



# Cervical Cancer Elimination:

An information guide



World  
Cancer Day  
4 February

#CloseTheCareGap  
[worldcancerday.org](https://worldcancerday.org)



# Creating a world without cervical cancer.

Today, we have the opportunity, know-how and ability to save tens of millions of lives from cervical cancer – one of the most preventable and curable forms of cancer.

Yet the reality is that a woman is more likely to die from cervical cancer simply because she lives in a low-resource setting, lacks education, is vulnerable or from a marginalised community. Effective cervical cancer prevention, screening and management are available, but not to all.

We can no longer ignore cervical cancer as a global health issue nor can we continue to overlook the unnecessary deaths from cervical cancer that arise from socioeconomic disparities and stigma.

**No woman should die from cervical cancer. Ever.**

With the global commitment made in 2020, world leaders have set us on a path to elimination. Today, we need collective action from all stakeholders to drive forward these national commitments into practical action.

**Together, let's make history by eliminating cervical cancer.**

**#WorldCancerDay  
#CloseTheCareGap**





# World Cancer Day

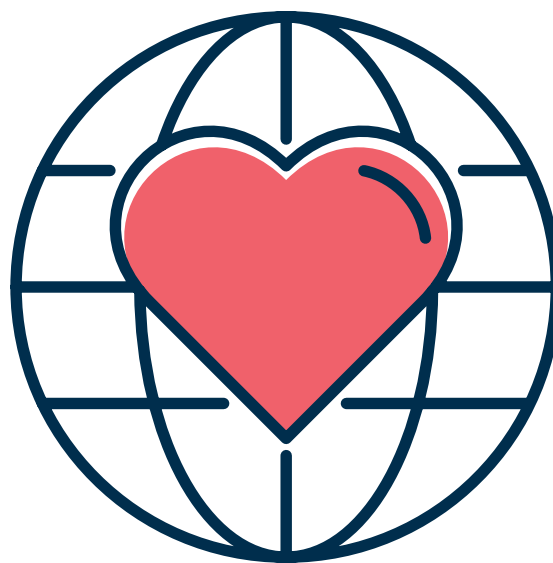
## World Cancer Day

World Cancer Day every 4 February is the global awareness day led by the Union for International Cancer Control (UICC). By raising global awareness, improving education and catalysing personal, collective and government action, we're working together to reimagine a world where everyone has access to life-saving cancer treatment and quality care – No matter who they are or where they live. Because cancer isn't just a health issue but a human issue that touches everyone.

Created in 2000, World Cancer Day has grown into a positive movement for everyone, everywhere to unite under one voice to address one of the greatest challenges in our history.

## Who's behind World Cancer Day?

World Cancer Day is an initiative of the UICC, the largest and oldest international cancer organisation committed to taking the lead in uniting and supporting the cancer community to reduce the global cancer burden, to promote greater equity, and to ensure that cancer control continues to be a priority in the world health and development agenda.



## Why cancer?

Cancer is a critical health and human issue.

In 2020, an estimated 10 million people died from cancer. Making it the second-most deadly disease.

Yet, at least one third of cancers can be prevented.

**This gives us all every reason to act.**



# Getting the message **out there**

This World Cancer Day, we are again spotlighting the global commitment to eliminate cervical cancer.

We hope supporters around the world – governments, civil society, communities and individuals – will feel empowered to speak up, raise awareness and take action to eliminate cervical cancer this coming 4 February.

Make sure to use World Cancer Day's resources, including the social media, advocacy, press and event planning How-to-Guides available from [worldcancerday.org/materials](https://worldcancerday.org/materials) to help get the message out this World Cancer Day.



**For more information on cervical cancer and the global commitment to elimination, visit [worldcancerday.org/eliminate](https://worldcancerday.org/eliminate)**





# Campaign theme: Close The Care Gap

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 affect an individual's access to 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 and help eliminate cervical cancer. Our time to act is now.**



Close   
 the care  
gap 



# The power of action this **World Cancer Day**



## A call for governments to act

A global commitment to eliminate cervical cancer has been made by world leaders. Now to fulfil this promise, international, national and local leaders must accelerate action to achieve elimination.

Reaching and sustaining the goal of elimination has wide-reaching impact. By addressing cervical cancer, countries also address critical issues of:

- Poverty
- Gender inequality
- Human rights

This ensures progress towards several Sustainable Development Goals, including the achievement of universal health coverage.



# A chance for **everyone** to play their role

Communities, businesses and religious leaders, healthcare professionals, teachers, education providers, families and individuals can all make a difference.

