

● **IMPACT REPORT**



World
Cancer Day
4 February

**UNITED
BY
UNIQUE**

WORLD CANCER DAY 2026

WORLD Cancer Day.ORG

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FOREWORD

World Cancer Day on 4 February is a day when the entire cancer community comes together to raise the profile of cancer around the world. It's an opportunity to celebrate progress and highlight the ongoing challenges faced by many in all countries. No matter their culture, country and cancer type, it's a day for individuals and organisations to unite and call for meaningful change.

This 4 February marked the second year of the United by Unique campaign, which focuses on people-centred care. It's an approach that recognises the unique needs, values and experiences of people living with cancer, as well as their families, caregivers and communities. It emphasises that their active participation in the planning, delivery and evaluation of care leads to the best outcomes. It means putting the person at the centre of care, and their story at the heart of the conversation.

Through this second year, we explored what changes are needed to achieve truly people-centred care, asking about the challenges, barriers, and opportunities that exist today. Organisations shared innovative programmes, policies, and community-led initiatives that demonstrate how care can adapt to the needs, values, and preferences of different groups. Those living with cancer and their families shared stories pointing to what works, what doesn't and what needs to change.

And through a global 24-hour OncoThon global leaders in cancer control, people with lived experience of cancer, carers and oncology specialists from all sectors talked through their perspectives on cancer control inspiring an online audience around the world.

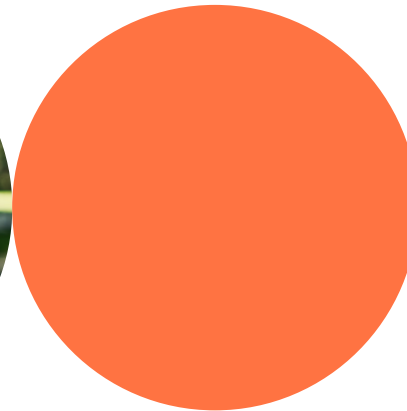
I hope that as you read through this report you get a glimpse of the extraordinary energy and excitement that World Cancer Day inspires.

A heartfelt thank you to every individual, organisation, partner and government, who brought this day to life in their community and online.

Cary Adams
CEO, Union for International Cancer Control



THE WORLD CANCER DAY THEME 2025-2027 'UNITED BY UNIQUE' PLACES PEOPLE AT THE CENTRE OF CARE AND THEIR STORIES AT THE HEART OF THE CONVERSATION.



The campaign calls for a fundamental shift in cancer care and health systems worldwide towards a people-centred approach, which is oriented around individuals and communities instead of just the disease.

Indeed, cancer is more than just a medical diagnosis – it's a deeply personal matter. Behind every diagnosis lies a unique human story: stories of grief, pain, healing, resilience, love and more.

That's why a people-centred approach to cancer care that fully integrates each individual's unique needs, with compassion and empathy, leads to the best health outcomes.

Every experience with cancer is unique and it will take all of us, united, to create a world where we look beyond the disease and see the person before the patient.



WHY PEOPLE-CENTRED CARE?

MORE AND MORE PEOPLE ARE AFFECTED BY CANCER. IN 2022 ALONE, 20 MILLION PEOPLE WERE DIAGNOSED WITH THE DISEASE. FOR MANY OF THEM, CANCER BECOMES A LONG-TERM CONDITION THAT OVERLAPS WITH OTHER PHYSICAL AND MENTAL HEALTH ISSUES AS WELL AS SOCIOECONOMIC FACTORS, AND REQUIRES COMPLEX, ONGOING CARE.

It can disrupt many areas of life, including job prospects, financial or family responsibilities, relationships, physical, sexual and emotional well-being. Its impact often extends beyond the individual, affecting caregivers, families, and entire communities.

As the number of people affected by cancer continues to rise, so does the need to ensure services are accessible, appropriate, and adapted to individuals and populations that use them.



HOW DO WE ACHIEVE PEOPLE-CENTRED CARE?

PEOPLE-CENTRED CANCER CARE IS A PROFOUND AND MULTIFACETED TRANSFORMATION. HERE ARE A FEW ACTIONABLE CHANGES THAT CAN MAKE A REAL DIFFERENCE:



PRINCIPLE 1: ENGAGING PEOPLE AND COMMUNITIES

To build a compassionate and responsive cancer care system, people living with cancer must be actively engaged and involved in shaping services, care practices, and health policies. Their lived experience, along with insights from caregivers and advocacy groups, can help identify challenges and drive improvements. A system cannot respond to the needs of people living with cancer if it is not created in collaboration with them.



PRINCIPLE 2: REORIENTING THE MODEL OF CARE

Care must be continuous, coordinated, and compassionate – extending through treatment, survivorship, and end-of-life, addressing long-term impacts, dignity, health literacy and support for patients and families.



PRINCIPLE 3: EQUITY, INCLUSION AND TRANSPARENCY IN GOVERNANCE

Decision-making must be equitable and inclusive, addressing barriers like geography, language, income, disability, and stigma. Cancer strategies should involve people with lived experience of cancer to ensure services are accessible and culturally sensitive.



PRINCIPLE 4: CREATING AN ENABLING ENVIRONMENT FOR CANCER CARE REFORM

Creating the conditions for change requires action across the entire health and cancer care system. This includes strong leadership, appropriate and supportive policies and regulations, systems that reward quality and collaboration, and a workforce ready to deliver new models of care.



A THREE-YEAR JOURNEY

The campaign explores different dimensions of people-centred cancer care and new ways of making a difference. It offers a three-year journey from raising awareness to taking action.

We believe that a multi-year initiative creates more opportunities for global engagement and builds greater awareness, ultimately leading to more meaningful impact.



2025 YOUR STORY WILL BE HEARD

The United by Unique campaign started its journey by inviting individuals from all walks of life to share their personal cancer stories. Much like people-centred care aims to see the individual behind the disease, the campaign intends to showcase real stories with unique perspectives.

Whether it is someone living with cancer, a family member, a caregiver, a medical professional, an advocate, or an ally, every person's experience with cancer is unique, as are the diverse challenges they face and the ways people-centred care can respond to their situation.

By bringing these stories together into one place, the campaign aims to build a rich collection of voices that serves as a striking illustration of what is meant by United by Unique: every person is one of a kind, but no one is alone in the aim to take meaningful and lasting action against cancer. The first year was all about recognising and validating each unique experience, fostering a sense of community and shared purpose among those affected by cancer.



2026 YOUR STORY WILL CHANGE MINDS

Building on the foundation laid in 2025, the campaign in 2026 went one step further and explored what changes are needed to achieve people-centred care.

We continued gathering stories – but this time we dove deeper, asking about the challenges, barriers, and opportunities for people-centred care. These stories can help shift the conversation, highlight the gaps, and begin to change how care is seen.

We also turned to individuals and organisations that are making strides towards people-centred care. This campaign year highlighted innovative programmes, policies, and community-led initiatives that demonstrate how care can adapt to the needs, values, and preferences of different groups. By showcasing these successes, we aimed to provide models and inspire others around the world.



2027 YOUR STORY WILL DRIVE ACTION

Now that we've seen the gaps and understood the problem, the third and final year of the campaign is dedicated to taking action. We will transform the personal stories into powerful advocacy tools – calling for better, more compassionate, and inclusive cancer care.

By drawing on learnings from others around the world, organisations and communities can work to influence policymakers, healthcare providers, and the broader public about the necessity of integrating people-centred care into cancer control at all levels.

Together, we shift perspectives and encourage systemic changes that prioritise the holistic needs of people living with cancer. Together, we create change that lasts far beyond this campaign.



A GLOBAL MOVEMENT FOR CHANGE

On 4 February, people around the world came together once again to mark World Cancer Day, showing the power of a truly global community united by a common cause.

Across nearly 100 countries and territories, close to 1,000 activities took place, from small, community-led initiatives to large-scale national campaigns. Together, they reflected the many ways people are taking action and raising awareness.

The campaign made waves online, with 13 billion potential impressions and 5 million interactions across different platforms. Support came from across society, including public figures, sports organisations, and international institutions. This year, voices such as the British Royal Family (King Charles and the Princess of Wales, Kate Middleton), Queen Letizia of Spain, the Nobel Prize, Indian actor Mamata Mohandas, Nepali actor Shree Rajesh Hamal, Villarreal CF, and Formula 1 celebrity Christian Horner helped bring even greater visibility to the day. Media coverage was widespread too, with over 30,000 mentions across 164 countries.

At the heart of the campaign were personal stories. More than 600 people shared their experiences on the World Cancer Day website through writing, video, and art.

On social media, over 1,000 individuals took part in the Upside Down Challenge, using images to show how cancer can turn lives upside down.

The 24-hour OncoThon also brought together people living with cancer, caregivers, and advocates from around the world, creating a shared space for connection and learning. With over 124 speakers and 50 sessions, discussions spanned the full cancer continuum, from early detection and diagnosis to treatment access, workforce development, and health system infrastructure.

Campaign materials were widely used, with over 16,000 downloads of social media posters, logos, toolkits, and other resources to aid engagement. The official video, created entirely with footage sent by people living with cancer, caregivers and healthcare professionals, reached nearly one million views.

As the day came to a close, over 100 landmarks across the world – including the London Eye, Angel of Independence in Mexico City, Jet d'Eau in Geneva, Chhatrapati Shivaji Terminus in Mumbai and the Tokyo Metropolitan Government Building – lit up in orange and blue, a powerful reminder of the global movement behind World Cancer Day.



A LOOK AT **WORLD CANCER DAY'S** GLOBAL REACH



1,000

**ACTIVITIES IN
89 COUNTRIES**



+ 600

**STORIES IN TEXT,
VIDEO AND ART
FORM ON THE
WEBSITE BRINGING
THE TOTAL TO 1215
STORIES.**



+ 1,000

**PEOPLE TOOK PART
IN THE UPSIDE DOWN
CHALLENGE**



+ 30,000

**PRESS MENTIONS IN
164 COUNTRIES**



**13
BILLION**

**POTENTIAL
IMPRESSIONS**



**5 MILLION
ENGAGEMENTS**



382,000

**WEBSITE
VISITORS**



887,000

**CAMPAIGN
VIDEO VIEWS
ON YOUTUBE**



LEADERS AND CELEBRITIES RAISED THEIR VOICES: BRITISH ROYAL FAMILY (KING CHARLES AND THE PRINCESS OF WALES, KATE MIDDLETON), QUEEN LETIZIA OF SPAIN, THE NOBEL PRIZE, INDIAN ACTOR MAMATA MOHANDAS, NEPALI ACTOR SHREE RAJESH HAMAL, VILLARREAL CF

UICC MEMBER SPOTLIGHTS



UICC MEMBERS DRIVE CHANGE

UICC MEMBERS IN COUNTRIES AND TERRITORIES AROUND THE WORLD ARE AT THE HEART OF THE WCD CAMPAIGN. THIS DIVERSE COMMUNITY OF PATIENT SUPPORT GROUPS, CANCER CENTRES, RESEARCH INSTITUTIONS, HOSPITALS, NGOS AND PROFESSIONAL ASSOCIATIONS, ALL PLAY A VITAL ROLE IN BRINGING THE DAY TO LIFE.

Each year on 4 February, members lead activities in their own communities, from organising local events to running awareness and advocacy campaigns, while also reaching wider audiences online.

By bringing everyone together around a shared theme on a single day, UICC helps amplify these efforts, cutting through the noise and ensuring the voice of the global cancer community is heard.

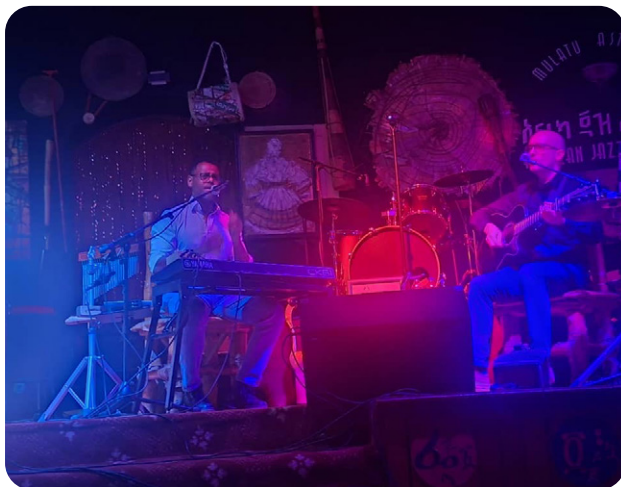
*Regions as defined by the World Health Organization (WHO)



UICC MEMBERS DRIVE CHANGE: AFRICA

ETHIOPIA MATHIWOS WONDU YE-ETHIOPIA CANCER SOCIETY

Mathiwas Wondu Foundation and Emerging Music Laboratory hosted the Fusion for Good music event. This special evening featured Ethiopian–Western acoustic fusion music, stories of resilience from people with a lived experience of cancer and their families, awareness activities to break myths and spread hope as well as fundraising initiatives to support the Psychosocial Support Center.



CAMEROON HUMANITY AT HEART INTERNATIONAL ASSOCIATION

Humanity at Heart International Association implemented the Walk Bold, Live Strong campaign in Tiko, Cameroon combining a community solidarity walk with a high-level policy advocacy meeting. The initiative mobilised over 65 key stakeholders to advocate for the formal integration of community-led patient navigation into the cancer care system, culminating in the collective endorsement and signing of an advocacy declaration committing decision-makers to advance patient navigation at district and national levels.



UICC MEMBERS DRIVE CHANGE: AFRICA



MALAWI COALITION OF WOMEN LIVING WITH HIV/AIDS

The Coalition of Women Living with HIV/AIDS conducted a cervical cancer awareness session in multiple towns, engaging over 500+ women, men and teenagers to strengthen their knowledge and understanding of cervical cancer.



UICC MEMBERS DRIVE CHANGE: AFRICA

NIGERIA ENGRACED LIFE

Engraced Life Foundation taught female students and young girls about age-appropriate breast health knowledge, self-examination, menstrual and personal hygiene, and early detection, while also providing self-care kits and supportive resources to help them stay healthy and informed.



UICC MEMBERS DRIVE CHANGE: AFRICA



SOUTH AFRICA PINKDRIVE

Through its fleet of mobile mammography and gynaecological units, supported by its healthcare and corporate partners, PinkDrive provided free screening, education, and referral services to communities with limited access to healthcare.

UICC MEMBERS DRIVE CHANGE: AFRICA



TANZANIA SHUJAA CANCER FOUNDATION

Shujaa Cancer Foundation held various activities including a 5km charity walk and a mass balloon release to symbolise unity against cancer. Ministry of Health representatives gave speeches, while survivors shared their stories.

UICC MEMBERS DRIVE CHANGE: AMERICAS

BRAZIL A.C.CAMARGO CANCER CENTER

A.C.Camargo Cancer Center ran a campaign focused on promoting prevention and early detection. Using the concept of “probabilities,” the campaign highlighted how people often rely on unlikely outcomes in everyday life, while overlooking the high chances of success linked to early diagnosis and healthy habits.



CANADA MELANOMA CANADA

Melanoma Canada organised an interactive session to learn about the support, services, and resources available for people living with cancer and caregivers in Canada. They announced their 2026 Mole Mobile Tour offering free skin checks across the country.



COLOMBIA LIGA COLOMBIANA CONTRA EL CÁNCER

The Liga Colombiana Contra el Cáncer invited four musical artists to play for World Cancer Day. They also hosted a special runway show featuring models and inspiring women who are cancer survivors, creating a powerful and emotional moment that celebrates strength, resilience, and hope.

UICC MEMBERS DRIVE CHANGE: AMERICAS

EL SALVADOR FUNDACIÓN EDIFICANDO VIDAS

Fundación Edificando Vidas held an awareness event to educate and raise awareness about the importance of people-centred cancer care that is accessible and responsive to individual needs.



UICC MEMBERS DRIVE CHANGE: AMERICAS

MEXICO FUCAM. S. A.

FUCAM organised a workshop to create "United by Unique" bracelets, to show that everyone is united in their message, but unique in their story. The entire FUCAM team dressed in orange to show solidarity.



UICC MEMBERS DRIVE CHANGE: EASTERN MEDITERRANEAN

EGYPT THE BAHEYA FOUNDATION

The Baheya Foundation organised multiple events, from arts and crafts therapies and awareness sessions for women, to a kayaking event on the Nile as well as social outings with people living with cancer. These events aimed to educate women about their health, raise awareness and support people and families affected by cancer.



UICC MEMBERS DRIVE CHANGE: EASTERN MEDITERRANEAN

MOROCCO DAR ZHOR ASSOCIATION

Dar Zhor Association organised a play performed by people living with cancer who benefited from theatre workshops as part of a supportive care programme, using artistic expression as a means of empowerment.



