Action Toolkit

World Cancer Day
4 February

uicc
global cancer control

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

#CloseTheCareGap
worldcancerday.org

Cancer is the second leading cause of death worldwide. Together, we will change that.

While we live in a time of awe-inspiring advancements in cancer prevention, diagnosis and treatment, many of us who seek cancer care hit barriers at every turn. Income, education, geographical location and discrimination based on ethnicity, gender, sexual orientation, age, disability and lifestyle are just a few of the factors that can negatively affect care.

So this year's World Cancer Day's theme, "Close the Care Gap", is all about raising awareness of this equity gap that affects almost everyone, in high as well as low- and middle-income countries, and is costing lives.

Join us on 4 February to speak out and stand up for a world less burdened by cancer.

#CloseTheCareGap #WorldCancerDay

Campaign Theme 2022-2024

Whoever you are, you have the power to reduce the impact of cancer for yourself, the people you love and for the world.

The first year of the 'Close the Care Gap' campaign is all about understanding and recognising the inequities in cancer care around the globe. It's about having an open mind, challenging assumptions and looking at the hard facts.

Only when we learn and understand, can we take action and make progress.

It's time to close the care gap.

#CloseTheCareGap

#CloseTheCareGap

What do we mean by “inequity”?

In healthcare, inequality refers to the uneven distribution of resources. By contrast, inequity means unjust, avoidable differences in care or outcomes.

The difference may seem subtle, but closing the cancer care gap isn’t really about simply providing everyone with equal resources. One size doesn’t fit all, and every challenge demands a different solution. Equity is about giving everyone what they need to bring them up to the same level.

Key issues

Explore the barriers that stand in the way of cancer care

Where you live. Who you are. Where you come from. What you do. Who you love. These are called the social determinants of health, and they represent the many factors that may lead to inequities. They can unfairly stand between you and cancer prevention, diagnosis and treatment.

- Gender norms and discrimination
- Barriers for minority populations
- Socioeconomic status
- The rural-urban divide
- Age discrimination
- Refugee status and forced displacement
- Homophobia, transphobia and related discrimination

Read more at: worldcancerday.org/keyissues

Did you know?

10 million people each year die from cancer.

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).

Did you know?

For white women in the US, the five-year survival rate for cervical cancer is 71%. For black women, the rate is just 58%.

In New Zealand, Māori are twice as likely to die from cancer as non-Māori.

Cancer kills nearly 10 million people a year and some 70% of those are aged 65 or older, yet older populations face disproportionate barriers to effective treatment.

In refugee populations, cancer is more likely to be diagnosed at an advanced stage, leading to worse outcomes.

Up to 3.7 million lives could be saved each year through resource appropriate strategies for prevention, early detection and timely and quality treatment.

"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

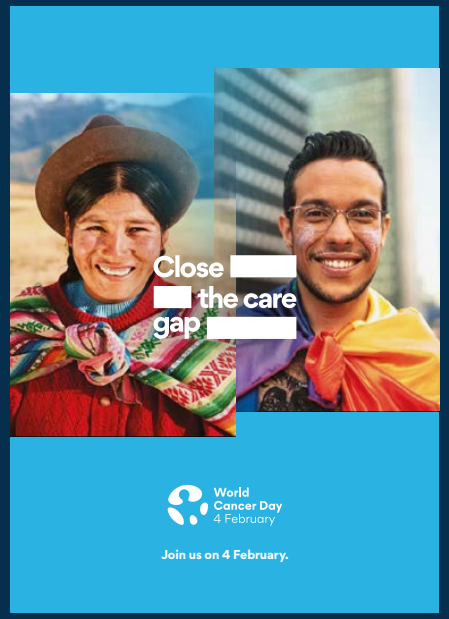
The World Cancer Day materials are freely available for you to develop your own activities and actions around the day.

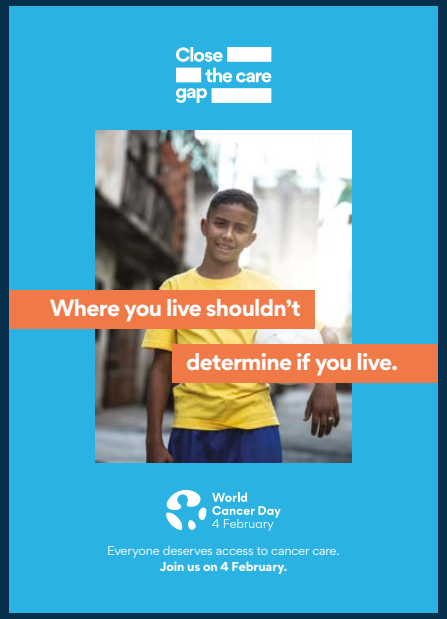
Download, personalise and share the World Cancer Day materials as far and wide as you can.

worldcancerday.org/materials

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 'CloseTheCareGap' message and photo. Create, customise, download and share your poster directly to social media at

worldcancerday.org/custom-poster

Campaign Materials

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.