**1**

## Get informed:

Knowing more about cervical cancer – its risk factors, signs and symptoms and common misconceptions – can empower you and your family to help reduce risk factors. Learn more about your own country's response to cervical cancer and the health services available to women and girls in your country.

**To eliminate cervical  
cancer, we need action  
from everyone.**

**2**

## Act:

Encourage prevention, early detection and prompt treatment among women and girls in your family and community. Talk to your healthcare provider and if appropriate, get screened, or vaccinated.

**3**

## Speak up:

Raise awareness among your community and social media networks, fundraise and donate to your national or local cervical cancer organisation or group.



# Key messages: amplifying our voices, together

**Use these key messages to help drive conversations and raise awareness of cervical cancer elimination.**

## How cervical cancer affects everyone

In 2020, over 600,000 women were diagnosed with cervical cancer and there were an estimated 342,000 deaths. Without an urgent response, the number of cervical cancer-related deaths is projected to increase to over 480,000 deaths by 2040.

More women now die from cervical cancer than from pregnancy-related complications.

Cervical cancer kills at a relatively young age. Families lose their loved ones and suffer economic loss too. Losing mothers creates vulnerable orphans.

Women living with HIV have a higher risk of developing persistent HPV infections at an earlier age and to develop cancer sooner, which means information and prevention services are critical to women with HIV.

## Elimination

Elimination of cervical cancer as a public health concern is within reach for all countries. We know what works, and we know how to prevent and control this disease.

Cervical cancer strategies, when implemented nationally with good coverage, offer the potential to eliminate cervical cancer as a public health problem.

Cervical cancer is an avoidable disease with gross inequities: global, regional and national strategies to eliminate cervical cancer will save lives and reduce inequity.







## Speaking out on inequities and social injustice

The wide disparity in rates of cervical cancer incidence and mortality across the world, with nearly 90% of deaths occurring in low and middle-income countries, is set to grow if no action is taken.

The availability and accessibility of the HPV vaccine are inequitably distributed by geography and income. HPV vaccination has been available since 2007, and over half of WHO Member States have introduced vaccination, but **95% of the 100+ million girls vaccinated** between 2007-2017 lived in high-income countries where immunisation programmes are now routine. Equitable access to vaccination is critical.

Only 22 countries, mainly those classified as high income, currently report cervical cancer screening programmes achieving 70% coverage (the proportion of women who are screened) or above. Maximum coverage is key to impactful screening and early detection.

The five-year probability of surviving cervical cancer varies across the world, from 37% to 77%. Stronger health systems to detect, diagnose and treat cervical cancer are critical to address the inequity divide.

A disproportionate number of cervical cancer patients die with poor access to pain relief and palliative care.

Supporting equity within a country is an important consideration to eliminating cervical cancer. This includes addressing the geographic barriers to treatment and care that many rural communities face as well as providing culturally appropriate care.

## The economic impact

Significant investments have been made in advancing women and girls' health, but those investments are lost if they die from a preventable condition like cervical cancer.

**Cervical cancer is relatively easy and inexpensive to prevent. Cervical cancer prevention is a smart investment.**

According to WHO, an average of USD 0.40 per person per year is needed in low-income settings to finance elimination, and USD 0.20 per person per year in lower-middle-income countries. And every dollar invested over the next 30 years in interventions to meet the targets of WHO's Global Strategy is estimated to return USD 26 to the economy as a result of greater participation of women in the workforce and the wider benefits to families and society.

**Eliminating cervical cancer will also have a high return on investment by shifting the population to a prevention mindset, reducing the cost of treating precancer and invasive cervical cancer, as well as preventing the loss of productivity among women at the peak of their working life.**

Access to early detection and diagnosis for cervical cancer helps to ensure potential disease is detected at an early stage, giving women a higher probability of successful treatment and potential for cure as well as being more cost-effective for the health system.



Close   
 the care  
gap 



# Share **the facts**

Over **600,000** new  
cervical cancer cases are  
diagnosed every year.

Globally, **every two**  
**minutes**, a woman dies  
from cervical cancer.

**Every minute**, a woman  
is diagnosed with  
cervical cancer.

Cervical cancer is the  
**leading cause** of cancer  
deaths in women in over  
40 countries.

Over **300,000** women  
each year die from  
cervical cancer.

**Around 90%** of all  
cervical cancer  
deaths occur in low- and  
middle-income countries.







# Customise your message



Create, download and share your own World Cancer Day poster with a custom **#CloseTheCareGap** message.

Sample **#CloseTheCareGap** cervical cancer elimination messages

- Cervical cancer is preventable, let's make sure to spread the word.
- Let's close the care gap and make sure all girls are vaccinated against HPV.
- To help close the care gap I will encourage my friends to get screened.
- Let's close the care gap and support the Global Strategy to eliminate cervical cancer.



