

World Cancer Day 2019-2021

An initiative of



Summary review: 'I Am and I Will' campaign



World
Cancer Day
4 February

worldcancerday.org



Campaign objectives

The 2019 – 2021 World Cancer Day campaign was created to position World Cancer Day as an influential, inclusive and positive movement that UICC member organisations and partners around the world could adopt to engage and mobilise the public around cancer.

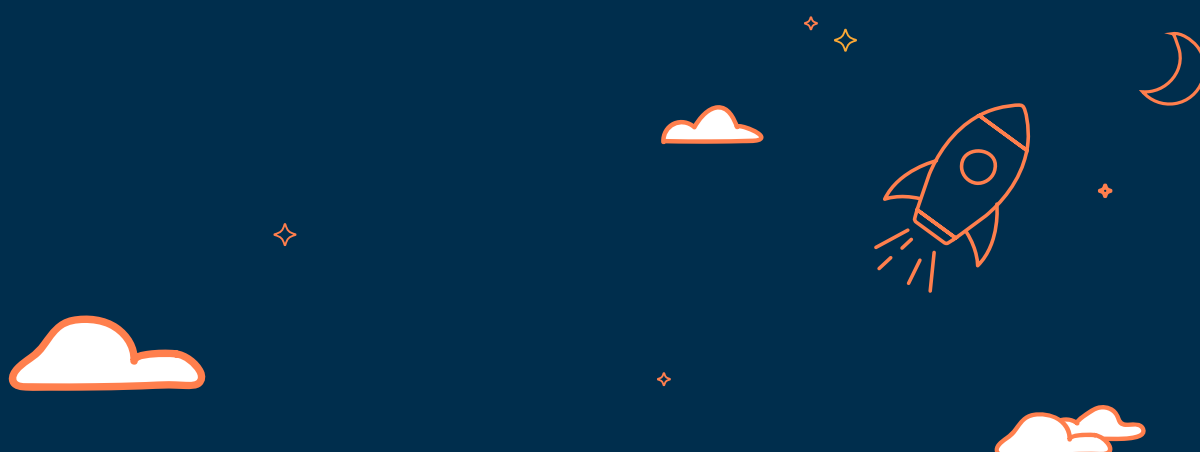
The approach was to:

1. Maximise existing networks by engaging UICC members, partners and UN agencies directly
2. Amplify the campaign messages through press and media and individual supporters
3. Expand the campaign reach to new audiences (influencers and younger, socially conscious individuals)

Campaign theme

The World Cancer Day theme for 2019 to 2021, 'I Am and I ✨ Will', underscored the message that whoever we are, our individual actions are important to reducing the growing impact of cancer. It was an open invitation to all supporters to make a personal commitment and served as a powerful reminder that everyone has a role to play and a responsibility to act. ✨

The theme sought to inspire and empower every individual to contribute, at the personal level, to the global progress in the fight against cancer.





A story in three parts

The campaign was structured around a three-year narrative, with annual building blocks that reiterated the core concept.

Year 1: For Yourself

Focusing on the actions a person can take to reduce the cancer risk.

Examples:

I AM a CEO AND I WILL quit smoking.

I AM a cancer nurse AND I WILL go to the gym three times this week.

I AM a student AND I WILL inform myself about cancer risks.

Year 2: For the people you love

Focusing on the actions a person can take for the people they love.

Examples:

I AM a doctor AND I WILL listen.

I AM a friend AND I WILL help my best friend through treatment.

I AM a husband AND I WILL raise money for breast cancer research.

Year 3: For the world

Focusing on the actions a person can take to inspire change and progress in a wider context.

Examples:

I AM an advocate AND I WILL use my voice to advocate for my patients.

I AM a survivor AND I WILL push for more equal access to treatment.

I AM an influencer AND I WILL provide accurate information on cancer to my audience.





Three key drivers of the campaign

1. Positive, hopeful, and empowering messages of progress and possibilities
2. Stories that create a shared human experience
3. A powerful call to action around personal commitment

Target audiences

Primary audiences:

UICC member organisations, including: national cancer societies, academics and research institutes, patient groups and Ministries of Health

UICC partners including private sector companies, UN agencies and sister organisations

Secondary audiences:

- Governments
- Businesses
- Cities
- Healthcare professionals
- Cancer patients and survivors
- Family, friends and caregivers
- Teachers and students

