy food habits and implemented a no junk food policy on school campus. The school welcomed new breakfast and lunch meal standards, introducing more whole grains, vegetables, low fat milk dairy products while all junk food were removed from the menu.

Learning about cancer from each other
A group of students from the British International School of Moscow marked the day by raising awareness among their peers with a presentation to their class. The presentation included information on what is cancer, the types of cancer, treatment, signs and symptoms and reducing cancer risk. Students also received orange and blue ribbons to wear in support of the day.

Awareness for toddlers and preschoolers
In Saudi Arabia, the Little Camel Center helped to educate their children, aged from 1 to 6 years old, about cancer. The day saw the children learning about healthy food and were encouraged them to participate in cancer awareness through a number of activities organised by the centre, including drawing and making ribbons.

Riding to conquer cancer
At the King’s School in Goa, India, students, teachers and families helped to host the 4th edition of the Road To Conquer Cancer, an awareness and fundraising initiative. The ride started early in the morning with 55 motor bikes and 24 cars participating in the interstate ride. Motorbike groups from around the state took part and a local hotel helped by providing catering for the event. The money fundraised went directly to supporting two individuals living with cancer.

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“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

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.