SOMALIA SOMALIA MINISTRY OF HEALTH AND SOCIAL WELFARE

The Minister of Health and Social Welfare took part in a World Cancer Day event to discuss improving awareness of cancer risks and symptoms, and the role of early diagnosis to reduce the impact of cancer on the community.



UICC MEMBERS DRIVE CHANGE: EASTERN MEDITERRANEAN



YEMEN SHABWAH CANCER CONTROL FOUNDATION

Shabwah Cancer Control Foundation led a walking challenge bringing together community members, people living with cancer, and cancer survivors to raise awareness about the importance of physical activity in cancer prevention and survivorship, while fostering solidarity with people affected by cancer.



UICC MEMBERS DRIVE CHANGE: EUROPE

KAZAKHSTAN KAZAKHSTAN CANCER SOCIETY

The Kazakhstan Cancer Society brought together healthcare professionals, people living with cancer, business representatives, civil society organisations and media around a shared message: early detection saves lives. The event's programme focused on an open, honest and stigma-free conversation about cancer. The event included an exhibition area presenting portraits of women and drawings by children with cancer as part of a charity auction.



SPAIN SPANISH ASSOCIATION AGAINST CANCER

The Spanish Association Against Cancer collaborated with top-tier sports associations such as LaLiga (football), ASOBAL (handball) and ABC (basketball) to raise awareness about cancer and call for a more people-centred approach to care. During selected games, the players took to the pitch wearing a green armband as a symbol of hope, support and unity against cancer. This campaign received widespread local media coverage, reinforcing its role as a powerful platform for raising awareness and driving action to help the cause of cancer.

UICC MEMBERS DRIVE CHANGE: EUROPE

SWITZERLAND LUNG CANCER EUROPE

Lung Cancer Europe launched its Charter for People Affected by Lung Cancer. The Charter sets out 11 core commitments for better diagnosis, care, information, and support across Europe, reflecting shared priorities from people affected by lung cancer and advocacy organisations.



TURKEY FOUNDATION FOR CHILDREN WITH LEUKAEMIA

The Foundation for Children with Leukaemia organised a conference to strengthen cancer literacy, raise awareness, and improve public understanding of the medical and social dimensions of cancer. They also led multiple awareness activities, such as a walk in Antalya, awareness stands in Ankara and an art gathering in Istanbul, where they painted orange benches to raise awareness.

UICC MEMBERS DRIVE CHANGE: SOUTH-EAST ASIA

NEPAL NEPAL CANCER RELIEF SOCIETY

The Nepal Cancer Relief Society (NCRS) organised a large-scale public awareness rally in Kathmandu, emphasising the importance of continuous awareness initiatives to reduce cancer risks and support people with a lived experience of cancer. NCRS district branches across the country also marked the day with various awareness programmes.



UICC MEMBERS DRIVE CHANGE: SOUTH-EAST ASIA



MYANMAR THE PUN YAUNG HNIN SI (PINK ROSE) BREAST CANCER PATIENTS SUPPORT GROUP

The Pun Yaung Hnin Si (Pink Rose) Breast Cancer Patients Support Group organised a 4km walk under the campaign's theme "United by Unique", focusing on the health and well-being of cancer survivors. The objective of the event was to raise awareness of cancer by sharing educational messages on prevention and early detection, using hand props while walking.



UICC MEMBERS DRIVE CHANGE: SOUTH-EAST ASIA

INDIA GUJARAT CANCER & RESEARCH INSTITUTE

The Gujarat Cancer & Research Institute organised a special awareness and survivor engagement programme to honour cancer survivors and promote the importance of early detection, screening, and timely treatment. The event brought together over 500 cancer survivors along with their family members.



UICC MEMBERS DRIVE CHANGE: SOUTH-EAST ASIA

MALDIVES CANCER SOCIETY MALDIVES

The Cancer Society of Maldives hosted a public awareness event that offered essential services, including on-site cancer screenings, nutrition and wellness guidance, and smoking cessation support. They also hosted their annual symposium around ways to transition towards people-centred care. Finally, they conducted a four-day program across all islands of Vaavu Atoll to raise awareness and provide screening for cancer.



UICC MEMBERS DRIVE CHANGE: SOUTH-EAST ASIA

INDONESIA MAKASSAR CANCER CARE COMMUNITY (MC3)

Makassar Cancer Care Community organised an educational and cultural public campaign featuring the unique voices of cancer survivors in Makassar. The programme included one main offline event "United by Unique Voices" – a photo and audio-visual exhibition based on local cultural narratives, and interactive talk shows involving survivors, family members, and healthcare professionals.



MC3 and Humanity at Heart International Association conducted their activities as part of UICC's Patient Group Mentoring Programme – a regional, cohort-based initiative that strengthens the capacity, visibility and impact of cancer patient organisations across Asia-Pacific, the Eastern Mediterranean and Africa. As part of World Cancer Day 2026, small grants were awarded to four patient groups to support locally led activities aligned with the United by Unique theme, which centres lived experience in cancer care. Through storytelling formats such as photo, video and audio, these organisations combined personal stories with community engagement to raise awareness, mobilise stakeholders, and inspire more people-centred approaches to care.



INDONESIA RUMAH SAKIT KANKER DHARMAIS - NATIONAL CANCER CENTER

Dharmais Cancer Hospital in Jakarta, MD Anderson Cancer Center's Global Oncology team and the Ministry of Health delivered integrated cervical and breast cancer screening and early detection training. The initiative brought together healthcare professionals from across Indonesia to strengthen screening capacity, enhance early detection practices, and advance care for cervical preinvasive disease.



UICC MEMBERS DRIVE CHANGE: WESTERN PACIFIC

MALAYSIA SOCIETY FOR CANCER ADVOCACY AND AWARENESS KUCHING (SCAN)

SCAN celebrated the day with the lighting of the Darul Hana Bridge, the DUN building, the suspension bridge, with displays at the fountain at Waterfront. They also played their short video at LED near Taman Heritage and Jln Tol.



PHILIPPINES KYTHE FOUNDATION

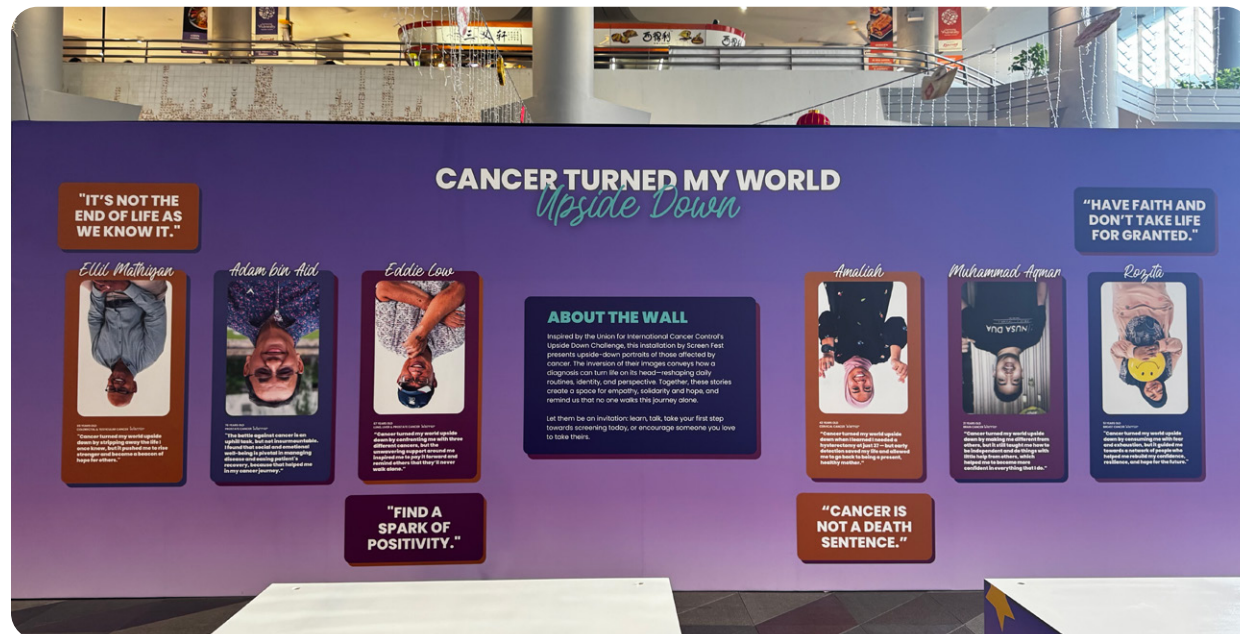
The Kythe Foundation organised an awareness and advocacy event where health professionals, advocates, caregivers, family members and people with lived experiences shared their stories. The highlight was a hospital march where children wore creative, upcycled superhero costumes symbolising strength, bravery, and hope.



UICC MEMBERS DRIVE CHANGE: WESTERN PACIFIC

SINGAPORE SINGAPORE CANCER SOCIETY

The Singapore Cancer Society organised the Screen Fest: Your Health Deserves Some Screen Time – a vibrant, full-day festival that brought cancer screening and education into the heart of the community. They also held an exhibition “Cancer turned my world upside down” with images and stories of people with a lived experience of cancer.



UICC MEMBERS DRIVE CHANGE: WESTERN PACIFIC

TAIWAN HOPE FOUNDATION

A hundred cyclists, including medical professionals, cancer survivors, and volunteers, led by Dr Bruce Luo, Vice Chairman of the Hope Foundation, launched the three-day, 400+ km “Riding with Hope – Taiwan Cycling Challenge.” The aim was to show support for people with a lived experience of cancer through cycling and to raise public awareness about cancer prevention and control.



UNITED NATIONS AGENCIES



UNITED NATIONS AGENCIES



UNITED NATIONS (UN)

The United Nations posted on social media encouraging people to look at the WHO statistics, stating that up to half of all cancers are preventable and many can be cured if detected early.

United Nations @UN
Millions of lives are lost to cancer every year — and many more are forever changed.
Yet up to half of all cancers are preventable and many can be cured if detected early.
More from @WHO on Wednesday's #WorldCancerDay: [who.int/news-room/fact...](https://www.who.int/news-room/fact...)



Many cancers
can be cured
if diagnosed early and
treated appropriately



WORLD HEALTH ORGANIZATION (WHO)

Tedros Ghebreyesus, Director General at WHO, released a video on World Cancer Day stressing the global burden of cancer and highlighting the inequalities in the access to treatment and care. He also addressed the three initiatives on breast cancer, cervical cancer and childhood cancer WHO launched, working with governments, to advance policies and equitable access to care.



World Health Organization Liberia
4 February at 10:42 · 🌐
Today is World Cancer Day.
Cancer is a growing global burden, yet many cancers are preventable. Strengthening prevention policies, promoting early detection, and ensuring timely access to care are essential to saving lives and reducing the impact of cancer worldwide.
#WorldCancerDay

CANCER IS A GROWING GLOBAL BURDEN

Did you know nearly 4 IN 10 CASES ARE PREVENTABLE?

Strong prevention policies are one of the most powerful tools in cancer control.



UNITED NATIONS AGENCIES

International Agency for Research on Cancer



World Health Organization

INTERNATIONAL AGENCY FOR RESEARCH ON CANCER (IARC)

Ahead of World Cancer Day, IARC released their new global analysis statistics (2024) stating that up to four in ten cancer cases worldwide could be prevented. The study examines 30 preventable causes of cancer, including tobacco, alcohol, high body mass index, physical inactivity, air pollution, ultraviolet radiation and nine cancer-causing infections, to inform prevention efforts.

They launched EU-CanIneq, a campaign on socio-economic inequalities in cancer mortality across Europe to share information and increase evidence to measure and better understand these disparities across Europe.

Dr Elisabete Weiderpass, IARC Director, further marked World Cancer Day by taking part in the Upside Down Challenge.

IARC - International Agency for Research on Cancer / World Health Organization

37,448 followers

2w • 🌐

At IARC, we know that cancer turns lives upside down. One in five people worldwide will develop **#cancer** during their lifetime. Yet, up to 40% of cases could be prevented. That's why our research puts prevention at the heart of the fight against cancer. Because behind every statistic is a person, a family, a life. Each of us has a role to play. Let's stand together for those affected and make prevention work.

#WorldCancerDay #UnitedByUnique
Union for International Cancer Control (UICC)

CANCER TURNED MY WORLD UPSIDE DOWN



SHARE YOUR STORY with Dr Elisabete Weiderpass

Charles Andrew Revkin and 116 others

3 comments · 10 reposts

IARC - International Agency for Research on Cancer / World Health Organization

37,589 followers

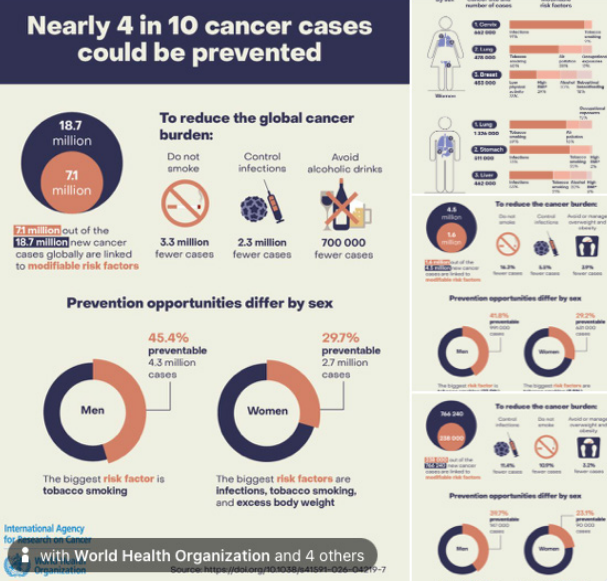
3w • 🌐

Up to four in ten **#cancer** cases worldwide could be prevented, according to a new global analysis from IARC and the **World Health Organization** (WHO). The study examines 30 preventable causes, including **#tobacco**, **#alcohol**, high body mass index **#BMI**, physical inactivity, air pollution, ultraviolet radiation and – for the first time – nine cancer-causing **#infections**.

Released ahead of World Cancer Day – 4 February – the analysis estimates that 37% of all new cancer cases in 2022, around 7.1 million cases, were linked to preventable causes. The findings highlight the enormous potential of prevention to reduce the global cancer burden.

<https://lnkd.in/eqaUPQAB>

Nearly 4 in 10 cancer cases could be prevented



To reduce the global cancer burden:

- Do not smoke: 3.3 million fewer cases
- Control infections: 2.3 million fewer cases
- Avoid alcoholic drinks: 700 000 fewer cases

Prevention opportunities differ by sex

- Men:** 45.4% preventable (4.3 million cases). The biggest risk factor is tobacco smoking.
- Women:** 29.7% preventable (2.7 million cases). The biggest risk factors are infections, tobacco smoking, and excess body weight.

Prevention opportunities differ by sex (continued):

- Men:** 45.4% preventable. The biggest risk factor is tobacco smoking.
- Women:** 29.7% preventable. The biggest risk factors are infections, tobacco smoking, and excess body weight.

International Agency for Research on Cancer with World Health Organization and 4 others

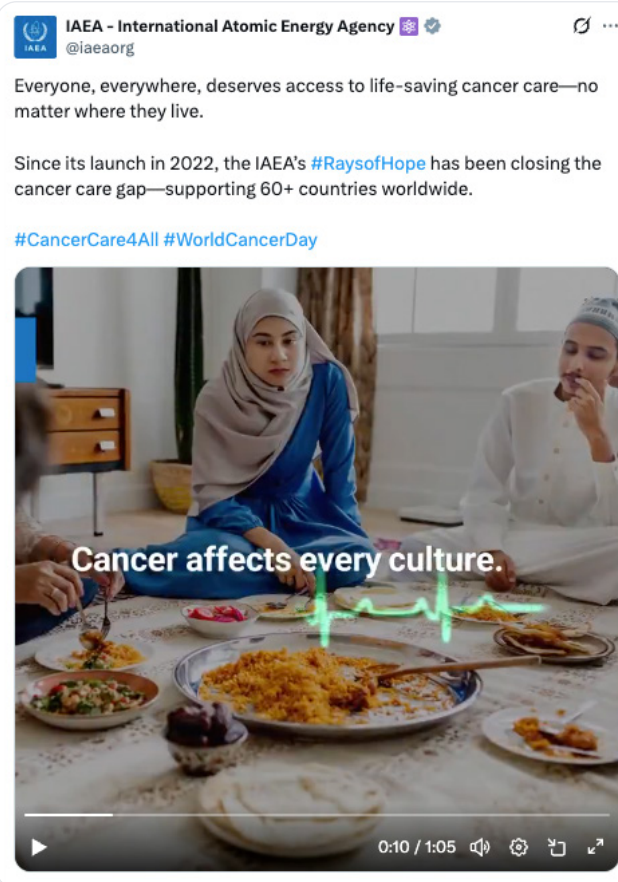
Source: <https://doi.org/10.1038/s41598-026-04219-7>

UNITED NATIONS AGENCIES



INTERNATIONAL ATOMIC ENERGY AGENCY (IAEA)

The IAEA highlighted their Rays of Hope initiative, launched in 2022 by IAEA Director General Rafael Mariano Grossi, created to reach cancer patients in underserved regions by bringing nuclear and radiation medicine services to countries where little to none existed before.