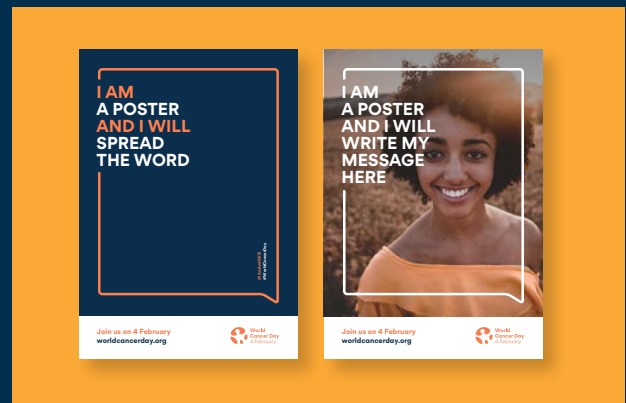
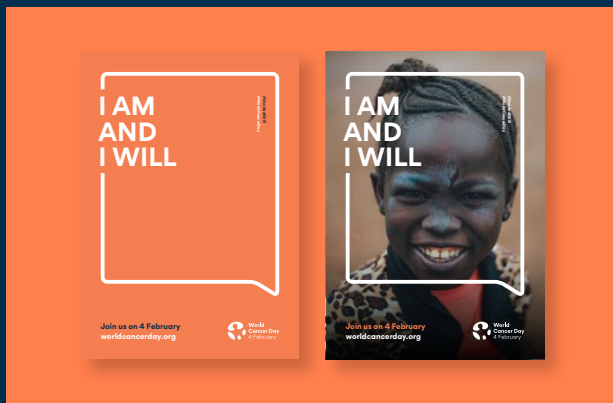


Campaign Materials

Materials available online for campaign supporters.

Campaign hero posters - Factsheets - Campaign Toolkit - Corporate Toolkit - Cities Toolkit - Social Media Guide - Schools and Libraries Toolkit - Social media profile banners - Web banners - Impact reports - Gifs - Infographics - Branded merchandise

#WorldCancerDay #IAmAndIWill



World Cancer Day posters

Aimed to raise awareness and inspire everyone by displaying and distributing the official World Cancer Day posters - available in over 20 different languages.

Create your own poster

Supporters could put their personal stamp on World Cancer Day by creating a customised poster with their own 'I Am and I Will' message and photo. They could download and share the poster directly via social media and on worldcancerday.org.org/custom-poster.

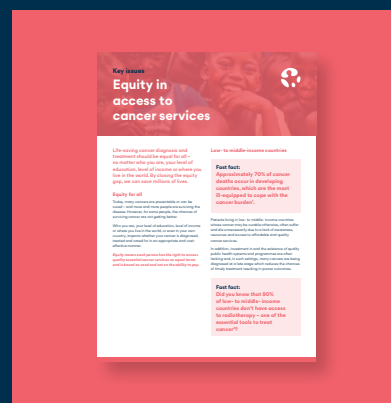
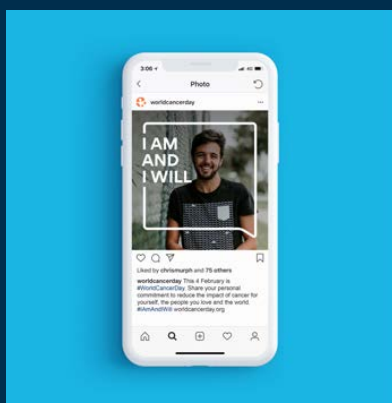


How to guides

These series of handy how to guides packed with helpful hints, tips and tricks were available to help supporters on World Cancer Day. The full series included the Social Media, Advocacy, Event Planning, Conversation and Fundraising guides.

Logo files and artwork

The World Cancer Day and campaign theme logos were freely available to use in all World Cancer Day materials.



Social media and digital content

Aimed to spark further conversations with followers with in-stream content cards, gifs, profile covers and web banners.

Infographics

Aimed to show the numbers and issues behind cancer in a different way.

Factsheets

Made for supporters to get the facts and to explore some of the most critical issues in cancer with these factsheets.



Campaign results

From its creation in 2000, World Cancer Day gradually grew into a global movement uniting and empowering the world's voices against cancer. The 'I Am and I Will' campaign, however, took the movement to another level. Today, World Cancer Day reaches millions of individuals around the world every year and plays a greater role than ever in raising public awareness, strengthening health literacy and inspiring action.

World Cancer Day plays a particular role for UICC members, providing them with a global platform to amplify their voices. They can tap into the incredible momentum and attention around this day, seizing on a significant opportunity to showcase their life-saving work in cancer and grow their own profile.

