EXECUTIVE SUMMARY

Why is World Cancer Day important? Put simply, because the global cancer epidemic is huge and set to rise. Globally, every month 600,000 people die from cancer and many of these deaths could be avoided with increased governmental support and funding for prevention, detection and treatment programmes.

At UICC, we are committed to delivering the targets of the World Cancer Declaration. Due to the global scale of the cancer burden, we know that this can only be achieved through strategic partnerships with our members, as well as other institutions interested in fighting cancer.

It is this shared mission that makes World Cancer Day all the more important. The 4 February represents our annual opportunity to coordinate our efforts to ensure that globally no one can ignore their responsibility to do their part. In 2012 however, we are doing things a bit differently. You, our members, will be the heart of this campaign. We hope you will make World Cancer Day a key milestone in your cancer control advocacy and awareness raising initiatives for 2012. To support you, we are excited to provide guidance on what can be done to mark this important day, and flexible tools which can be adapted by you for use in your own campaigns / events.

This toolkit contains adaptable template media materials, plus strategic and implementation guidance. Please note that all template materials within this toolkit are approved by UICC for the use by all member organisations at their discretion.

We hope that your organisation will join us on 4 February in raising awareness of what can and must be done to make progress in the global fight against cancer – together it is possible to reduce premature deaths from cancer and other non-communicable diseases (NCDs) by 25% by 2025.

Should you have any questions or require further support, please reach out to my communications team, whose contact information is contained on page 16.

Kind regards,

Cary Adams
Chief Executive Officer
Union for International Cancer Control (UICC)
WORLD CANCER DAY BACKGROUND, OBJECTIVES AND AUDIENCE

WHAT IS WORLD CANCER DAY?

World Cancer Day takes place every year on 4 February and is the singular initiative under which the entire world can unite together in the fight against the global cancer epidemic.

World Cancer Day is an initiative of the Union for International Cancer Control (UICC), through which we aim to help save millions of preventable deaths each year by raising awareness and education about cancer, and pressing governments and individuals across the world to take action against the disease.

2012 OBJECTIVES

World Cancer Day 2012 is particularly important as it falls almost half a year after the first UN High-level Meeting on NCDs, and the signing of the Political Declaration supporting prevention and control of these devastating conditions, including cancer.

Therefore, aligning under the banner of ‘Together let’s do something’; UICC would like you, our members, to support us in using this upcoming milestone to encourage everyone affected by cancer (individuals, civil societies and governments), to ensure that they take responsibility for reducing the burden of this disease. Our ultimate aim is to help cut premature deaths from cancer and other NCDs by 25% by 2025.

We have some specific objectives for World Cancer Day 2012, which we can only achieve with your support:

• Please help support the 2012 World Cancer Day initiative by spreading the word to your members and supporters
• Drive traffic to the World Cancer Day website and the ‘Do Something’ Facebook Application
• Drive wide-spread use of #WorldCancerDay to show support for cancer control.

WORLD CANCER DAY 2012 THEME

World Cancer Day 2012 has been themed ‘Together let’s do something’ because it is only by every person, organisation, government individually doing their part that the world will be able to reduce premature deaths from cancer and other NCDs by 25% by 2025.

WHO IS THE AUDIENCE FOR WORLD CANCER DAY 2012?

Everyone! It is only by everyone doing their part that the world will reduce the burden of cancer. Be creative. Please consider how your organisation can reach the public, your local government and other civil society organisations to participate in the 2012 World Cancer Day initiative online and in their own communities.
WORLD CANCER DAY ENGAGEMENT APPROACH

World Cancer Day is a truly global event, but to enable us to reach as much of the world’s population as possible, we need your help.

We appreciate that you all have different needs and priorities, so unlike previous years we will not be focusing on one specific cancer prevention issue during the next World Cancer Day. Instead, you can support the Day by creating your own policy / awareness raising campaign on 4 February 2012, tied to your specific area(s) of focus, or incorporating the day (and the theme ‘Together let’s do something’) into existing outreach programmes you have.

