



How to guide:

Be an advocate



**World
Cancer Day**
4 February

#CloseTheCareGap
worldcancerday.org

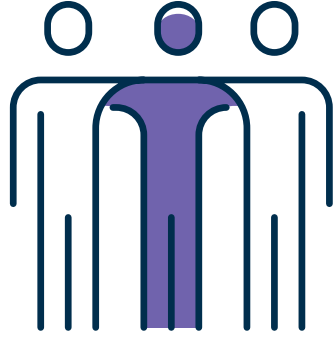
**Your voice has
influence. Starting
a conversation
around important
issues in cancer
is incredibly
powerful.**

Use your voice and your conversations to unify the people you speak with to create positive change.

By speaking with each other, we can ignite action.



Getting started



What change do you want to see?

Be clear on what change you want to make.

Maybe, it's important to have healthier lunches served at your school. Or you want your university to take greater leadership on cancer prevention. Perhaps, you would like to see a greater focus on equitable access to cancer services by your government. Or it matters to you that your employer adopts fairer policies on sick leave.

Who do you want to influence?

Policy makers and decision-makers within your school, workplace, city or government officials are people that can help make the change you seek. Understand who are the best individuals and groups to work with. Speaking to those who you know care about the issues can also help you accelerate action.

Mobilise support

Joining forces with others who believe in the same cause as you can help to strengthen and multiply your advocacy efforts.

Information and knowledge are powerful

Seek out resources in your library, from your local cancer organisation and online about the issue you wish to change. Know your facts and the benefits and costs of any solutions you put forward.

Find out how cancer affects us all and the power we have to make change for a cancer-free world at: [worldcancerday.org/keyissues](https://www.worldcancerday.org/keyissues)

Seek opportunities to speak up

Create and seek out opportunities for your voice to be heard:




- Is there a local or university radio station or newspaper you can reach out to?
- Share your thoughts and information with your followers on social media and engage with others on social media around the topic.
- School assemblies, lunch & learn at workplaces, and town halls are all opportunities to inform and educate your community.
- Join in public campaigns like World Cancer Day and other initiatives happening near you.
- Send a letter, tweet, or email to your local government representative.
- Organise your own event, from panel discussions and speaker series to Q&A's to further conversations around the issue.
- Collect commitment from supporters - such as signatures of support - to engage decision-makers.
- Post information, posters and flyers in classrooms, on campus, in the office kitchen, on the intranet and/or community and public noticeboards.
- Speak to your friends, families, work colleagues, neighbours and community to help them become supporters and advocates too.



Listening and responding

- There are many complexities and issues to any cause, including cancer. Listen to as many experts as you can on the topic.
- Create a dialogue where questions can be asked, where there is space for reflection and where there is openness to address and respond to concerns.
- If you don't receive a response straight away, that's okay. It just might mean you need to follow up again.



Close 
 the care
gap 

Join the World Cancer Day Call to Action

We call on leaders to eliminate health inequities by addressing their root causes, ensuring that everyone has access to quality health services when, where and how they need them.

The Union for International Cancer Control (UICC), the organiser of World Cancer Day, encourages everyone to ask their governments to improve health equity, to make it easier for all populations to enjoy affordable and accessible cancer services, and to reduce disparities in cancer incidence and mortality.

We have an extraordinary opportunity to accelerate progress toward this goal – but only if we act now together. Add your voice to the effort and ask your representative to close the care gap.

worldcancerday.org/join-call-to-action

A screenshot of the World Cancer Day Call to Action form. The form is titled "Key actions that governments can take" and lists nine actions. It includes fields for "First Name", "Last Name", and "Email Address", and a dropdown menu to "select country to find your targets". There is a section for "We'll notify your representative" with a search term field. The form also contains a pre-written letter template and a "Recall more" button. At the bottom, there is a checkbox for "I would like to stay informed about the World Cancer Day campaign" and a large orange "Add your voice" button.

Send the Call to Action to your government representatives

Dear Representative,

I am writing to you as a concerned citizen to urge immediate and meaningful action to close the gap in cancer care across our nation. This call aligns with the World Cancer Day campaign organised on 4 February by the Union for International Cancer Control (UICC), the oldest and largest organisation dedicated to reducing the burden of cancer around the world.

These gaps are often a result of social determinants of health, which create difficulties for many people to receive reliable information and essential cancer prevention, treatment and care even when the services are available.

This situation undermines public health and leads to higher costs to health systems, with increased risks of developing the disease, being diagnosed late, needing more expensive treatment and having lower chances of survival.

To mitigate these disparities, we call on you to take the following bold steps to ensure that everyone has access to essential cancer services, regardless of their socioeconomic status and without facing financial hardship.

1. Increase funding for cancer research and encourage collaboration between researchers, healthcare providers and community organisations to understand and address disparities.
2. Establish a population-based cancer registry to guide policy decisions and resource allocation, and evaluate control strategies.
3. Implement an effective national cancer strategy outlining the actions to take for the prevention, diagnosis, treatment, palliation, survivorship care, data collection and monitoring of cancer, based on an evidence-based assessment of the countrywide cancer burden, addressing financial hardship and barriers faced by underserved populations.
4. Incorporate comprehensive cancer services into national health benefit packages to achieve universal health coverage, encompassing prevention, screening, diagnosis, treatment (medicines, radiotherapy, surgery),

supportive and palliative care and survivorship services.

5. Enhance health literacy and education around cancer, using culturally appropriate materials and training for healthcare providers on effective patient communication.
6. Regulate the production, sales and marketing of carcinogenic products (tobacco, alcohol, ultra-processed foods) through increased taxation, marketing limitations, improved product labelling and public education campaigns. 30-50% of cancers can be prevented by acting on modifiable risk behaviours.
7. Implement routine screening programmes for common cancers, integrate them into existing healthcare programmes, and utilise telemedicine services and mobile units to reach remote populations. The earlier a cancer is detected, the more successfully it can be treated and with fewer costs to the health system and to patients.
8. Foster patient-centred care that acknowledges the unique needs of all patient populations, encouraging patient engagement in their care decisions.
9. Address the systemic social determinants of health that impede an individual's ability to access cancer care, tackling prejudices and assumptions based on diverse social markers by working with communities for more effective and people-centred programmes.

The well-being of every citizen should be placed at the core of health policies, ensuring that everyone has equal access to life-saving care regardless of their circumstances.

Where a person lives should not determine whether they live when it comes to cancer.

If you would like further information on this subject, please visit www.worldcancerday.org.

Sincerely,
Your constituent

Thank you for supporting World Cancer Day.



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

Have questions? Email us at hello@worldcancerday.org

 [worldcancerday](https://www.facebook.com/worldcancerday)

 [@worldcancerday](https://www.instagram.com/worldcancerday)

 [@UICC](https://twitter.com/UICC)

 [worldcancerday_official](https://www.youtube.com/worldcancerday_official)

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Visionary Partners



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