PAN AMERICAN HEALTH ORGANIZATION (PAHO)

PAHO called on countries to accelerate efforts to achieve cervical cancer elimination targets in the Americas, stating that each year, over 78,000 women are diagnosed with cervical cancer in the Americas, and more than 40,000 die from the disease. They also hosted a webinar highlighting the initiative to accelerate the elimination of cervical cancer in Latin America and the Caribbean.



GOVERNMENTS



GOVERNMENTS

BAHAMAS

The Ministry of Health & Wellness convened a roundtable with the National Non-Communicable Disease Commission of The Bahamas, PAHO, the Healthy Bahamas Coalition, and other key stakeholders. Discussions focused on a draft Strategic Work Plan to strengthen cancer surveillance, screening, and support systems nationwide. Minister of Health & Wellness, Michael R. Darville, emphasized the importance of healthy lifestyles, routine screenings, and education in improving early detection and outcomes.



Ministry of Health & Wellness
PRESS RELEASE
Wednesday, 4th February, 2026

For Immediate Release

MINISTERIAL ROUNDTABLE MARKS WORLD CANCER DAY: FEBRUARY 4TH

The Ministry of Health & Wellness this week engaged representatives of the National Non-Communicable Disease Commission of The Bahamas, the Pan American Health Organization (PAHO) and the Healthy Bahamas Coalition (HBC) as well as other key stakeholders from the Department of Public Health and cancer-focused non-government organizations in a roundtable discussion.

The discussion was held ahead of the February 4th World Cancer Day global commemorations. It included a review of a draft Strategic Work Plan for Strengthened Cancer Surveillance, Screening, and Support which was developed through collaboration with health and cancer stakeholders. The plan seeks to address gaps in cancer care by improving data reporting systems to support informed decision-making, expanding resources for screening and public education, and supporting the long-term sustainability of non-government organizations that play a critical role in community support and advocacy.

Commending the efforts of the stakeholders involved in developing the work plan and noting the need for subsequent meetings to follow up, Minister of Health & Wellness, the Honourable Dr. Michael R. Darville said the information retrieved and reflected in the plan supports, "intentionally engaging in healthy habits, routine health screenings and ongoing education as essential components of early intervention and better outcomes in our fight against cancer."

Melissa Major, Lead of the HBC Cancer Awareness Subcommittee supported the Minister's comments stating that improving access to cancer care requires purposeful collaboration. She added, "When we align resources, share knowledge, and listen to the needs of our communities, we create meaningful support systems that truly make a difference for those affected by cancer."

- END -

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mohwcomms@bahamas.gov.bs



BURKINA FASO

In Burkina Faso, the government took public health actions to lead cervical cancer elimination, making screening and treatment of precancerous lesions free of charge and equipping peripheral health centres to expand services. Mobile clinics travelled to villages, markets and rural communities, removing geographic and financial barriers so women can access care where they live and work. These efforts are part of a broader national initiative aligned with WHO's global strategy to accelerate cervical cancer elimination. The government also integrated community awareness campaigns and partnerships with civil society to generate demand for prevention services and improve health literacy.



DEMOCRATIC REPUBLIC OF THE CONGO

The day was marked by a formal event in Kinshasa, where health officials highlighted cancer as a growing public health priority. Representatives of the Ministry of Health stressed that cancer control is now fully integrated into Universal Health Coverage (UHC) and a national priority. The government reaffirmed a comprehensive strategy covering prevention and early detection, diagnosis and treatment, and follow-up and palliative care.



GOVERNMENTS

EUROPEAN COMMISSION

This World Cancer Day marked the 5 year anniversary of the Europe's Beating Cancer plan. The European Commission reaffirmed its commitment, highlighting progress in prevention, early detection, treatment, and quality of life for patients and survivors. The initiative supports Member States through funding, policy coordination, and strengthened cancer data systems. The Commission launched the latest version of the European Code Against Cancer in all EU languages.

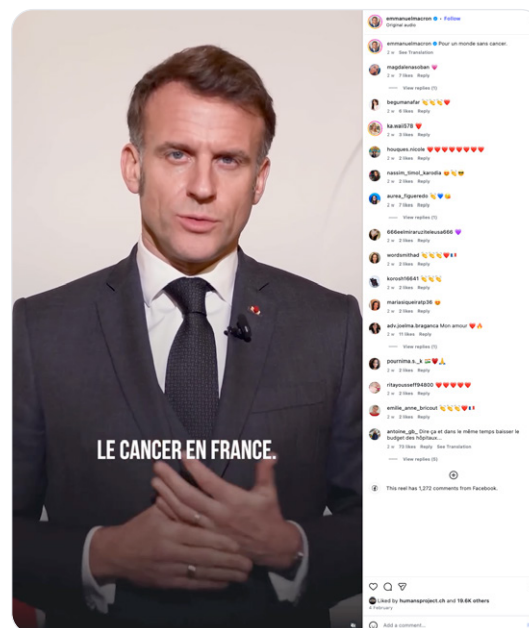
The Commission also issued guidance supporting the “Right to be Forgotten” for cancer survivors, aiming to prevent discrimination in access to financial services such as loans and insurance.

FINLAND

The Ministry of Social Affairs and Health adopted a new National Cancer Strategy 2026–2035 to strengthen cancer prevention, early detection, treatment, and care equity across the country. The strategy was developed collaboratively with national health institutes, cancer research centres and civil society to ensure people-oriented services and reduce regional disparities.

FRANCE

French President Emmanuel Macron announced that the government will maintain the budget for its national cancer strategy at roughly the same level through 2030, ensuring continued funding for prevention, screening, treatment and care services. The decision covers a decade-long plan running from 2021 to 2030, with more than €1.7 billion invested over five-year periods to sustain actions against cancer. The announcement reinforces long-term state commitment to combating cancer as a major public health priority. The new revised plan focuses more on lung cancer, wanting to make lung cancer screening more accessible and mandatory.



INDIA

Union Health Minister Jagat Prakash Nadda released India's first evidence based guidelines for lung cancer treatment and palliation, aimed at providing a standardised, science backed framework for diagnosis, therapy and palliative care across both public and private healthcare settings in the country.



JORDAN

Jordan launched its National Cancer Control Strategy 2026–2030, along with updated clinical guidelines for childhood cancers and formal accession to the Global Platform for Access to Childhood Cancer Medicines. The strategy creates a broad framework for cancer prevention, early detection, treatment, palliative care, and research, and includes unified treatment protocols for childhood cancers. The government also announced a JD62 million allocation to support cancer treatment under the “Care” programme, and highlighted cancer trends in the country, with breast cancer most common followed by colorectal and lung cancers.

GOVERNMENTS

LEBANON

Lebanon marked World Cancer Day by bringing together health authorities, WHO representatives and partners to reaffirm its commitment to strengthening cancer prevention, early detection, treatment and survivorship under the National Cancer Plan 2023–2028, while stressing the need for stronger governance and sustainable national cancer control. The country's first national cancer prevention awareness campaign was launched at the event promoting healthy lifestyles, tobacco and alcohol control, and HPV vaccination expansion.



LIBYA

Libya's Ministry of Health established a National Committee for Early Cancer Detection. The Committee will prioritise early cancer detection to reduce mortality, increase recovery chances, improve health service quality, and aim to establish a national database of cancer patients for better planning and service efficiency.

MALAYSIA

Malaysia marked World Cancer Day by reaffirming its whole of society approach to cancer control, emphasising collaboration between the government, Ministry of Health, NGOs and strategic partners to strengthen prevention, early detection, treatment and patient support across the care continuum. Key initiatives like the Cancer Hero Programme and community health campaigns aimed at more holistic support for patients and broader public engagement in cancer control.

GOVERNMENTS

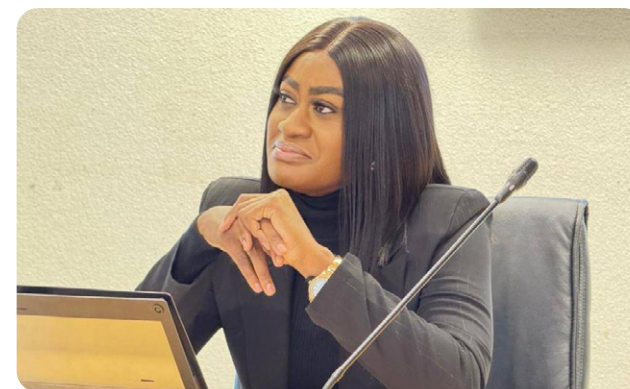
MAURITIUS

At a World Cancer Day event in Réduit, the government highlighted improvements in cancer care, such as the availability of PET scan services, establishment of breast units nationwide and the planned introduction of brachytherapy for gynaecological cancers. Health Minister Bachoo was also present at multiple World Cancer Day activities, including a community walk.



NAMIBIA

Namibia's health authorities announced plans to finalise a comprehensive National Cancer Control Programme by June 2026 to strengthen early detection, prevention and overall cancer care, aiming to diagnose more cases at early stages and improve outcomes.



NIGER

The Niger State government approved free cancer diagnostic services at public health facilities and is scaling up HPV vaccination for girls as part of its World Cancer Day activities, aiming to remove cost barriers to early detection and reduce cancer deaths linked to late diagnosis.



NIGERIA

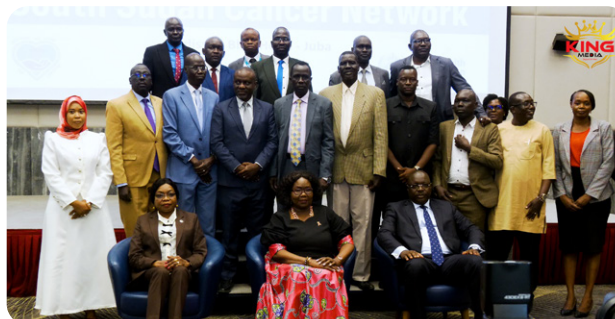
Dr. Iziaq Adekunle Salako, Minister of State for Health and Social Welfare release National Cancer Control Policy and the National Guidelines for Cancer Prevention, Screening, and Management, which provide a structured framework for coordinated cancer care, early detection, and treatment across Nigeria. The aim is to standardise care, guide healthcare providers, and strengthen the country's overall cancer control strategy.



GOVERNMENTS

SOUTH SUDAN

South Sudan launched the South Sudan Cancer Network on World Cancer Day, a national initiative aimed at strengthening cancer care, increasing awareness, supporting patients and families, and improving prevention, diagnosis and treatment across the country.



TAIWAN

President Lai Ching-te delivered a video message at a World Cancer Day event, stating that the government is promoting a new national cancer prevention and control plan with the goal of reducing the cancer mortality rate by one-third by 2030. The Kaohsiung City Government, in collaboration with Hope Foundation for Cancer Care, organised a long-distance cycling event.



UNITED KINGDOM

England marked World Cancer Day with the launch of a new National Cancer Plan, setting out the most ambitious cancer survival targets in NHS history. The plan commits to ensuring that three in four people diagnosed with cancer from 2035 onwards are cancer free or living well five years after diagnosis, a significant step up from current survival rates.

The Department of Health of Northern Ireland launched a Cancer Nursing Clinical Career Pathway, marking a significant step in strengthening the region's cancer nursing workforce.



VANUATU

Vanuatu's Minister of Health, John Still Tariqetu, described the day as an important moment for national unity in improving public health, especially in tackling cancer and kidney disease. This was linked to a 3-day free clinic (4–6 February 2026) held at the Vanuatu National Hospital, offering cancer screening and advice, kidney tests and consultations, general medical check-ups and specialist advice on dialysis and hypertension.

Health Promotions Vanuatu
3 February at 14:48

The Minister of Health today said it is a special and important day for Vanuatu as the Government and partners come together to support the health of the people, especially through cancer and kidney screening.

Speaking at the event, the Hon Minister, John Still Tariqetu said the programme shows strong teamwork, care, and commitment to put patients first. He said cancer and kidney disease are serious health challenges, but working together can help save lives.

The Minister thanked all partners who made the programme possible. These include Pacific Medical Services for leading clinical services, Ikana Cancer Foundation for supporting patients and families, and Getmeds Ltd and VFMS Ltd for helping with medicines, logistics, and important medical resources.

"This programme is not just an event," the Minister said. "It gives hope to patients and families and shows our strong promise to care for our people."

He encouraged everyone to continue working together, saying that together we are stronger.

As part of this programme, a FREE 3-day medical clinic will be held at the Vanuatu National Hospital (VNH) from 4–6 February 2026.

The clinic will provide a wide range of free health services to help people check their health early and get the right advice.

Services available include, free consultation with international doctors, cancer screening and advice, kidney tests and kidney health advice, expert advice on dialysis, high blood pressure, and kidney care, general medical consultations and advice on early detection and treatment, no consultation fees.

The clinic is supported by specialist doctors from India, who bring international experience in cancer and kidney care:

Dr Prateek Varshney – Surgical Oncology
Dr Varun Varma – Nephrology

They are working with local health workers to provide screening, advice, and care to patients.



INFLUENTIAL VOICES



INFLUENTIAL VOICES

ASOBAL

The premier professional handball league teams in Spain wore green armbands (the colour of hope in Spain) on 4 February to show their solidarity with cancer patients and draw attention to World Cancer Day.

Handballfan reposted

ASOBAL

@ASOBAL

Show translation

ASOBAL

 se suma un año más a los #BrazaletesDeLaEsperanza para visibilizar una atención más humana del cáncer

Acción impulsada por @ContraCancerEs en el marco del #DíaMundialContraElCáncer, que se celebra cada 4 de febrero

Los clubes que integran la Liga @NexusEnergía ASOBAL darán visibilidad a las personas con cáncer, a sus familias y a la necesidad de una atención oncológica más humana e integral



ASOBAL se suma un año más a los 'Brazaletes de la Esperanza' para visibilizar una ate...

From asobal.es

LA LIGA & LA LIGA FEMININA

La LIGA and La LIGA Feminina teams (the top-tier professional football division in Spain) also wore green armbands on 4 February to show their solidarity with people living with cancer and draw attention to World Cancer Day, including teams in Villarreal FC, RC Celta and Rayo Vallecano.

LALIGA

@LaLiga

Show translation

Hoy, Día Mundial contra el Cáncer, el fútbol se viste de verde.

Un símbolo compartido para recordar que nadie camina solo.

#ElSimboloQueHumaniza | @ContraCancerEs



11:32 AM · Feb 4, 2026 · 15K Views

Liga F

@LigaFoficial

Show translation

Liga F se suma a la conmemoración del Día Mundial contra el Cáncer con los Brazaletes de la Esperanza.

ligaf.es/noticia/liga-f...



11:06 AM · Jan 30, 2026 · 3,034 Views

BORUSSIA DORTMUND

Sébastien Haller, a Borussia Dortmund footballer, was diagnosed with testicular cancer back in 2022. In honour of his experience, the club took part in a campaign called “Balls for Balls”, to encourage young men to go for a health check in exchange of the possibility of winning a signed Borussia Dortmund ball.



INFLUENTIAL VOICES

AS MONACO

AS Monaco dedicated its Ligue 1 home match against Stade Rennais to supporting the Flavien Foundation, a Monegasque charity focused on paediatric cancer awareness and care, as part of the club's AS Monacœur solidarity programme for World Cancer Day. During the game, players wore special jerseys with the foundation's logo, and a selection of signed shirts worn that night was auctioned to raise funds for the organisation.



GUJARAT TITANS

The India cricket club published a video where a player answers a short educational cancer quiz with questions about cancer causes. The club highlights the importance of taking care of one's health as well as the importance of screenings and early detection.



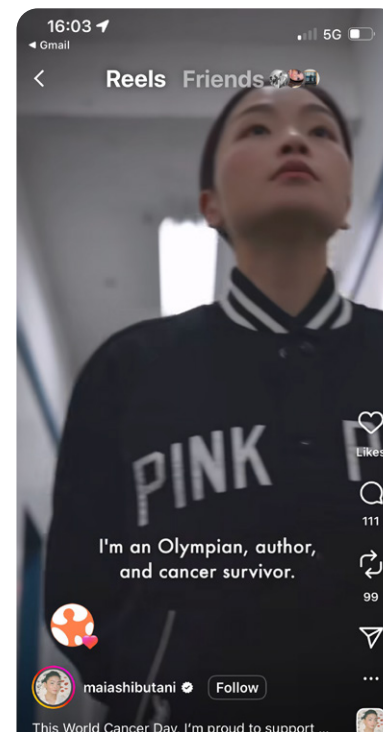
ONE CHAMPIONSHIP

One Championship, the world's largest martial arts organisation, showed support to Marcelo Garcia, a Jiu-Jitsu athlete, who has a lived experience with cancer.