By engaging in World Cancer Day, member organisations:

- 1. Gain impactful news coverage about their work:** in the 2021 World Cancer Day member survey, 66% of the respondents said they received press coverage as a direct result of World Cancer Day (2019 survey: 75 %)
- 2. Boost their awareness efforts:** in the same survey, over 91% of the respondents firmly agreed that World Cancer Day is effective in raising awareness and 81% believed that it is effective in overcoming negative perceptions about cancer (2019 survey: 77% and 78% respectively)
- 3. Amplify their advocacy messages:** more than 60% of surveyed members agreed that World Cancer Day can help influence cancer-related policies (60% in 2019).



World Cancer Day 2019

2019 marked the beginning of the exciting three-year campaign centred on the theme: 'I Am and I Will'. Close to 1,000 activities took place in 127 countries, 37 cities illuminated 55 landmarks and 62 government leaders responded with strengthened support and commitment. People around the world also made their voices heard, with over 700,000 social media posts in recognition of the day, which helped the campaign to trend globally on Twitter.

World Cancer Day's press story on early detection, screening and diagnosis became the primary news of the day with over 15,000 press articles in 154 countries, appearing in leading media outlets such as CGTN, Euronews, France 24, Independent, Le Figaro, NewsWeek, The Australian and The Guardian. Positive and productive dialogue was also a key feature of World Cancer Day 2019, including an insightful exchange hosted by the Council on Foreign Relations between the CEO of UICC, Cary Adams and Nobel-Prize winner Harold Varmus on closing the global cancer divide.





Among the many highlights of the 2019 campaign was UICC's collaboration with Universal Music Group and their recording artists, including Grammy winner Alessia Cara, TIME 100 Most Influential People of 2018 honouree Shawn Mendes and US rap artist will.i.am. The initiative represented a fresh approach by UICC to expand to new audiences and achieve greater awareness around the day. In total, the video received over half a million YouTube views within five days of its launch.

Altogether, these and other key initiatives drove more than 300,000 unique visitors to the newly created multi-lingual website, where over 120,000 campaign materials were downloaded and shared.

The results were remarkable. World Cancer Day proved to be a powerful global platform for the international cancer community, creating a level of reach, engagement and coverage which only a truly collective effort can achieve. In 2019 this was officially recognised by the International Associations Awards, shortlisting the World Cancer Day 2019 campaign for the most "Effective Voice of the Year".

Campaign sponsors 2019

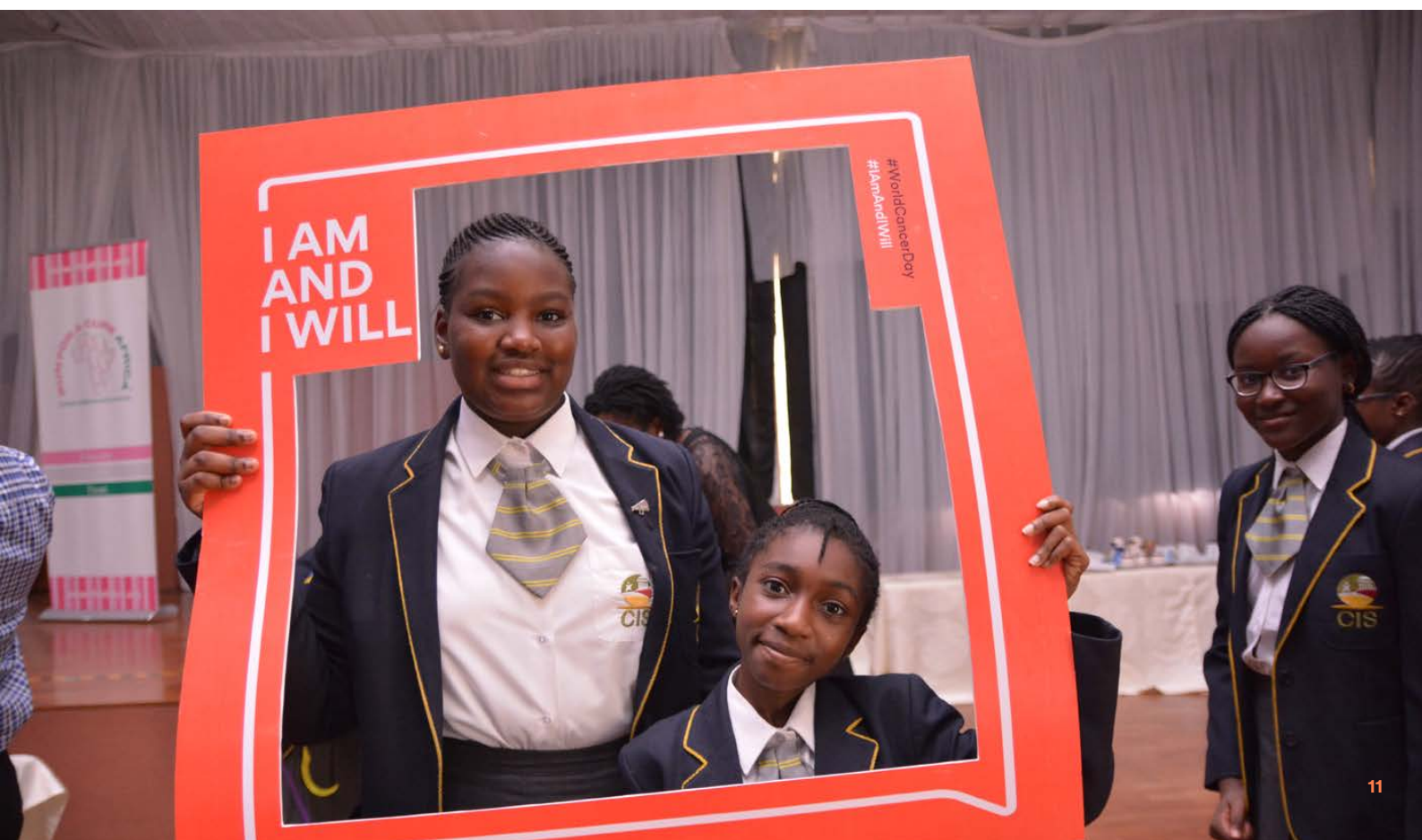
With special thanks to: Astellas, Diaceutics, Daiichi-Sankyo, MSD, Bristol Myers Squibb, Merck and Roche.