World Cancer Day
4 February

Close the care gap

اليوم العالمي للسرطان
4 فبراير

نحو رعاية عادلة لمرضى السرطان

Journée mondiale contre le cancer
4 février

Pour des soins plus justes

Campaign Materials

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

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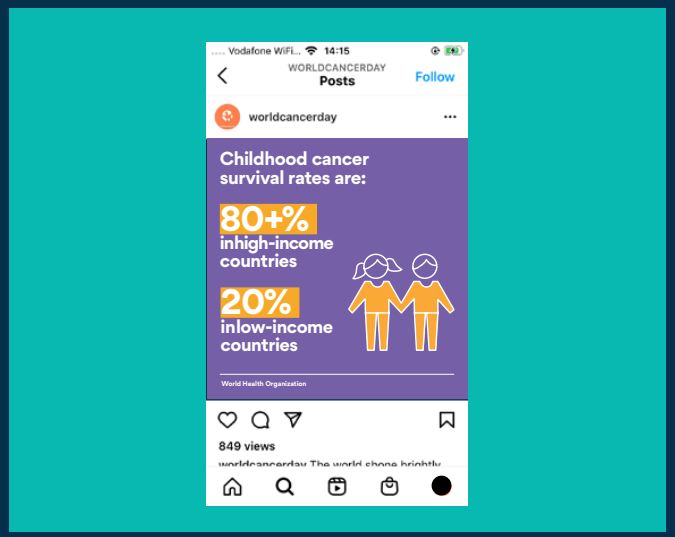
Factsheets

Get the facts and explore some of the most critical issues in cancer with out factsheets.



Count me in: How you can take action

Get involved any way you can.

Because together, we can create change.

Join the conversation

Spread the word on social media.

Find out more in the Social Media Guide at **worldcancerday.org/materials**

Use your voice

Start a conversation about cancer and the equity gap with your family, friends, colleagues and networks.

Download the How to guides at: **worldcancerday.org/materials**

Make a social change

Show your family, friends and networks that you're getting behind World Cancer Day. Update your social media pages with the official World Cancer Day profile cover images.

Download the official banners at: **worldcancerday.org/materials**

Get personal

Create your own custom poster with your own personal message of commitment and share it with the world.

Create your poster online at: **worldcancerday.org/custom-poster**

Get something

Make a donation today at: **worldcancerday.org/give**

Count me in: How you can take action

Inform yourself and others

Find out more about cancer, the equity gap and the impact it has on the people we love, our communities, and the world.

Read about the key issues in cancer at: **worldcancerday.org/key-issues**

Advocate for action

Write to your political parties asking them to close the care gap, raise public awareness and take action this World Cancer Day

Download the Conversation Guide at: **worldcancerday.org/materials**

Join the action

Show your support by showing up. Find an event near you on the Map of Activity, sign up to attend, participate or volunteer.

Find an event near you at: **worldcancerday.org/map**

Spread the word

Write an op-ed, blog story, record a video message, feature World Cancer Day on your website, an article in your newsletter, or reach out to a local journalist.

Create an event or activity

Inspire others by hosting your own World Cancer Day event.

From free screenings, record breaking attempts, conferences, fundraisers to fun runs, add it to the Map of Activity to spotlight the awesome work that you're planning.

Get inspiration and add your activity to the map: **worldcancerday.org/map**

Translate materials

Our volunteer translators help to make World Cancer Day campaign materials, including posters, infographics and factsheets, as accessible to as many people as possible.

To help translate World Cancer Day materials, email **hello@worldcancerday.org**

What's next?

1. **Get informed**
Understanding inequity is the first step. Commit to learning about inequities and understand how the care gaps affect you, your family or your community.
worldcancerday.org/close-care-gap

2. **Spread the word**
Use your voice and tell your grandma, your friend, your neighbour, your hairdresser or your local government representative.

3. **Get inspired**
Head to worldcancerday.org to see what other supporters are planning for the day.

4. **Plan and register**
Plan and register your activity or event on the Map of Activity.
worldcancerday.org/map

5. **Download campaign materials**
Get ready with the World Cancer Day materials.
worldcancerday.org/materials

Get inspired: Ideas for impact

Education through an immersive digital experience

An innovative digital campaign captured the attention of the public as the Colombian League Against Cancer launched their new campaign, “Stomach Cancer, a silent host”. Highlighting the importance of prevention and early detection of a disease that affects more than 7,000 Colombians, the campaign launched early morning on World Cancer Day at a popular shopping centre inviting shoppers to learn more about how stomach cancer through an immersive experience.

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"World Cancer Day is the best occasion on which we can raise awareness towards cancer control."

Ban Ki-moon,
Former Secretary-General, United Nations

Thank you for supporting World Cancer Day.

Champion partners

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Impact

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World Cancer Day 4 February

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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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