MAIA SHIBUTANI

Olympic figure skater, Maia Shibutani, shared a video in collaboration with Ralph Lauren to promote the Pink Pony Initiative, whose mission has been to reduce disparities in cancer care, helping ensure greater access to quality treatment.



INFLUENTIAL VOICES

THE UNIVERSITY OF CAMBRIDGE

The University of Cambridge shared a video to raise awareness about cancer and explain the work they do in their new Cancer Research Hospital. They are working on the development of early diagnosis techniques, as well as more tailored care that can be adapted to every person.



SHANNON MILLER

Former gymnast and Olympic champion Shannon Miller took part in the Upside Down Challenge, reminding people living with cancer that they are strong and not alone, even when they feel otherwise.

THE ROYAL FAMILY

King Charles paid a surprise visit to participants of Sandringham parkrun, organised in partnership with the charity Move Against Cancer and Sandringham's 5K Your Way group. On the day, The King shared a message of support recorded for Stand Up To Cancer.

The Princess of Wales, Kate Middleton, shared a compassionate message of support and courage on World Cancer Day.



INFLUENTIAL VOICES

QUEEN LETIZIA

Queen Letizia of Spain spoke at the World Cancer Day event organised by the Spanish Association Against Cancer in Madrid.



La reina Letizia preside el acto institucional del Día Mundial contra el Cáncer este miércoles en Madrid. EFE/J. Guillén

Día contra el cáncer: la reina llama a humanizar la enfermedad con empatía y acciones integrales



MAMTA MOHANDAS

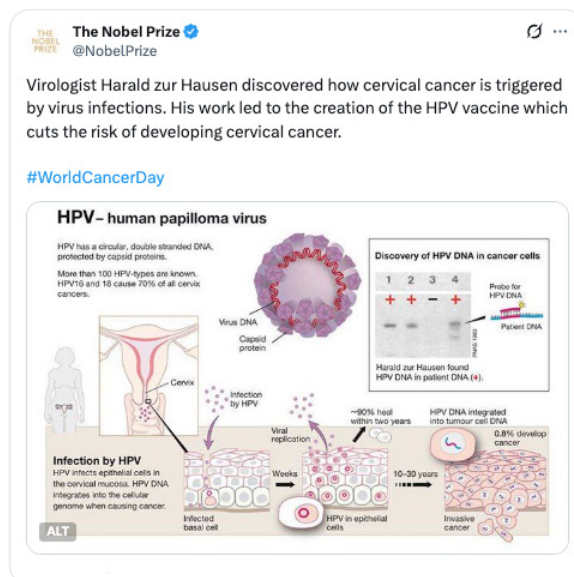
Mamta Mohandas, an Indian actress and producer, shared a glimpse of her experience with cancer on Instagram for World Cancer Day. She used the post to thank her close ones and the people who supported her through this time.

COLE HAUSER

American actor, Cole Hauser, posted on World Cancer Day to support Blood Cancer United, a charity that his son Colt Hauser and his American football team support.

THE NOBEL PRIZE

The Nobel Prize organisation highlighted the work of virologist Harald zur Hausen who discovered how cervical cancer is triggered by viral infections. His work led to the creation of the HPV vaccine which greatly reduces the risk of developing cervical cancer.



INFLUENTIAL VOICES

JACQUIE BELTRAO

Jacquie Beltrao, a sports TV presenter, shares a glimpse of her experience with cancer on Instagram for World Cancer Day, celebrating 5.5 years in remission.



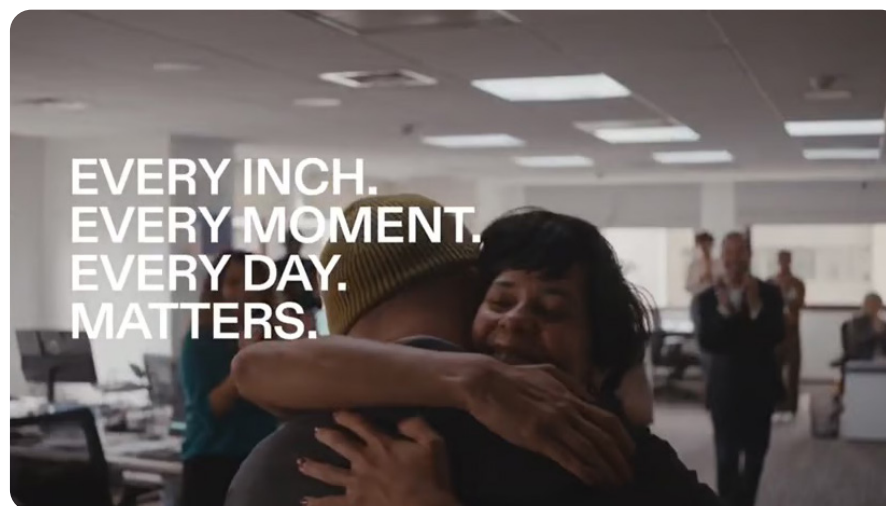
KONIDELA CHIRANJEEVI

Indian actor, philanthropist and former politician, Konidela Chiranjeevi, visited KIMS hospital on World Cancer Day and attended the Cancer Awareness Programme organised on the occasion.



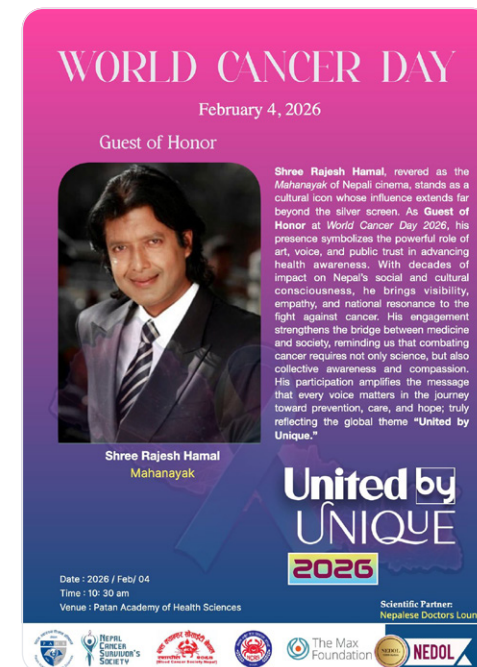
AL PACINO X PFIZER

Pfizer released a new 90-second World Cancer Day ad that uses the inspiring pep talk from Al Pacino's character in Any Given Sunday to highlight the emotional journey of cancer care – from difficult conversations and setbacks to moments of hope and progress. The “Every Breakthrough Matters” spot mixes scenes of patients, doctors, families and Pfizer scientists, urging people to keep pushing for progress one step at a time and pointing viewers to resources on cancer screening.



SHREE RAJESH HAMAL

Nepali actor, Shree Rajesh Hamal, was a guest speaker at a World Cancer Day event organised by Patan Academy of Health Sciences, Nepal Cancer Survivor's Society, Blood Cancer Society Nepal, Nepal Cancer Relief Society, The Max Foundation and NEDOL.



SHARING STORIES



HUNDREDS AROUND THE WORLD SHARED THEIR EXPERIENCE OF CANCER.

These stories are key to people-centred care – because no one understands cancer care better than those who live through it. Whether it's a person living with cancer, caregiver, family member or friend, advocate, that story matters. They've seen firsthand what works, what doesn't, what truly makes a difference.



● KATERYN FIORELLA, PERU

Antonella Mya Belén, mi resiliente y valiente hija, partió hace poco. Su lucha contra el cáncer infantil me dejó verdadero amor, resistencia y la importancia del apoyo emocional en el camino.

♡ Show support

📖 Read Story



● LIN, UNITED KINGDOM

After persistent symptoms, I faced a cancer diagnosis. Through painful treatments, I learned the value of compassion, communication, and small kindnesses in coping with cancer.

♡ Show support

📖 Read Story



● ERNESTO, MEXICO

When my grandfather was diagnosed with cancer, my family's world changed. I promised to fight against it, believing cancer isn't a death sentence. We are fighters.

♡ Show support

📖 Read Story



● NABEELA, UNITED STATES

I found my lump and knew something was wrong. Cancer stole my choices and sense of home, but community support made survival feel possible. Trust your body and demand care.

♡ Show support

📖 Read Story

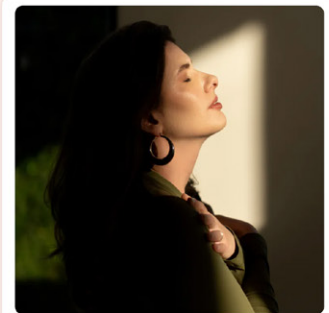


● DEBORAH JANE, ISRAEL

Deborah, a pancreatic cancer survivor, defied a two-month death sentence through determination, support, and advanced treatment, inspiring others with her story of hope.

♡ Show support

📖 Read Story

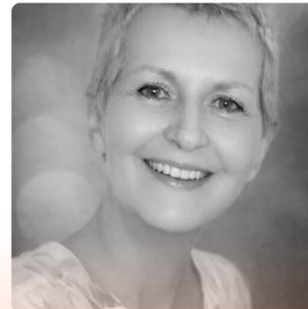


● ISABELLE, BRAZIL

Cuidar não é apenas prolongar a vida, mas preservar dignidade, sentido e qualidade de vida.

♡ Show support

📖 Read Story

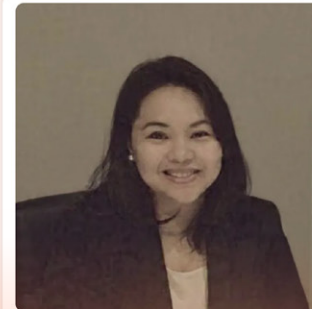


● BEE, TÜRKIYE

Cancer reshaped my life as I battled Hodgkin's Lymphoma. On World Cancer Day, I celebrate strength, resilience, and the love that unites us all. #UnitedByUnique 💛

♡ Show support

📖 Read Story



● AMBIA, PHILIPPINES

A preemployment check revealed my health crisis, but with my husband and daughter's support, I embraced acceptance and set small goals for recovery.

♡ Show support

📖 Read Story



● SHIR, UNITED STATES

After dedicating a decade to cancer patients, I faced my own diagnosis during my babies birth. This journey taught me the power of advocacy and gratitude.

♡ Show support

📖 Read Story



**EVERY EXPERIENCE OF
CANCER IS UNIQUE.
BUT UNITED, THESE
STORIES CAN CREATE
SOMETHING BIGGER.
THEY CAN HELP SHIFT
THE CONVERSATION,
HIGHLIGHT THE GAPS,
AND PUSH CANCER
CARE TO BECOME MORE
COMPASSIONATE AND
MORE HUMAN.**



WRITTEN



• **AMINATH MUSHTHAREE,
MALDIVES**

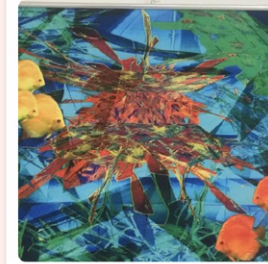
In 2019, my son was diagnosed with leukemia, and I later faced two cancer diagnoses myself. Support from family and friends helped us navigate this challenging journey.

♡ Show support

📖 Read Story



ART



• **KARLA, MEXICO**

My artwork is a visual representation of my journey through cancer—a mix of pain, hope, and resilience. Using bold colors and abstract forms, I aimed to capture the emotional rollercoaster of the...

♡ Show support

📖 Read Story



VIDEO



• **DR SOUMEN, INDIA**

The unique ways to fight cancer at our institution which unites us for a larger mission

♡ Show support

📖 Read Story

**OVER 600 INDIVIDUALS
SHARED THEIR STORIES
IN WRITTEN, VIDEO, OR
ART FORM ON THE WORLD
CANCER DAY WEBSITE.**



Q&A FORMAT

This year we also introduced a new Q&A format, asking a few simple questions to gather insights from around the world. Our goal was to understand what cancer care really feels like, across individuals, cultures, communities, and contexts.



HOW DID IT START?

It all began with a self-examination test while lying in my bed. Feeling a lump on my left breast, unknowingly thinking it was serious.

– Renée, South Africa

WHAT WAS THE BIGGEST CHALLENGE?

The biggest challenge for me was learning how to behave as a caregiver in a way that was supportive rather than making the difficult situation even harder.

– Azadeh, Iran



WHAT HELPED YOU THE MOST?

What helped me most were faith, family, friends, community, and a sense of purpose.

– Shorline, Cayman Islands



WHAT WAS YOUR IMPRESSION OF THE HEALTHCARE SYSTEM?

I felt cared for and included in my decisions. While the system had its flaws, the support I received helped me reclaim my life.

– Shorline, Cayman Islands

WHAT IS YOUR MESSAGE OF HOPE?

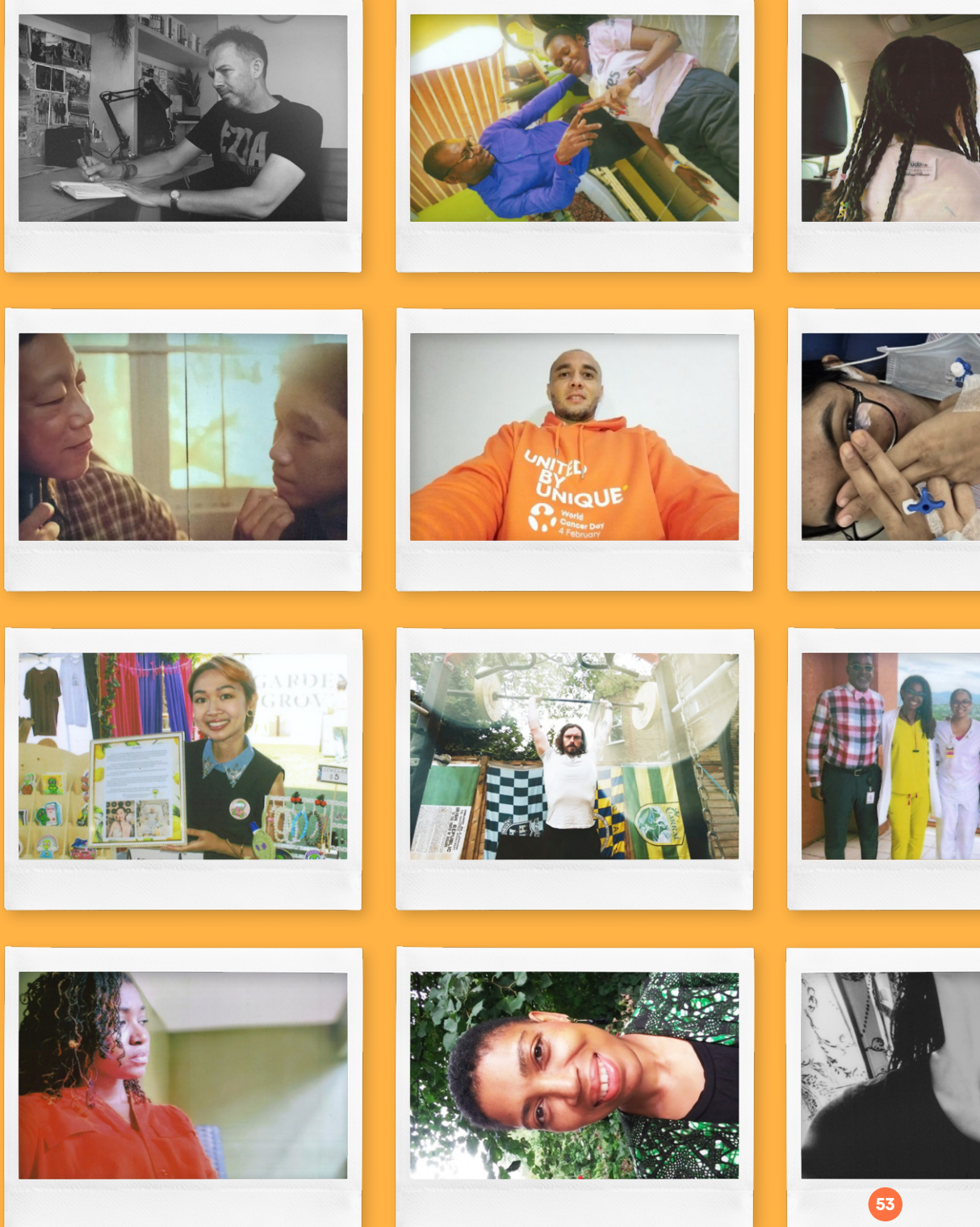
I truly recommend that caregivers take their own physical and psychological health seriously and consider seeking professional support as a necessary part of what they are going through.