World Cancer Day 2020

2020 marked a significant milestone: the 20th anniversary of World Cancer Day. It was a moment to celebrate the remarkable progress made in cancer control and an opportunity to renew ambitions, accelerate efforts and spur greater progress towards a healthier, brighter future for all.

This second year of the 'I Am and I Will' campaign continued to inspire every supporter, acting as a powerful reminder that everyone has a role to play in reducing the impact of cancer.

World Cancer Day 2020 took place as news surrounding the emerging COVID-19 began to grow, diverting attention and resources of governments, the media and the general public. However, overwhelming support for World Cancer Day made it clear that the importance of cancer as a global health issue among leaders and the community is hard to overshadow.





Around the world, nearly 1,000 activities and events took place in 113 countries, reaching millions of people. World Cancer Day's reach extended into businesses, parliaments, shopping malls, schools and universities, community and town halls, places of worship, city streets, in village marketplaces as well as online.

The day started strongly, trending on Twitter globally with over 700,000 social media posts shared. More than 500,000 unique and curious users visited the official World Cancer Day website, and over 127,000 campaign materials were downloaded.

Findings from UICC's first multi-country study on the public's views on cancer resonated strongly around the world, becoming a focal point for discussion in the media.

Nearly 15,000 press articles were published in 150 countries, fuelling important conversations around some of the most pressing issues in cancer. World Cancer Day supporters made their mark on the day and created impact far beyond 4th February.

The results speak for themselves. World Cancer Day 2020 once again proved to be a powerful global platform for the international cancer community, achieving a new level of reach, engagement and coverage.

Campaign sponsors 2020

With special thanks to: Amgen, Astellas, Biocon Biologics, Bristol Myers Squibb, Diaceutics, Daiichi-Sankyo, MSD, Roche, Qatar Airways



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World Cancer Day 2021

2021 marked the final year of the three-year ‘I Am and I Will’ campaign. It was a year that gave voice to and celebrated the nurses, doctors, researchers, volunteers, advocates and other caregivers in oncology from around the world for their heroic response to the COVID-19 pandemic. World Cancer Day again inspired powerful conversations and activities that helped raise awareness and connected communities.

The incredible enthusiasm generated by World Cancer Day 2021 led to record high numbers: over 20,000 press mentions in 156 countries, more than 800 activities registered on the map of activities, over 150 landmarks illuminated in orange and blue around the world, and 700,000+ engagements on social media and web visitors, as the day once again trended globally on Twitter and even earlier than in the previous two years.

It was promulgated at the highest levels, with President Macron of France presenting the EU Beating Cancer Plan and announcing measures to fight cancer and US President Biden posting a heartfelt, personal message about his experience with cancer:

“The fight against cancer is personal for my family, like it is for millions. But I’m confident that with the strength of dedicated scientists and researchers, tireless health care workers, and brave families like yours, we’ll win this fight once and for all.” (US President, Joe Biden)

Close to 60 governments engaged on World Cancer Day despite the devastating global pandemic. It is, however, the grassroots phenomenon that largely contributed to the success of World Cancer Day. The involvement of ten thousands around the world making personal commitments to help fight cancer will continue to make a difference, showing that together, everyone’s actions matter.

