



Close 
 the care
gap 



Action Toolkit



World
Cancer Day
4 February



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 can 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.

This year's World Cancer Day's theme, "Close the Care Gap", is all about uniting our voices and taking action. We build stronger alliances and innovative new collaborations and celebrate real-world progress in its many forms.

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

#CloseTheCareGap
#WorldCancerDay



Campaign Theme 2022-2024



Close
 the care
gap

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

The second year of the 'Close the Care Gap' campaign is all about uniting our voices and taking action. We celebrate real-world progress in its many forms and allow that momentum to fuel our fight for fairness. Our actions can take countless forms: motivating neighbours to provide transport to cancer treatment for a fellow resident or ensuring that healthy and affordable food options are offered at the local school.

We'll mobilise our friends, family, coworkers and communities because we know that together we are unstoppable.

**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

- 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
- Barriers for care for people with disabilities



Read more at:
worldcancerday.org/keyissues

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.





Did you know?



10 million people died from cancer in 2020.

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

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 8 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.

Close the care gap

World Cancer Day
4 February

نحو رعاية عادلة لمرضى السرطان

اليوم العالمي للسرطان
4 فبراير

Pour des soins plus justes

Journée mondiale contre le cancer
4 février



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

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.

Childhood cancer survival rates are:

80+% in high-income countries

20% in low-income countries

World Health Organization

World Cancer Day 4 February

Cancer Signs and Symptoms

Detecting cancer early is one of the most powerful ways we can help save lives. With so many different types of cancers, the symptoms are varied. Yet, there are key signs and symptoms to look out for.

- Unusual lumps or swellings, which may often persist and may increase in size
- Persistent coughing, breathlessness or difficulty swallowing
- Changes in bowel habits (e.g. constipation, diarrhoea) and/or blood found in the stool
- Itching to urinate frequently or being unable to go when you need to or experiencing pain
- Unexplained bleeding (including from the vagina and passage, or while urinating or when coughing)
- Unexplained and unintentional weight loss over a short period
- Fatigue, extreme tiredness and a severe lack of energy
- New mole or changes in a mole in terms of size, shape or colour and if it becomes crusty or bleeds or itches
- Unexplained or ongoing pain or pain that comes and goes
- Unusual breast changes in size, shape or feel, with changes or pain
- Feeling less hungry than usual for a prolonged period of time
- A spot, sore, wound or rash that won't heal
- Persistent or painful heartburn or indigestion
- Heavy, bleeding night sweats

If you experience any of the signs and symptoms, don't be afraid to seek medical advice urgently.

worldcancerday.org

World Cancer Day 4 February **Close the gap**

I Got 9.6 million reasons

9.6 million people die from cancer each year. That's the equivalent population to all of Belarus. Or the whole of Hainan province. Or all of the city of Jakarta.

Whoever you are, you can make a personal commitment to reduce your risks and champion healthy choices for all.

Learn more at worldcancerday.org/keyissues



Count me in: How you can take action

Get involved any way you can.

Strong alone.

Unstoppable together.



Join the conversation

Spread the word on social media.

Find out more in the Social Media Guide at [worldcancerday.org/materials](https://www.worldcancerday.org/materials)

World Cancer Day 5k Challenge

Close a loop of 5 kilometers or miles by running, cycling, swimming, walking, hiking... you get the picture! Once you've completed the challenge, post your feat on the social media channel of your choice and nominate 5 of your friends to do the same to help spread the word!

Check here for more information:

www.worldcancerday.org/world-cancer-day-5k-challenge



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](https://www.worldcancerday.org/custom-poster)

Give something

Make a donation today at: [worldcancerday.org/give](https://www.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

How to guide: Be an advocate: 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

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

Light up the world

Make a statement by lighting up a significant landmark, monument or building to be illuminated on World Cancer Day in the colours of orange and blue in your city.

For more information, email hello@worldcancerday.org

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.

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**
Start a conversation about cancer and the inequities in cancer care with your family, friends, colleagues and networks.
- 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

Get moving

The Nigerian cancer organisation, Project Pink Blue, held their annual sports event on World Cancer Day. About 4,000 participants attended the 5 km walk, 10 km race, 40 km cycling and 50 km power bike ride, which began and ended at the Transcorp Hilton Hotel in Abuja. Over 500 people received free screenings for breast, cervical and prostate cancers. Sales of World Cancer Day and Close The Care Gap T-shirts raised funds for cancer patients in active treatment.



A mobile breast cancer screening unit

For World Cancer Day, the Portuguese League Against Cancer organised a total of 76 awareness-raising activities across the country in partnership with a variety of institutions, such as schools, companies and municipalities, including the opening of a new mobile breast cancer screening unit in Pombal.



Instagram reel contest for children

The National Society for Change for Childhood Cancer in India focused their World Cancer Day events on raising awareness and understanding the barriers to care that prevent children with cancer from surviving and thriving. They organised an Instagram reel contest and carried out a digital awareness campaign that made posters and social media content available for use.

Donating hair

For World Cancer Day, the Malaysian Society for Cancer Advocacy & Awareness Kuching (SCAN) held a hair donation fundraiser, “Give Your Locks, Give Them Hope”, to raise public awareness by collecting donated hair and funds to make wigs for patients who lost their hair due to cancer treatments.



“World Cancer has become the most amplified and impactful global platform for all cancer patients and advocates – a platform where we can all make noise, lots of noise, reminding all that we can win the war on cancer.”

HRH Princess Dina Mired of Jordan

Thank you for supporting World Cancer Day.



Visionary partners



Champion partners



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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