– Azadeh, Iran

12 PEOPLE. 12 CAMERAS. 12 MONTHS. A GLOBAL STORYTELLING PROJECT.

Over the course of 12 months, we follow 12 individuals affected by cancer - people living with cancer, family members, caregivers or healthcare professionals. Each participant documents their journey through photography, capturing one photo per month, offering a personal, visual diary of their unique cancer experience. The project will go from September 2025 to 2026.

This project is supported by Fujifilm.



UPSIDE DOWN CHALLENGE





FOR THOSE LOOKING TO SHARE THEIR STORIES IN A MORE CREATIVE WAY, WE CONTINUED THE UPSIDE DOWN CHALLENGE FOR A SECOND YEAR, CHALLENGING PEOPLE ACROSS THE WORLD TO SHARE VIDEOS OR PHOTOS OF THEMSELVES UPSIDE DOWN, ALONG WITH THEIR UNIQUE STORY ABOUT HOW CANCER HAS AFFECTED THEM. TO GIVE IT A NEW TWIST, WE OFFERED DEDICATED TEMPLATES, AN UPSIDE-DOWN TEXT GENERATOR AND TIKTOK FILTER.



OVER 1,000 INDIVIDUALS, INFLUENCERS AND ORGANISATIONS TOOK PART IN THE CHALLENGE ACROSS SOCIAL MEDIA.



PEOPLE TOOK THE UPSIDE DOWN CHALLENGE OFFLINE, WITH HEADSTANDS, HANDSTANDS, UPSIDE DOWN ART WORKSHOPS, AND MORE.



Karine Belondrade · 1st
Connecting People, Resources & Ideas for a Healthier World | Senior Part...
World Cancer Day is deeply personal for me.

In November 2025, cancer turned my life upside down. Overnight, I experienced what so many people around the world live every day: uncertainty, vulnerability, and the need to be seen not just as a patient, but as a person. The difference was that I had access to the best possible care, something far too many people still do not have.

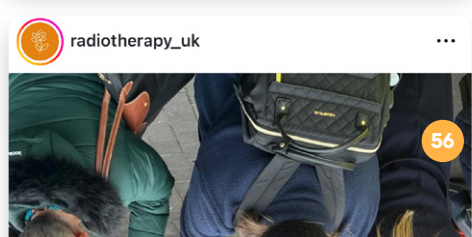
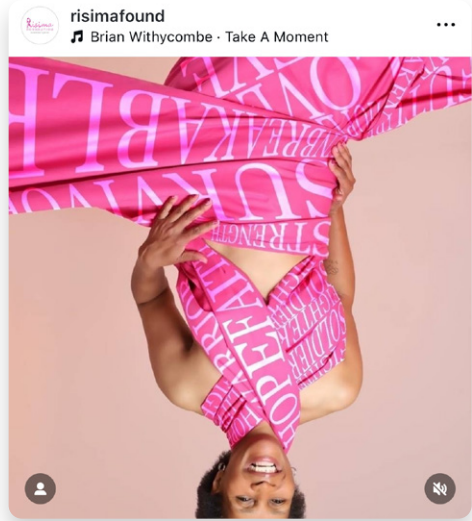
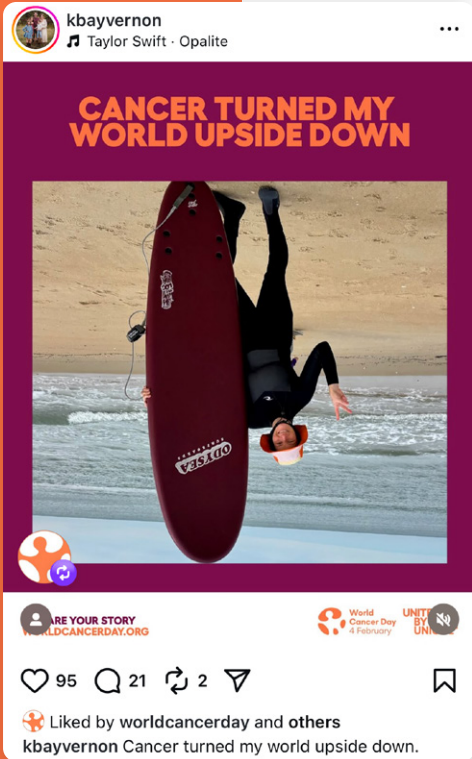
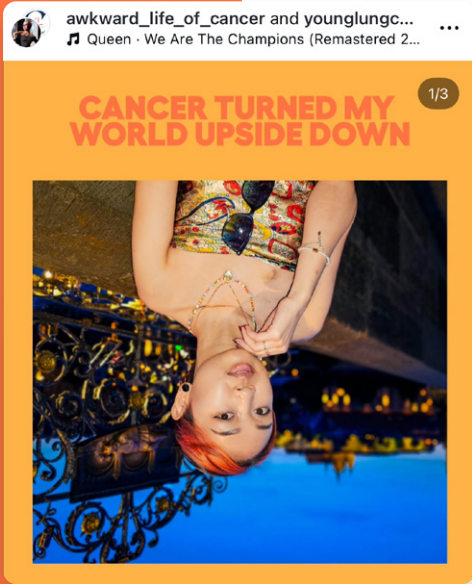
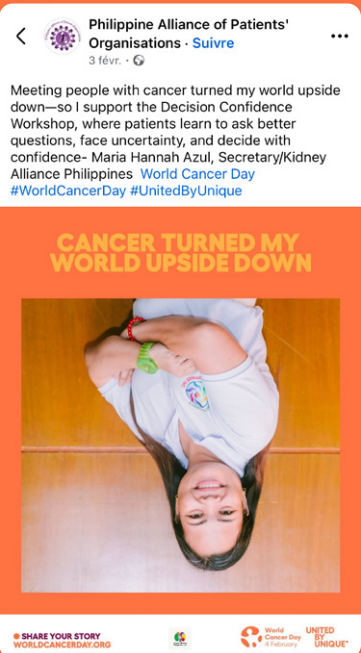
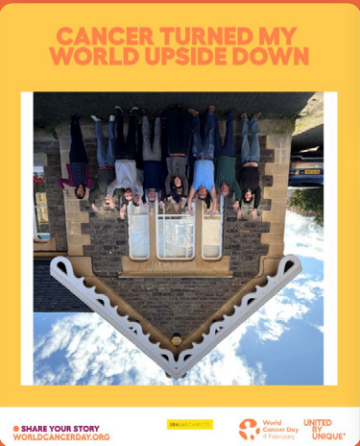
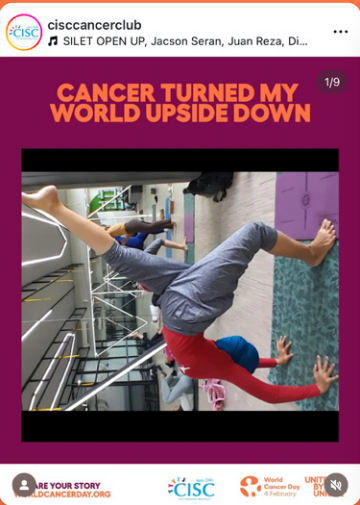
This is why the World Cancer Day theme "United by Unique" resonates so strongly. Every cancer journey is different, yet access to quality, people-centred care — and to essential cancer medicines — should not depend on where you live.

I was fortunate that, following surgery, the cancer was localised and I am now well — an outcome that underscores the importance of timely access to quality care.

It is also why I am deeply committed to the mission of the **Union for International Cancer Control (UICC)** working with countries and partners to strengthen health systems and improve equitable access to cancer medicines.

There is still a long way to go. But this work matters — because behind every medicine is a person, a family, a life.

#WorldCancerDay #UnitedByUnique #AccessToMedicines #CancerCare #Hea



CANCER TURNED MY WORLD UPSIDE DOWN



YOUR STORY
#CANCERDAY2026

Bowel Cancer Australia
545 followers

Diagnosed with Stage 3 bowel cancer at the young age of 37 in May 2022, my 10mm tumour was found during my first ever colonoscopy. Everything that day."

our message. Unique in our stories.

er touches thousands of lives in countless ways, but it doesn't define me. We are more than a disease, more than a statistic.

we'd love you to take part in Bowel Cancer Australia's World Cancer Day Upside Down Challenge.

er turns your world upside down, and behind every diagnosis lies a human story.

e and people around the world in sharing your unique bowel cancer photo this World Cancer Day, to help us rewrite the future of bowel e - one where the needs of people and communities come first.

story with us via the link in our bio, and when posting to social media include one photo upside down and tag [Bowel Cancer Australia](#) [WorldCancerDay](#) [UnitedByUnique](#)

International Cancer Control (UICC)



rakocaart and amigosdelnovoarte



RETO UPSIDE DOWN
BY SAKOCA
@ACALDECON

39 2 2

Liked by worldcancerday and others

rakocaart Reto Upside Down - El cáncer podrá poner tu mundo de cabeza y poner a prueba tu cuerpo, pero la red de apoyo es el hilo invisible que sostiene el alma;

Olashore International School
2,419 followers

Celebrating World Cancer Day
What an incredible day of impact and energy! At Olashore International School, we proved that while we are "United by Unique", we are also unstoppable when we come together for a cause.

The atmosphere was electric as our houses brought their A-game to the stage. From the moving performances of the Phoenix and Bombers to the sharp insights of the Ravens, the talent on display was truly world-class. And the Winner is... The Lakers! 🏆

Congratulations to The Lakers for emerging as the overall champions of the 2026 World Cancer Day competition! Their presentation perfectly captured the spirit of resilience and awareness, earning them the top spot on the podium.

Creative Spark: The "Upside Down Challenge" saw students turn simple cardboard into powerful symbols of hope.

We didn't just compete; we created hope.

[#OISLakers](#) [#WorldCancerDay](#) [#UnitedByUnique](#) [#OlashoreExcellence](#) [#Cancer](#)



amovicriciuma and psicamila.cardosomoli...
Taimane - Magic Island

"O câncer virou minha vida de cabeça para baixo..."

JUNTOS, ESTAMOS UNIDOS PELO ÚNICO.

CIÊNCIA • EQUIDADE • MEDICINA • JORNADA INDIVIDUAL • CIÊNCIA • TECNOLOGIA

35 8 1

Cancer in Primary Care Research Group
1,233 followers

Today we recognise both World Cancer Day and Primary Care Nurses Day — a fitting reminder of how central primary care is to cancer prevention and early diagnosis 🧡

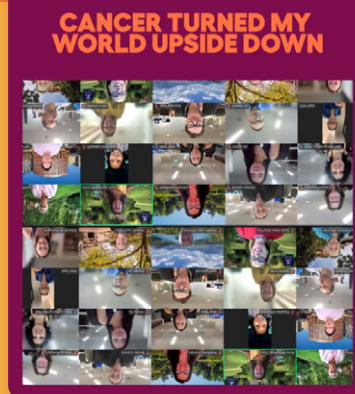
This year, our team took part in the [#UpsideDownChallenge](#). Cancer turns your world upside down. It can change your perspective on everything, including life, relationships and the future. While feelings of grief, pain and healing may be shared, every cancer experience is [#unique](#).

Primary care nurses are often the first to listen, educate, advocate and guide patients through screening, diagnosis and beyond. Their role is key to improving cancer outcomes, supporting patients across the cancer continuum and reducing inequalities in our communities.

At the [Cancer in Primary Care Research Group](#), our work is dedicated to strengthening primary care's role in improving cancer outcomes.

Thank you to all primary care nurses for the vital work you do today and every day.

[#WorldCancerDay](#) [#PrimaryCareNursesDay](#) [#PrimaryCare](#) [#CancerResearch](#)



The Duke of Edinburgh's Award
16,057 followers

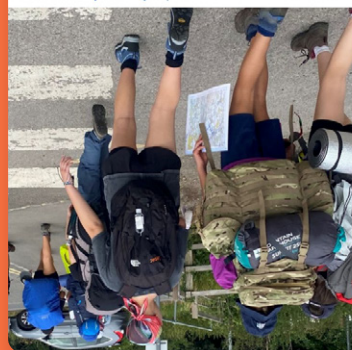
This [#WorldCancerDay](#) we've joined the 'Upside Down Challenge' in sharing Bebe's story 🧡

Bebe showed incredible strength when she decided to do her DoE whilst having cancer treatment.

"When it came to my expedition, my Leaders adapted it to make sure I could do it. I showed them that I could navigate well, and I would meet my mum at checkpoints so I could rest whenever I needed to. Then I would meet my teammates in the evening to help put up the tents and cook before I went home to sleep and heading back first thing in the morning. I also did a project on researching nature, like tree bark and leaves, which all contributed towards my expedition aim. These adaptations meant that I didn't feel missed out because I was there for all the important parts and still felt part of the group."

The DoE gave Bebe a boost when she needed it most, and she went on to achieve her Bronze Award, raise thousands of pounds for charity, and inspire so many people. She didn't let cancer turn her world upside down 🧡

[#WorldCancerDay](#) [#UnitedByUnique](#)



the_og_andy_thornhill_

CANCER TURNED MY WORLD UPSIDE DOWN



ARE YOUR STORY
#CANCERDAY2026

6 1 1

Liked by worldcancerday and others

the_og_andy_thornhill_ Cancer does not define me. It is something that is part of me and I will always find a way to look forward and keep fighting. I will never stop making plans and will find ways to find to keep my

Briony Fields @brionyfields
Prince 2 certified Lead Project Manager with 10 years+ exp...

Today is World Cancer Day.

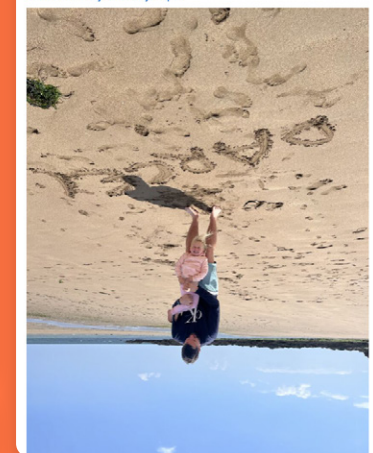
This photo was taken before we knew what was to come, before everything changed and before our lives were turned upside down.

Cancer affects every family differently, and no two journeys look the same.

Today feels like a good moment to acknowledge that uniqueness, and to hold space for everyone whose lives have been touched by cancer.

Today is a day of reflection, acknowledgement & appreciation for what we've been through, what others go through and what so many more will continue to endure 🧡

[#worldcancerday](#) [#UnitedByUnique](#)



Alex Kazika @alexkazika
Oncology Data Specialist at Lilongwe Cancer Registry | Asp...

At first glance, this photo looks wrong. 🧡

That is exactly what a cancer diagnosis does. It turns a world upside down for the patient, the family, and the entire community.

As a Cancer Registry professional, my mission is to help turn that world right-side up again.

We often talk about "data" and "statistics," but in the registry, we know the truth:

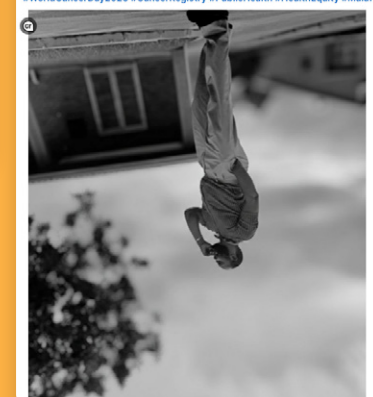
Behind every data point is a person. Behind every case number is a story. My work is the bridge between the unknown and the cure. By tracking the "how" and the "where," we can:

- ✓ Identify gaps in community care.
- ✓ Ensure no patient is lost in the system.
- ✓ Build a healthcare map that actually leads to recovery.

Today, for [#WorldCancerDay](#), I'm joining the [#WorldUpsideDown](#) challenge. It's a reminder that while every journey is unique ([#UnitedByUnique](#)), we must be united in our effort to [#CloseTheCareGap](#).

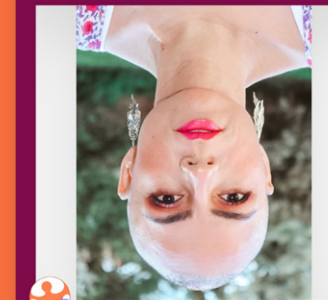
How are you helping turn the world right side up today?