World Cancer Day truly united people around a common concern, as portrayed in the Common Ground conversations. In the media, local actors had the opportunity to talk about the hardships they were facing during the pandemic and how they were rising to the challenges posed by COVID-19. Progress in cancer care was also emphasised, in particular the promise of less invasive, more effective personalised treatment with advances in immunotherapy.

For many members and supporters, World Cancer Day activities continued throughout the rest of the month, including the World Cancer Day Solidarity Challenge, which brought together thousands of cyclists and celebrities riding in support of the day.

Campaign sponsors 2021

With special thanks to: Amgen, Astellas, Biocon Biologics, Bristol Myers Squibb, Diaceutics, Daiichi-Sankyo, MSD, Roche, Qatar Airways





Key Performance Indicators

1. Awareness and reach: To generate maximum brand awareness of the day, facilitate the adoption of the campaign theme among members, partners and stakeholders, and expand reach to new audiences with a unified message

TARGETS	OUTCOMES
To have #WorldCancerDay trend globally around the world	Achieved in 2019, 2020 and 2021
To increase member adoption of the campaign theme from 90% to 95%	97% of the respondents to a member survey 2021 confirmed the adoption of the 'I Am and I Will' theme
To increase website visits by 30%	Achieved, increase in visits by more than 60%
To increase press coverage (number of articles) by 10% in an additional five new countries	Achieved with a peak of over 20,000 press mentions in more than 150 countries in 2021
To achieve 650,000 social media mentions of World Cancer Day	Achieved three years in a row

2. Engagement: To drive engagement, increase positive conversations, build relationships and grow the community of members and supporters

TARGETS	OUTCOMES
To grow the total World Cancer Day social media community by 10%	Achieved on Facebook and Instagram
To achieve member engagement of at least 80%	76,5% of the respondents to a member survey in 2021 confirmed their participation compared to 84% in 2019
To increase the number of World Cancer Day events to 1,000	Almost achieved in 2019 and 2020, with a slight drop in 2021 due to the COVID-19 pandemic



Key Performance Indicators

3. Impact: To position the value and perception of UICC and World Cancer Day as a powerful and leading platform for awareness and impact

TARGETS	OUTCOMES
To have a noticeable, positive impact on the relative popularity of the Google search term "cancer"	Achieved in 2019, 2020 and 2021. The search term for "cancer" doubled in popularity on 4th February compared to previous days.
To increase the number of governments engaged on World Cancer Day from 45 to 50 governments	Achieved in 2019, 2020 and 2021
To achieve a majority percent (at least 70%) of members who believe that World Cancer Day is effective in positively changing behaviours and attitudes	Achieved: in 2021, 74% of the members surveyed confirmed this
To achieve a majority percent (at least 60%) of members who believe that World Cancer Day is effective in influencing policy change	Achieved: in 2019 and 2021, 60% of the members surveyed believed this
To achieve 650,000 social media mentions of World Cancer Day	Achieved three years in a row

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Campaign figures

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World Cancer Day KPIs

World Cancer Day KPI	2019	2020	2021	Comments
Activities	947	997	840	Reduction due to COVID-19
In # of countries	127	113	116	
Governments engaged	62	65	58	Impacted by COVID-19
Social Media Posts	741,936	721,149	699,000*	Some of the 2021 data was lost so the figure is not accurate, but it is a guaranteed minimum.
Press mentions	15,810	14,926	20,000+	
In # of countries	154	150	156	
Unique visits website	300,360	500,900	212,251	The new cookie consent manager on the website most likely led to this drop. However, the duration of the time spent on the website was longer in 2021 per visit than in previous years.
Landmarks	55	85	152	
In # of cities	37	52	91	
Supporters served through live chats	1,455	1,973	1,721	
Materials downloaded	127,248	127,281	113,018	
Custom posters generated	33,336	30,244	51,676	



Partners

Thank you to our World Cancer Day official partners who have helped power this campaign over the past three years.

Visionary partners



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Champion partners



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UICC extends its warmest thanks and congratulations to the 2019-2021 'I Am and I Will' campaign manager Thuy Khuc-Bilon for this great success.

For more information and the latest news, sign up to our newsletter at worldcancerday.org

Have questions? Email us at hello@worldcancerday.org



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youtube.com/WorldCancerDay_Official

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