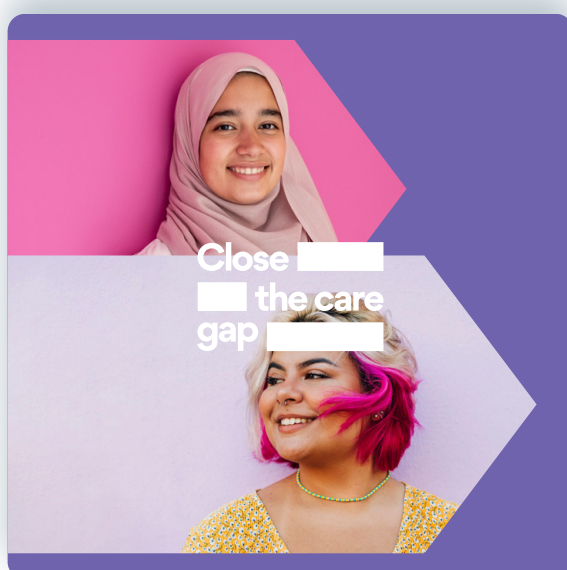
Create and share your custom poster at  
**[worldcancerday.org/custom-poster](https://worldcancerday.org/custom-poster)**



# Social media graphics



Download World Cancer Day's social media cards at [worldcancerday.org/materials](https://worldcancerday.org/materials)





# Ready-made social media messages

**Share the following ready-made posts, raise awareness  
and show your support for the elimination of cervical  
cancer this World Cancer Day.**

By eliminating **#cervicalcancer**, we can save at least 62 million lives within the next century. Let's ensure that all women - no matter where they live, their income, their race, or their level of education - will be given the opportunity to lead healthier lives and rise to their potential. **#WorldCancerDay #CloseTheCareGap worldcancerday.org/eliminate**

An ambitious vision to eliminate **#cervicalcancer** can't be achieved by half-measures. There is a way. We need the will of governments, communities and individuals to help change the course of history. **#WorldCancerDay #CloseTheCareGap worldcancerday.org/eliminate**

We can eliminate **#cervicalcancer** within generations. Together, let's make history by making cervical cancer history. Join us on 4 February. **#WorldCancerDay #CloseTheCareGap worldcancerday.org/eliminate**

No woman should ever die from **#cervicalcancer**. Join us on 4 February and stand up for the elimination of cervical cancer. **#WorldCancerDay #CloseTheCareGap worldcancerday.org/eliminate**

We all have the opportunity to create a world without **#cervicalcancer**. Who are you and what will you do? Speak up this 4 Feb. **#WorldCancerDay #CloseTheCareGap worldcancerday.org/eliminate**

In most regions of the world, more women die from **#cervicalcancer** than from pregnancy-related complications. Let's change history. Join us on 4 Feb to help end cervical cancer. **#WorldCancerDay. #CloseTheCareGap worldcancerday.org/eliminate**

The global health challenge of **#cervicalcancer** is "unnecessary, avoidable and unjust." Together, let's make history by making cervical cancer history. Join us on 4 Feb for **#WorldCancerDay #CloseTheCareGap worldcancerday.org/eliminate**

**#CervicalCancer** is highly preventable but remains the fourth most common **#cancer** among women globally. We need government action to help us end cervical cancer. Speak up this 4 Feb. **#WorldCancerDay #CloseTheCareGap worldcancerday.org/eliminate**

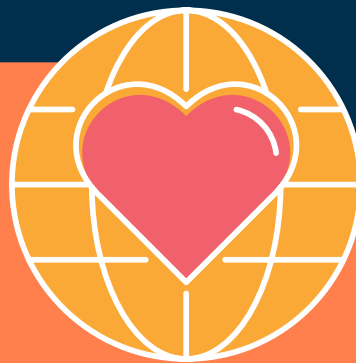
**#HPV** vaccines are powerful, safe and lifesaving against **#cervicalcancer** & critical to eliminating the disease. Speak up this 4 Feb. **#WorldCancerDay #CloseTheCareGap worldcancerday.org/eliminate**







# Thank you for supporting World Cancer Day.



For more information and the latest news, sign up to our newsletter at [worldcancerday.org](https://worldcancerday.org)

Have questions? Email us at [hello@worldcancerday.org](mailto:hello@worldcancerday.org)



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**@UICC**



**worldcancerday\_official**



A product of the 'Scale Up Cervical Cancer Elimination with Secondary prevention Strategy' project, led by Expertise France.

## Visionary Partners



## Champion Partners



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



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*All pictures shown in this guide are for illustration purpose only.*