[#WorldCancerDay2026](#) [#CancerRegistry](#) [#PublicHealth](#) [#HealthEquity](#) [#Malawi](#)



yani_blooms and pinkbloomorg
Carla Morrison - Hacia Dentro

CANCER TURNED MY WORLD UPSIDE DOWN



BE YOUR STORY
#CANCERDAY2026

World Cancer Day 4 February

Donate



ALEXANDRA, PORTUGAL



A minha vida ficou de pernas para o ar em 2018. Fui diagnosticada com cancro de mama Her2 positivo, G3 com 14 cm de diâmetro. Fiz cirurgia



TAKING IT OFFLINE

A POWERFUL DISPLAY OF THE CHALLENGE WAS THE UPSIDE DOWN EXHIBITION IN GENEVA, FEATURING IMAGES AND STORIES OF INDIVIDUALS FROM AROUND THE WORLD LIVING WITH CANCER

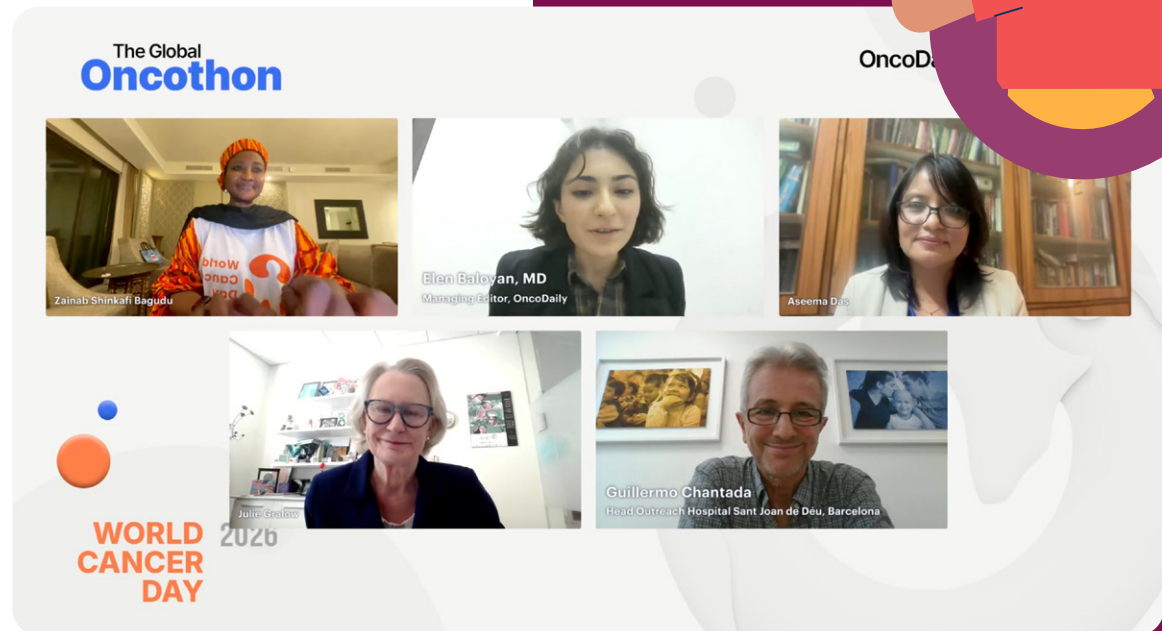
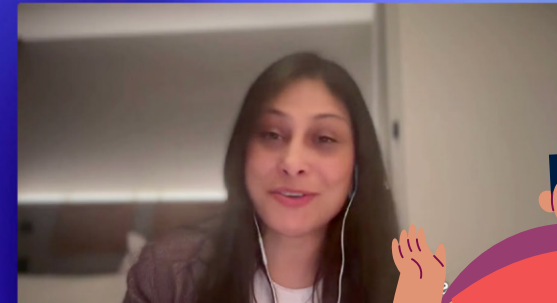
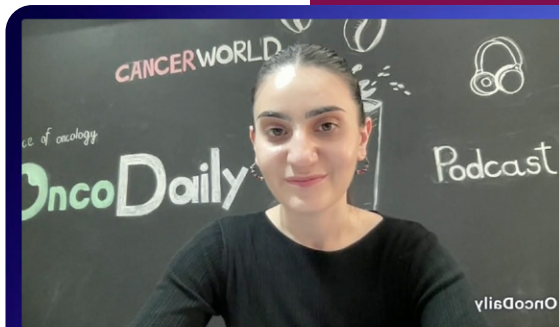


ONCOTHON: 24-HOUR LIVESTREAM

On World Cancer Day the world came together for a global, 24-hour digital telethon organised by OncoDaily in collaboration with UICC.

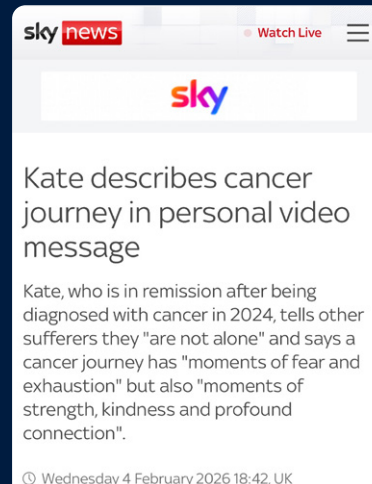
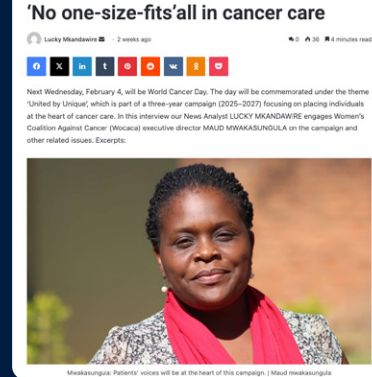
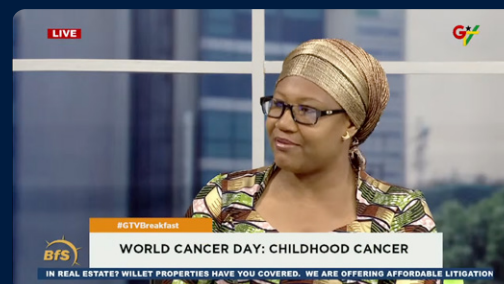
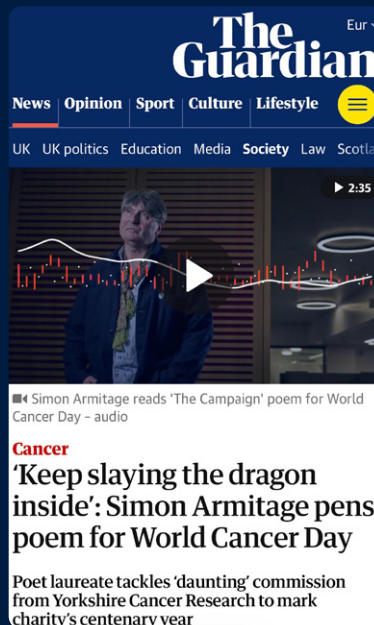
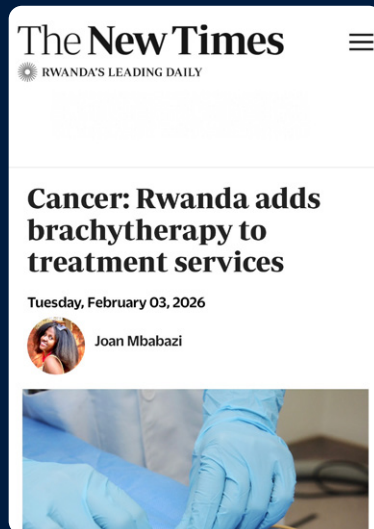
For 24 continuous hours, global health leaders, clinicians, researchers, policymakers, patient advocates, and industry partners convened across time zones to confront the most urgent challenges in cancer care and spotlight scalable solutions.

With over 124 speakers and 50 sessions, discussions spanned the full cancer continuum, from early detection and diagnosis to treatment access, workforce development, and health system infrastructure.

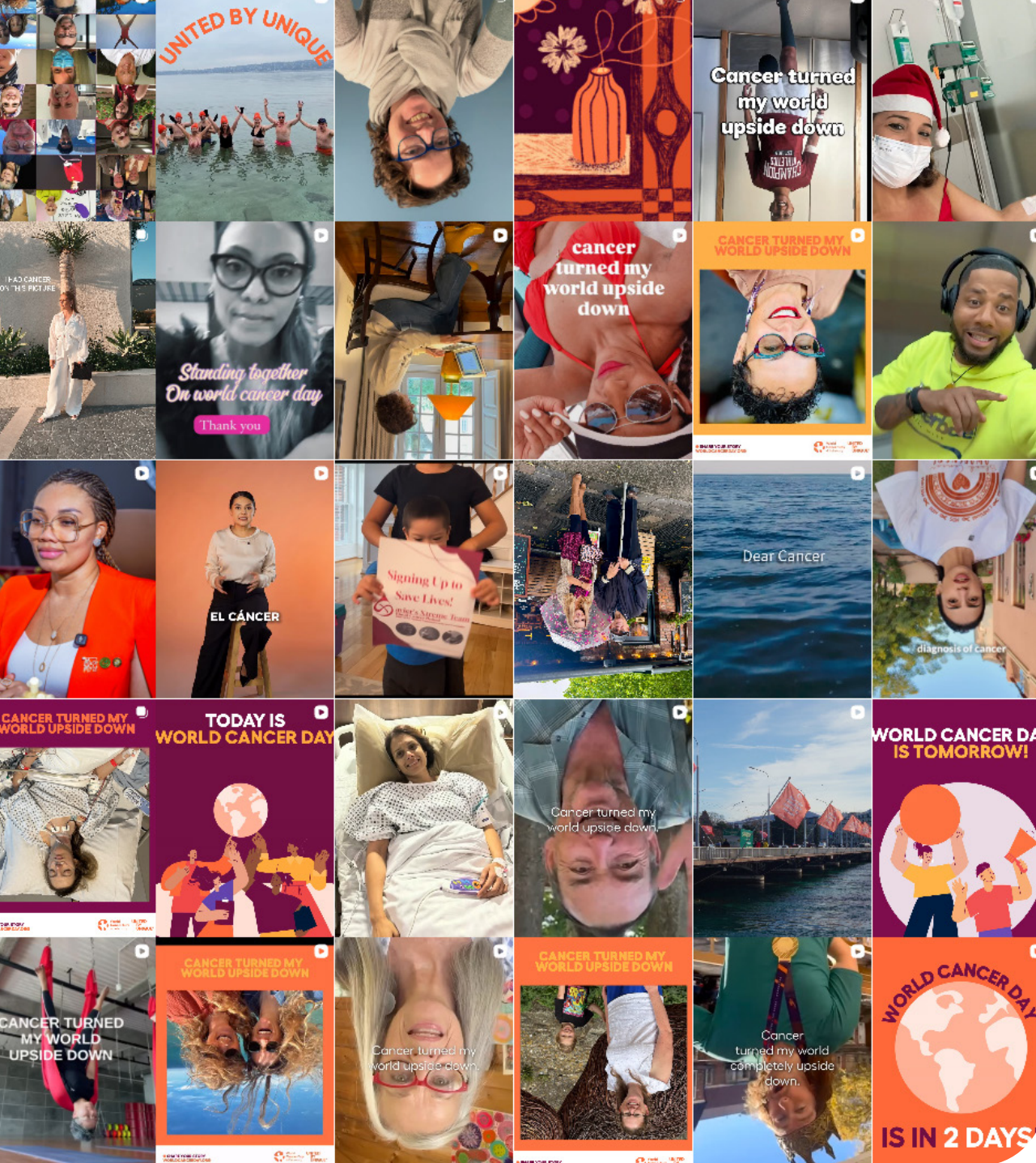


PRESS AND MEDIA

World Cancer Day 2026 received extensive international media coverage, underscoring its importance as a global platform for raising awareness and inspiring action on cancer. The campaign generated more than 30,000 press mentions across 164 countries, with coverage spanning leading broadcasters, national newspapers, and major digital news platforms. Notable outlets included the BBC (UK), The Sydney Morning Herald (Australia), Univision (USA), Le Monde (France), AllAfrica (Pan-African), The Guardian (UK), NDTV (India), Infobae (Argentina), Der Spiegel (Germany), El Tiempo (Colombia), Forbes (USA), and The New Zealand Herald (New Zealand).



Ahead of February 4, a cancer survivor examines how treating mental health alongside



SOCIAL MEDIA



ACROSS SOCIAL MEDIA, WORLD CANCER DAY 2026 SPARKED A POWERFUL GLOBAL CONVERSATION.

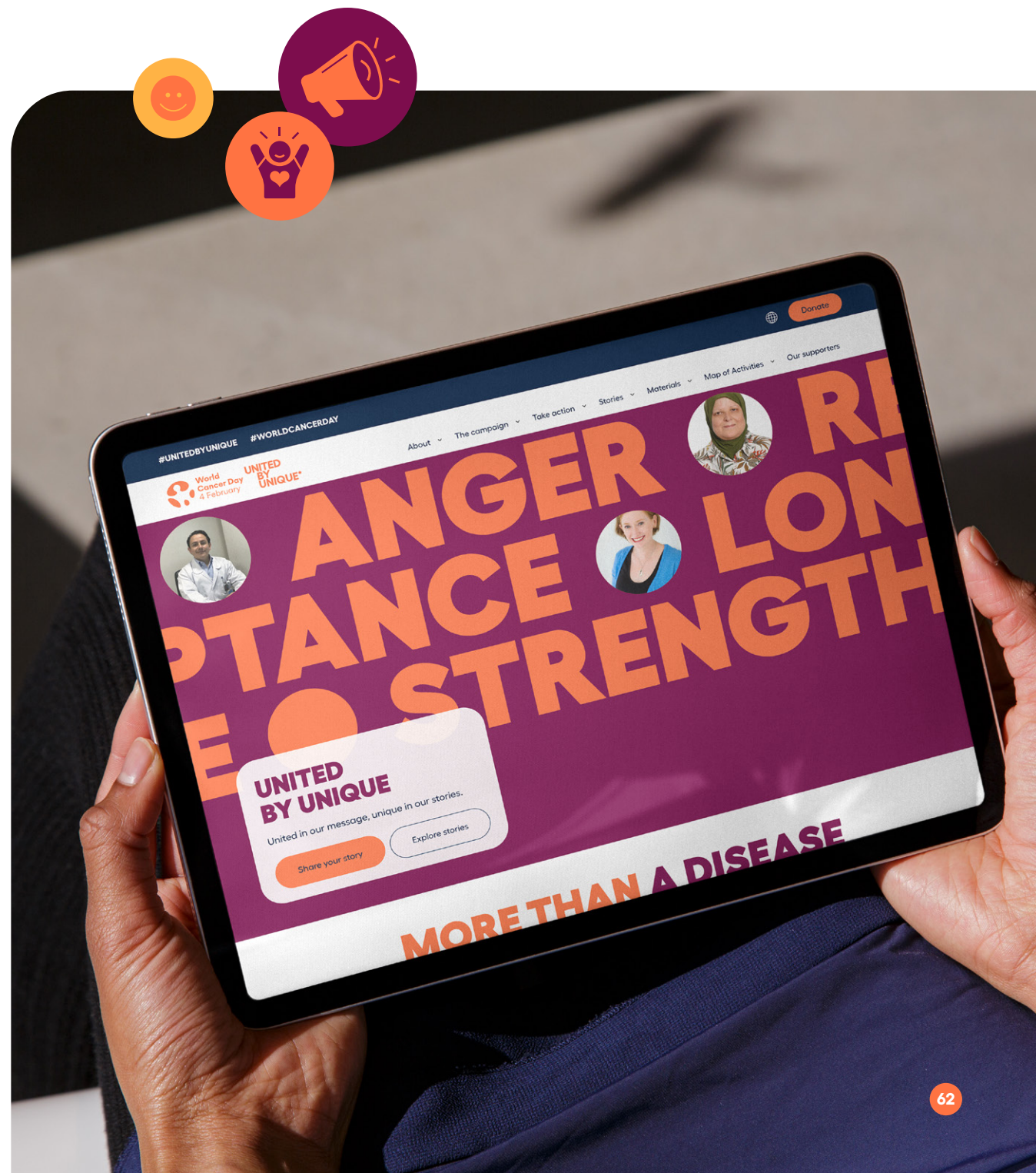
From individuals sharing personal journeys to organisations amplifying key messages, participation spanned across regions and generated over **13 billion** potential impressions and around **five million** interactions.



WEBSITE

SERVING AS THE DIGITAL HUB OF THE CAMPAIGN, THE WORLD CANCER DAY WEBSITE SAW MORE THAN 382,000 WEBSITE VISITORS SEEKING INFORMATION, TOOLS, AND WAYS TO GET INVOLVED.

Around **16,000** resources were downloaded, offered in **12 languages**. The growing collection of personal stories became a standout feature, with more than **600 individuals** sharing their journeys through blogs, articles, and videos, creating a space of connection and support bringing the total number of stories on the website up to **1215**.



