**DATE after 20th January.**

**This World Cancer Day, [*name of organisation*] is [*action to close the cancer care gap or raise awareness*]**

On 4February, *[name of organisation*] is [*cite activity or action taking place on 4th February, or the call you are issuing to the government, organisations and/or individuals*] to provide greater access to care for marginalised populations and [close the gap in cancer care](https://www.worldcancerday.org/about/2019-2021-world-cancer-day-campaign).

“Close the care gap” is the theme of the new three-year campaign for World Cancer Day, one of the most important health awareness days in the year led by the Union for International Cancer Control (UICC) to promote greater equity in health care provision for all populations.

The campaign exposes significant barriers related to socioeconomic factors that prevent many people from accessing life-saving prevention services, diagnostics, treatment and care. These barriers are due to cultural contexts, geographical location, gender norms, income and education levels and discrimination or assumptions based on age, gender, sexual orientation, ethnicity, disability and lifestyle – and they lead to [wide discrepancies](https://www.worldcancerday.org/close-care-gap) in the risks of developing and surviving cancer.

[*Add here a descriptive paragraph or two with facts and figures about the particular barrier or inequity you are highlighting, e.g. “The chances of surviving breast cancer can be above 90% if a woman is screened regularly and the cancer is detected in the early stages. However, women living in rural areas face long distances to travel to a care centre that provides screening and must often take time off work or find support for childcare in order to do so. This means that she only presents when the cancer has advanced enough and becomes difficult to treat.*]

[*Include a quote by your organisation’s spokesperson on the specific issue of equity that you are highlighting on World Cancer*]

[*Include, if relevant, a personal story of a patient or caregiver that illustrates the situation of inequity that you are highlighting as well as the consequences*]

At [name of organisation], we will be [*Add 1-2 paragraphs on what your organisation is doing on World Cancer Day to raise awareness about closing the equity gap*]

[*You can include here a second quote – by the same spokesperson or another expert – related to the actions you are taking or the call to action*]

Efficient and widely accessible cancer services will save countless individuals from a premature and often painful death. Greater equity in health care will also strengthen families and communities, benefit the economy with greater workforce participation and offer net savings to health budgets.

The [campaign website for World Cancer Day](http://www.worldcancerday.org/) provides extensive detail on the different barriers people are experiencing in accessing care, how this affects prevention, treatment, survival and support, and offers examples of actions that governments, organisations and individuals around the world can take to close the gap in cancer care.

**Dr Cary Adams**, CEO of UICC says: “*As individuals, as communities, we can and must come together and break down barriers. We have achieved a lot in the last decade in cancer care and control around the world but not addressing inequities in society is slowing our progress. Closing the care gap is about fairness, dignity and fundamental rights to allow everyone to lead longer lives in better health.”*

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**ACCESS A FACT SHEET ON EQUITY AND HOW TO IMPROVE ACCESS TO CANCER SERVICES.**

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CONTACT

**If you would like more information or are interested in arranging an interview, please contact:**

[INSERT your media contacts]

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**About** [INSERT the boiler plate presenting your organisation]

**About World Cancer Day**

World Cancer Day takes place every year on 4th February and is the uniting global initiative under which the world comes together to raise the profile of cancer in a positive and inspiring way. Spearheaded by the Union for International Cancer Control (UICC), the day aims to save millions of preventable deaths each year by raising awareness and improving education about the disease while calling for action from governments and individuals across the world.

World Cancer Day 2022 is led by the theme “[Close the care gap](https://www.worldcancerday.org/about/2019-2021-world-cancer-day-campaign)”, recognising the power of knowledge and challenging assumptions. This first year of a new three-year campaign on equity, raises awareness about lack of equity in cancer care and barriers that exist for many people in accessing services and receiving the care they need.

This year follows on from the success of last year’s campaign at the height of the COVID-19 pandemic, which saw over 840 activities taking place in 116 countries, including 152 iconic monuments in 91 cities were lit up in the colour orange for World Cancer Day, over 20,000 press articles published in 156 countries, and nearly 700,000 social media posts were shared, including at the highest levels from US President Joe Biden, French President Emanuel Macron and British Prime Minister Boris Johnson. More than 110,000 campaign materials were downloaded from the website, with 50,000 custom posters generated by visitors.

*For more information, please visit*: [www.worldcancerday.org](http://www.worldcancerday.org)

*For more information about specific country events, please visit*:

[www.worldcancerday.org/map](http://www.worldcancerday.org/map)