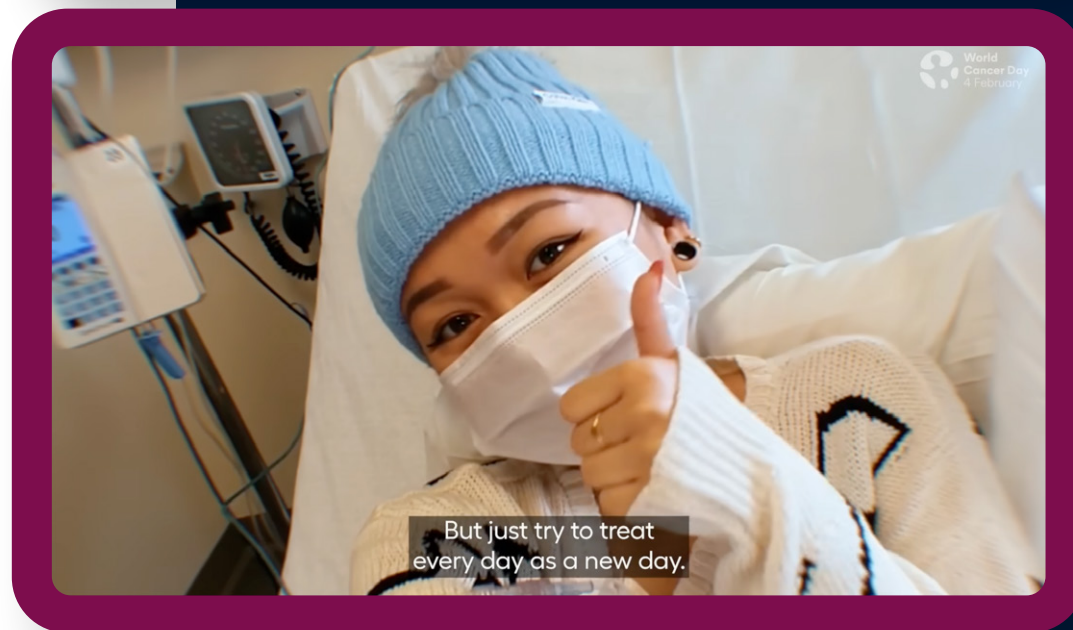
CAMPAIGN VIDEO

THE CAMPAIGN'S OFFICIAL VIDEO ADDED TO THE MOMENTUM, WITH CLOSE TO 1 MILLION VIEWS.

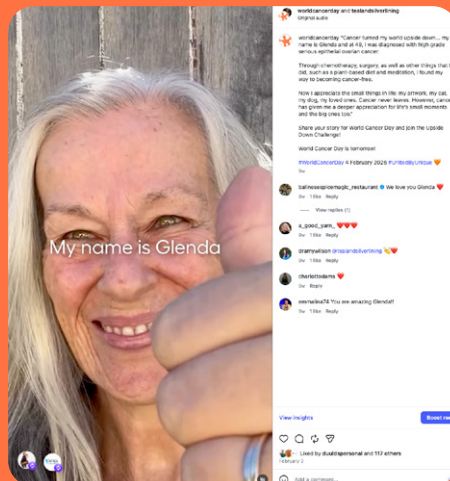
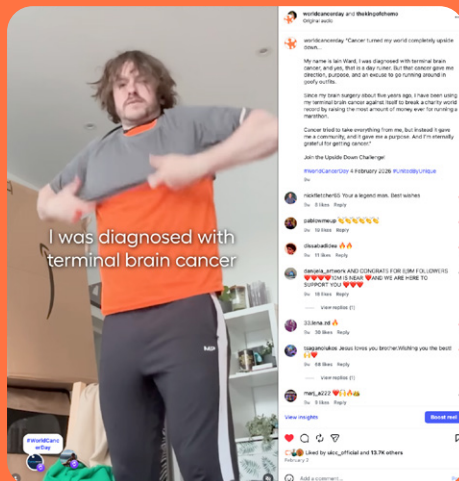
The campaign video was created solely with footage gathered from 23 individuals living with cancer, healthcare professionals and advocates. They sent in footage of their day-to-day lives with cancer, showing moments of love, pain, joy and hope. For instance:

- **Iain Ward** (Ireland), living with stage 4 brain cancer raising money by running marathons
- **Cherie Tulloch** (Antigua and Barbuda), healthcare practitioner working on women's cancers
- **Dozie Akwarandu** (Nigeria), living with stage 3 colon cancer and founder of Nest of Hope NGO in Nigeria

Through this compilation, we wanted to show the unique human stories behind a cancer, from diagnosis to treatment, care and survivorship, and the need for people-centred care that takes these differences into account.



CAMPAIGN VIDEO



carlymoosah This film is so beautifully made and I feel so proud to be a small part of it. Thankyou for this important cancer awareness @worldcancerday ❤️
22w 4 likes Reply

beingbrittanny @awkward_life_of_cancer I am crying 😭 i am goosebumps i am so proud !!!!! You are a shining star!!!!
22w 3 likes Reply

beth.psique Você não são definidos por um diagnóstico, mas pela força com que escolhem viver cada dia. Vivam intensamente. Criem memórias que o tempo nunca apague. @duuldpersonal amor eterno
22w 3 likes Reply See translation

beingbrittanny I am so happy and proud to be apart of this community. Thank you @worldcancerday for this amazing piece ❤️ I am so moved
22w 2 likes Reply

WORLD CANCER DAY YOUTUBE CHANNEL

855.835 VIEWS

18.6K HOURS OF WATCH TIME

1:56 AVERAGE WATCH TIME

70.2% AVERAGE PERCENTAGE VIEWED (OF TOTAL VIDEO VIEWED)



LIVE SCREENINGS

The video was screened during WCD events at:

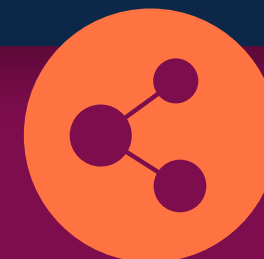
- The World Cancer Congress in Melbourne
- The British Film Institute (BFI) in London
- The Pfizer Tokyo Headquarters



COMMENTS FROM SOCIAL MEDIA

"It gives me shivers every time I watch it!!"

"An amazing video. It's a beautiful testament for all."



CUT-DOWNS

In order to shine a light on the individual stories featured in the video, we created 11 campaign cut-down videos, lasting around 30 seconds and diving into the stories of different individuals.



SHINING A LIGHT ON CANCER



**LIGHTING UP LANDMARKS
AROUND THE WORLD, OVER
100 LANDMARKS WERE
ILLUMINATED IN BLUE AND
ORANGE TO MARK WORLD
CANCER DAY 2026, FROM
HISTORIC MONUMENTS
AND CITY SKYSCRAPERS
TO BRIDGES AND PUBLIC
BUILDINGS.**

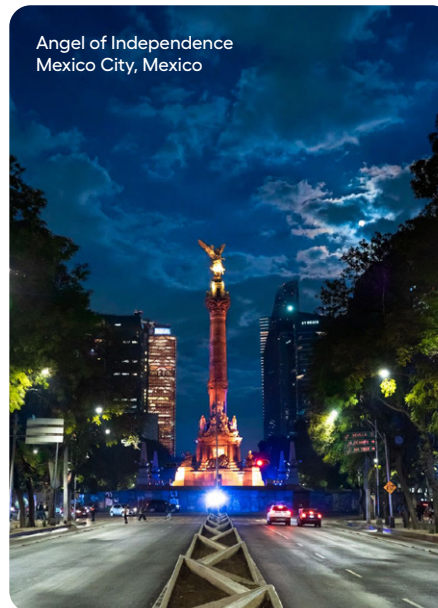
Jet d'Eau,
Geneva, Switzerland



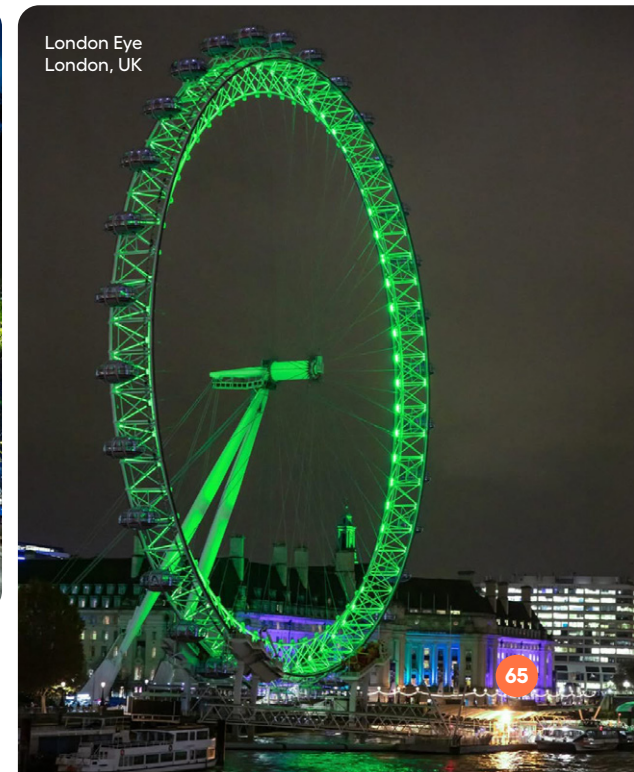
Sendai Sky Candle,
Japan



Angel of Independence
Mexico City, Mexico



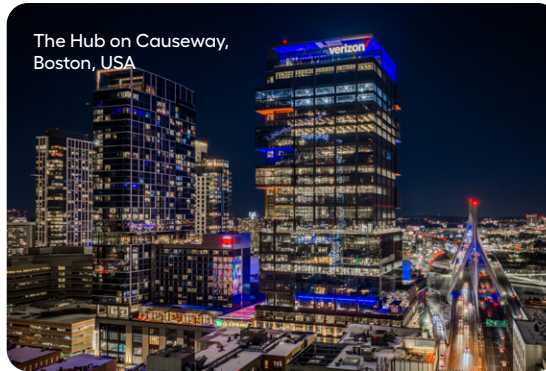
London Eye
London, UK



Arcul de Triumf
Bucharest, Armenia



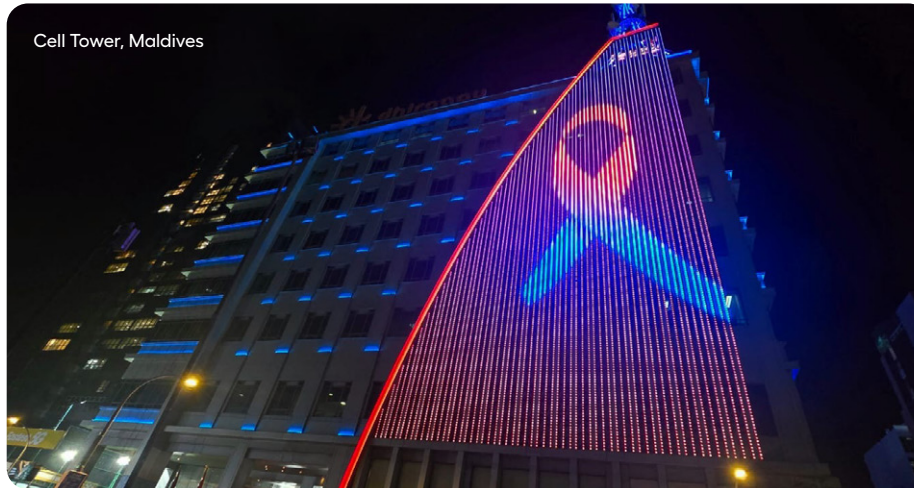
The Hub on Causeway,
Boston, USA



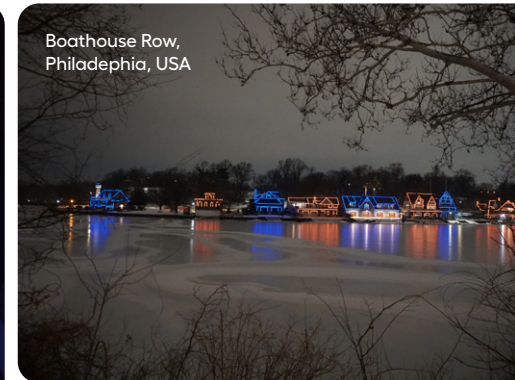
Grigore Antipa National Museum of
Natural History, Bucharest, Romania



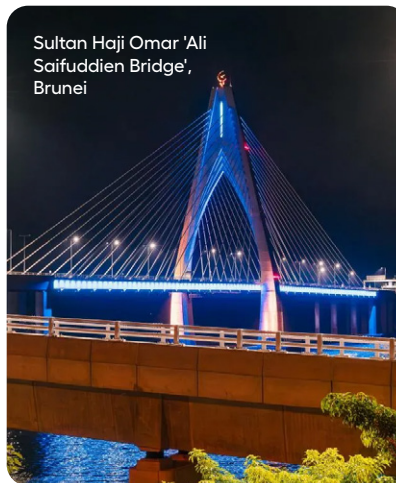
Cell Tower, Maldives



Boathouse Row,
Philadelphia, USA



Sultan Haji Omar 'Ali
Saifuddien Bridge',
Brunei



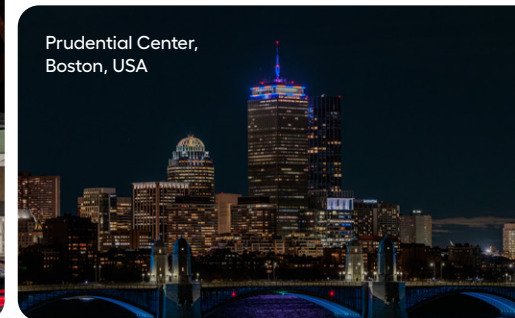
100 Federal Street,
Boston, USA



Chhatrapati Shivaji Maharaj Terminus,
Mumbai



Prudential Center,
Boston, USA



LIGHTING THE WORLD

Brunei, Bandar Seri Begawan, Pantai Jerudong Specialist Centre, Sultan Haji Omar 'Ali Saifuddien Bridge

Brunei, Bandar Seri Begawan, Pantai Jerudong Specialist Centre, PJSC Building of Jerudong Park Medical Centre (JPMC)

Bulgaria, Sofia, Bulgarian Cancer Society, Sofia Municipality Building

Egypt, Sheikh Zayed city, Baheya, Baheya Foundation Building

Fiji, Suva, Fiji Cancer Society, Grand Pacific Hotel

Honduras, Centro de Cáncer Emma Romero de Callejas y Relevo por la Vida

India, Mumbai, Cancer Patients Aid Association, Chhatrapati Shivaji Maharaj Terminus

India, Mumbai, Tata Memorial, Tata Memorial Hospital

Ireland, Shannon, Shannon Airport

Japan, Aichi, Japanese Foundation for Cancer Research (JFCR), Aichi Prefectural Government Office

Japan, Fukuoka, Japanese Foundation for Cancer Research (JFCR), Hakata Port Tower

Japan, Gifu, Japanese Foundation for Cancer Research (JFCR), Nakabashi bridge

Japan, Gifu, Japanese Foundation for Cancer Research (JFCR), Gifu City Hall

Japan, Hokkaido, Japanese Foundation for Cancer Research (JFCR), Hiroo Santaland

Japan, Ishikawa, Japanese Foundation for Cancer Research (JFCR), Kanazawa Castle

Japan, Kanagawa, Japanese Foundation for Cancer Research (JFCR), Ofuna-Kannon-ji Temple

Japan, Miyagi, Japanese Foundation for Cancer Research (JFCR), Sendai Sky Candle

Japan, Niigata, Japanese Foundation for Cancer Research (JFCR), Niigata Nippo MEDIA SHIP

Japan, Saitama, Japanese Foundation for Cancer Research (JFCR), Saitama Prefectural Cancer Center

Japan, Saitama, Japanese Foundation for Cancer Research (JFCR), Saitama prefectural Children's Medical Center

Japan, Saitama, Japanese Foundation for Cancer Research (JFCR), Saitama Stadium 2002

Japan, Shiga, Japanese Foundation for Cancer Research (JFCR), Hione Castle

Japan, Tochigi, Japanese Foundation for Cancer Research (JFCR), Showakan, former Tochigi prefectural office building

Japan, Tokyo, Japanese Foundation for Cancer Research (JFCR), Tokyo Metropolitan Government Building

Japan, Toyama, Japanese Foundation for Cancer Research (JFCR), World Heritage Site Ainokura Gassho-style village

Malaysia, Sarawak, Society for Cancer Advocacy and Awareness Kuching (SCAN), Darul Hana Bridge

Malaysia, Sarawak, Society for Cancer Advocacy and Awareness Kuching (SCAN), DUN building

Malaysia, Sarawak, Society for Cancer Advocacy and Awareness Kuching (SCAN), fountain at Waterfront

Malaysia, Sarawak, Society for Cancer Advocacy and Awareness Kuching (SCAN), suspension bridge

Malaysia, Sarawak, Society for Cancer Advocacy and Awareness Kuching (SCAN), Taman Heritage and Jln Tol

Maldives, Kendhoo, Cancer Society of Maldives, Dhiraagu Cell Tower

Mexico, Mexico City, Cancer Warriors de México, A.C., Senate of Mexico

Mexico, Mexico City, Cancer Warriors de México, A.C., Mexico City Congress

Mexico, Mexico City, Cancer Warriors de México, A.C., Monument to the Revolution

Mexico, Mexico City, Cancer Warriors de México, A.C., Diana the Huntress Fountain

Mexico, Mexico City, Cancer Warriors de México, A.C., Angel of Independence

New Zealand, Auckland, Eden Park

Romania, Bucharest, Asociatia MagiCAMP, Arcul de Triumf

Romania, Bucharest, Asociatia MagiCAMP, Sala Ion Caramitru

Romania, Bucharest, Asociatia MagiCAMP, Muzeul National de Istorie Naturala

Spain, Mostoles, Casa Consistorial

Spain, Valdemoro, Torre del Reloj

Switzerland, Geneva, UICC, Jet d'Eau

UK, Darlington, Clock tower

UK, Darlington, Town Hall

UK, Darlington, Central Library

UK, Darlington, Hippodrome Theatre

UK, Liverpool, Clatterbridge Cancer Society, Liverpool One



LIGHTING THE WORLD

UK, Liverpool, Clatterbridge Cancer Society, FACT Liverpool

UK, Liverpool, Clatterbridge Cancer Society, Quirky Quarter

UK, Liverpool, Clatterbridge Cancer Society, St George's Hall

UK, Liverpool, Clatterbridge Cancer Society, Liverpool Town Hall

UK, Liverpool, Clatterbridge Cancer Society, Cunard Building

UK, Liverpool, Clatterbridge Cancer Society, Port of Liverpool Building

UK, Liverpool, Clatterbridge Cancer Society, Royal Liver Building

UK, Liverpool, Clatterbridge Cancer Society, Liverpool Philharmonic

UK, Liverpool, Clatterbridge Cancer Society, The Tung Auditorium

UK, Liverpool, Clatterbridge Cancer Society, Hilton Hotel

UK, Liverpool, Clatterbridge Cancer Society, Double Tree Liverpool

UK, Liverpool, Clatterbridge Cancer Society, Museum of Liverpool

UK, Liverpool, Clatterbridge Cancer Society, Novotel Paddington Village

UK, Liverpool, Clatterbridge Cancer Society, Royal Court

UK, Liverpool, Clatterbridge Cancer Society, Beatles Story

UK, Liverpool, Clatterbridge Cancer Society, Arts Bar

UK, Liverpool, Clatterbridge Cancer Society, Liverpool School of Tropical Medicine

UK, Liverpool, Clatterbridge Cancer Society, University of Liverpool School of Engineering

UK, Liverpool, Clatterbridge Cancer Society, The Ivy

UK, Liverpool, Clatterbridge Cancer Society, Merseyside Police Headquarters

UK, Liverpool, Clatterbridge Cancer Society, St John's Beacon

UK, Liverpool, Clatterbridge Cancer Society, Mersey Gateway Bridge

UK, Liverpool, Clatterbridge Cancer Society, Georges Dock Building

UK, Liverpool, Clatterbridge Cancer Society, Seacombe Ferry Terminal

UK, Liverpool, Clatterbridge Cancer Society, Woodchurch Ferry Terminal

UK, Liverpool, Clatterbridge Cancer Society, Wallasey Town Hall

UK, Liverpool, Clatterbridge Cancer Society, Clayton Square

UK, London, Macmillan Cancer Support, London Eye

UK, Sheffield, Sheffield Arena

USA, Boston, Harvard Chan Cancer, Museum of Science

USA, Boston, Harvard Chan Cancer and BXP, The Hub

USA, Boston, Harvard Chan Cancer and BXP, Prudential Center

USA, Boston, Harvard Chan Cancer and BXP, Atlantic Wharf

USA, Boston, Harvard Chan Cancer and BXP, 100 Federal Street

USA, Philadelphia, National Comprehensive Cancer Network (NCCN), PECO Crown Lights

USA, Philadelphia, National Comprehensive Cancer Network (NCCN), Liberty 1

USA, Philadelphia, National Comprehensive Cancer Network (NCCN), Comcast 1

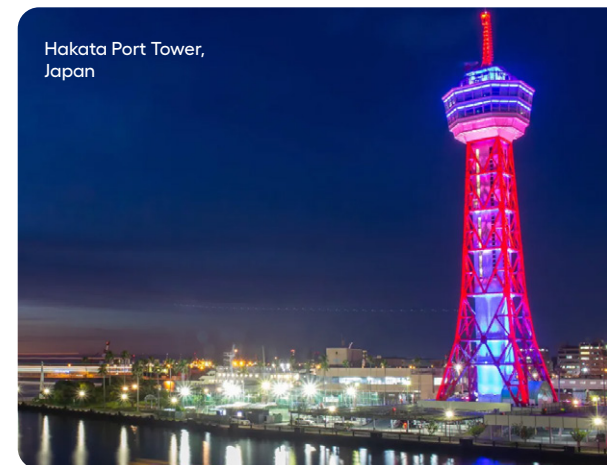
USA, Philadelphia, National Comprehensive Cancer Network (NCCN), BNY Mellon Center

USA, Philadelphia, National Comprehensive Cancer Network (NCCN), Cira 1 and 2

USA, Philadelphia, National Comprehensive Cancer Network (NCCN), Boathouse Row

USA, Springfield, Harvard Chan Cancer, Campanile Tower

Hakata Port Tower, Japan



Hiroo Santaland, Japan



Ofuna Kannon-ji Temple, Japan



PARTNERS



**THE GLOBAL
IMPACT OF WORLD
CANCER DAY IS
MADE POSSIBLE
THROUGH THE
CONTINUED SUPPORT
AND POWERFUL
COLLABORATION OF
OUR PARTNERS.**

**THEIR STRONG COMMITMENT
IS ESSENTIAL IN AMPLIFYING
KEY MESSAGES, RAISING
AWARENESS, AND DRIVING
MEANINGFUL ACTION TO
REDUCE THE BURDEN OF
CANCER.**



PARTNERS: VISIONARY PARTNERS

abbvie

ABBVIE

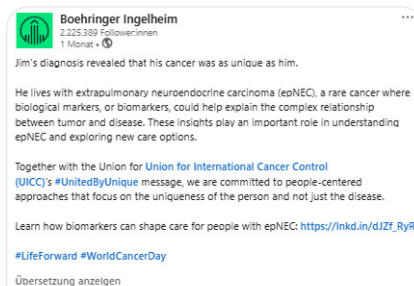
AbbVie highlighted their commitment to advancing research across solid tumours and blood cancer, working to improve the standard of care for patients everywhere.



 **Boehringer
Ingelheim**

BOEHRINGER INGELHEIM

Boehringer Ingelheim amplified powerful patient stories to highlight that cancer is as unique as the person who faces it. By sharing these perspectives, the company highlighted the critical role of biomarker testing in guiding more personalised and targeted treatment decisions, ultimately helping to improve outcomes for patients.



FUJIFILM

FUJIFILM

Fujifilm supported World Cancer Day through a combination of storytelling, events, and ongoing awareness initiatives. They sponsored the “Cancer turns everything upside down” exhibition in Geneva which showcased stories and images of people living with cancer. Another key focus was the 12 People 12 Cameras 12 Months campaign which shares monthly personal stories from individuals across 12 countries. This was complemented by internal and external engagement, including a lunch talk event at their European headquarters in Ratingen, featuring campaign participants and UICC representatives.



PARTNERS: VISIONARY PARTNERS



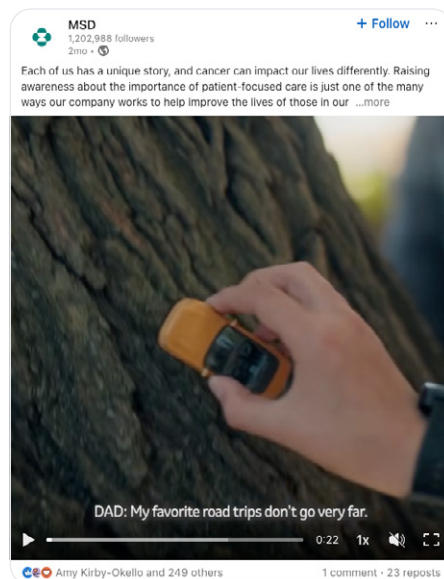
LA ROCHE-POSAY

La Roche-Posay teams across more than 20 countries took action this 4 February, particularly through education, awareness and support. Key actions included partnering with the Oncology Nursing Society in the US to fund the first digital photo repository on skin toxicity in skin of colour, opening a cancer research lab with the Montreal Cancer Institute in Canada, delivering supportive care training and education programmes across Europe and Asia, hosting wellbeing events for people affected by cancer in Colombia and Peru, and supporting dedicated cancer runs in Abu Dhabi, Dubai and Mexico City. La Roche-Posay also brought the spirit of World Cancer Day home to their global campuses, turning colleagues into the most passionate advocates through seminars, newsletters and themed events.



MSD

On World Cancer Day 2026, MSD highlighted the importance of patient-focused care since cancer impacts everyone differently. The company's shared vision that people with cancer deserve more – more ways to treat their cancer, better quality of life, more time – is reflected in their clinical development programs studying more than 30 tumour types and through an unwavering commitment to bring life to more patients with breakthrough science.



ROCHE

Roche marked World Cancer Day by sharing stories from people living with cancer and colleagues, illustrating their commitment to advancing scientific innovation and continuing to invest in solutions that reach patients in flexible and convenient ways.



PARTNERS: CHAMPION PARTNERS



DANONE

Danone held both global and local activations around WCD, internally and externally. These included participation in the global Oncothon organised by UICC, amplifying the voices of real patients to bring lived experiences and stories to life, educational videos on the role of Medical Nutrition in cancer care, and additional awareness initiatives. Internally, Danone launched a campaign to support people living with cancer in the workplace. This also included workshops and seminars, amplifying the voices of Danoners and experts, as well as social impact activities, carried out worldwide.



GENMAB

Genmab reaffirms its commitment to engaging people living with cancer and care partners. As part of this effort, the company published a video from its “Antibody Hour” series featuring Patient Advisor Jennifer Thompson, PhD, in conversation with EVP and Chief People Officer Christopher Cozic. The discussion highlighted the importance of incorporating patient experience, insight, and lived expertise.



JAZZ PHARMACEUTICALS

Jazz Pharmaceuticals took on the Upside Down Challenge to rally support around the idea of people-centred care. They shared stories of people living with cancer – like leukemia survivor Jesse and breast cancer survivor Rachael – to illustrate the need to see the person before the patient.

PARTNERS: CHAMPION PARTNERS



ONO PHARMACEUTICALS

Employees from the ONO Group around the world supported the Upside Down Challenge by coming together to take team photos and create mosaic art pieces, uniting in solidarity with people living with cancer. The letters "ONO" can be read as "ONO" even when turned upside down – symbolising that the ONO Group's commitment to supporting cancer patients remains unchanged, no matter the situation.



SANOFI

Sanofi proudly amplified UICC's United by Unique campaign through external and internal communications channels, including in-office events for employees hosted around the world by Sanofi's internal affinity group Cancer & Work. Cancer & Work is a comprehensive global initiative launched by Sanofi in 2024 to support employees who are directly or indirectly affected by cancer. The programme takes a 360° approach providing financial, emotional, and social support, reaffirming Sanofi's commitment to people affected by cancer and recognizing the human stories behind every diagnosis.



WORLD CANCER DAY ADVISORY GROUP 2026



The World Cancer Day Advisory Group is made up of a broad mix of experts in health, advocacy, and communications drawn from UICC's global network. Their guidance and perspectives help shape World Cancer Day into an inclusive and relevant initiative that resonates worldwide. By offering strategic advice, sharing insights, and highlighting emerging priorities in cancer prevention, treatment, and care, the group contributes significantly to the campaign's direction and impact each year. Their ongoing involvement reflects the critical role of collaboration, innovation, and collective action in addressing the global cancer burden.



ADVISORY GROUP 2026

Dr. Abena Ofori Addai,
Ghana, Breast Care
International

Agnese Konusevskaja,
Belgium, European
Cancer Organisation

Ambar Shrivastava,
India, Lung Connect
India Foundation

Bronte McQueen,
Australia, Cancer
Council SA

Cristiana Fonseca,
Portugal, Liga
Portuguesa Contra o
Cancro

**Dr. Hadi Mohamad Abu
Rasheed**, Qatar, Qatar
Cancer Society

Hanaa Serry, Egypt,
Baheya Hospital

Heba Nassar, Qatar,
Qatar Cancer Society

Dr. Hiba Moukadem,
Lebanon, Naef K.
Basile Cancer Institute
(NKBCI) at the
American University
of Beirut

Idah Phiri, Zambia,
Zambia Cancer Society

Isaac Ewuah Mensah,
Ghana, Breast Care
International

Juwairiya Saeed,
Maldives, Cancer
Society of Maldives

Lucy Balona,
South Africa, Cancer
Association of South
Africa (CANSA)

Nada Kashmar,
Lebanon, Naef K.
Basile Cancer Institute
(NKBCI) at the
American University
of Beirut

Sammy Tsai, Taiwan,
HOPE Foundation for
Cancer Care

Silvia Silva, Portugal,
Liga Portuguesa
Contra o Cancro

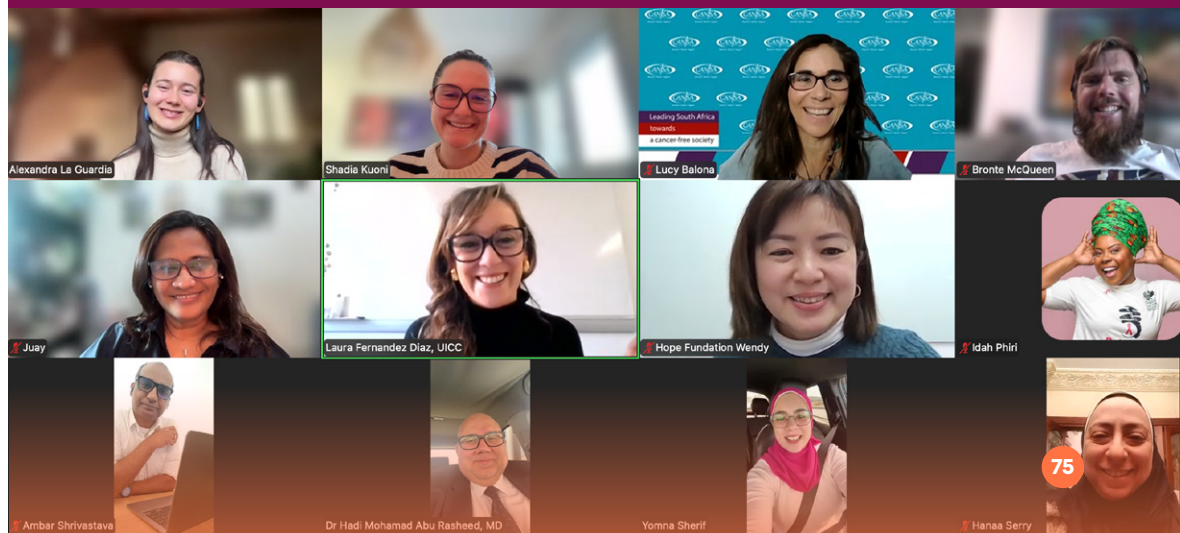
**Swirri Stephanie
Niji**, Cameroon,
Reconciliation
and Development
Association

Tingting Xu, China,
Tianjin Anti-Cancer
Association (TACA)

Wendy Lin, Taiwan,
HOPE Foundation for
Cancer Care

Yin Yin Htun, Myanmar,
Shwe Yaung Hsin Si
Cancer Foundation

Dr. Yomna Sherif, Egypt,
Baheya Hospital



THANK YOU, MERCİ, GRACÍAS, СПАСИБО, 谢谢你, شكراً!



The World Cancer Day team at UICC extends a heartfelt thank you to everyone who took action, raised their voices, and united their communities to make World Cancer Day 2025 a truly global movement. Your passion, energy, and dedication have once again shown the incredible power of collective action.

A special thanks to UICC members whose tireless efforts – on World Cancer Day and every day – continue to drive meaningful change.

The impact of this year's campaign does not end here. The energy and momentum built will continue to drive progress, inspire action, and strengthen our shared commitment to a world where no one faces cancer alone.

WE ALSO RECOGNISE THE VITAL CONTRIBUTION OF OUR WORLD CANCER DAY OFFICIAL PARTNERS. THEIR SUPPORT AND BELIEF IN THE CAMPAIGN HAVE HELPED AMPLIFY ITS MESSAGE AND EXPAND ITS GLOBAL REACH.

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Union for International Cancer Control
(UICC), Geneva, Switzerland



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CANCER CONTROL**



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