To help focus your local activities, we have identified three ‘levels’ of engagement which you may wish to undertake as you design your local 2012 World Cancer Day programme.

SUMMARY OF GLOBAL WORLD CANCER DAY ACTIVITIES

LEVELS OF ENGAGEMENT

Below you will find an outline of these engagement ‘levels’ which are followed by a series of suggested messaging that can easily be adapted and applied to your organisation’s social media and public platforms.

Level 1 - General public

We encourage you to use the following platforms and suggested messaging to engage your members and encourage them to use the ‘Do Something’ Application to support the grassroots message of “Doing something” to help prevent cancer cases:

• Social media channels: Engage with your network via your Twitter and Facebook pages (global hashtags and key messages to share via social platforms are provided later in this toolkit).

• The ‘Do Something’ Facebook application will be launched for the occasion of World Cancer Day – be sure to use it and share it widely with your members to make a personal declaration for the Day.

• Use the Cancer infographics: specially created for World Cancer Day 2012, these represent the global cancer burden in a visually engaging format (more information about these infographics can be found in the ‘Local activity guidance and toolkit overview’ section of this document). Consider using these on your website and in member and media communications to support World Cancer Day.

• World Cancer Declaration: share the Declaration with your members, and the public. Encourage them to sign it.

Level 2 - General public / UICC member organisations and partners

• Add to the World Cancer Day online map of events and activities - Please share what you will be doing on / around World Cancer Day www.worldcancerday.org/events-map. The site is visited by media, individuals and organisations worldwide - therefore this is a great place in which to let the world know what you have planned – no matter how big or small.

• Engage with your corporate sponsors and other corporate or not-for-profit organisations in your country to encourage their support in World Cancer Day. They could help by organising fund raising activities on your behalf and/or by using World Cancer Day messaging in their internal and external communications mechanisms (newsletters, websites etc).

• Host a screening of ‘LIFE Before Death’: Members with a particular interest in palliative care and pain relief can support the Treat the Pain campaign by being part of a global film premiere series and hosting a screening of ‘LIFE Before Death’ - an award winning documentary film that raises awareness about inadequate access to palliative care and essential pain medicines. A special toolkit outlining ‘How to Host a Screening’ and ‘Presenter’s Notes’ is now available for download.

Level 3 - Advocacy push

• Lobby your national policy makers and Ministers of Health, to support the adoption of cancer control targets and indicators at the upcoming World Health Assembly in May 2012. Full details and support for these efforts will be provided in the UICC Advocacy toolkit.
UN HIGH-LEVEL MEETING (HLM) ON NON-COMMUNICABLE DISEASES (NCDS)

Since 13 May 2010, when the United Nations voted unanimously for UN Resolution 64/265 to hold a UN HLM on NCDs in September 2011, UICC has been working to achieve its primary objective to secure an outcomes document from the UN HLM which supports the long term delivery of the 11 targets contained in the World Cancer Declaration. Additionally, as a founding member of the NCD Alliance, UICC has been at the forefront of the civil society campaign to put NCDs on the global political agenda.

At the landmark HLM in New York (19 September 2011), world leaders - including over 30 Heads of State - declared NCDs a global priority, and committed to taking actions to address the crisis.

The Political Declaration

The outcomes document achieved at the HLM - known as a Political Declaration - is only the second of its kind to address a health issue on a global scale, the first being the outcomes document from the 2001 UN General Assembly Special Session on HIV/AIDS.

The Declaration recognises the scale of the NCD crisis and the urgent need for action. The acknowledgement of the direct impact of the diseases on social and economic development, and the recognition that they pose a major threat to the economies of many Member States, provides a strong impetus for governments to realise the commitments in this Declaration.

The commitments of the Declaration

In line with the targets of the World Cancer Declaration, UICC strongly supports the call for strengthening international cooperation in support of global, national and regional plans for the prevention and control of NCDs, and welcomes commitments to:

- Promote, establish or support and strengthen, by 2013, multisectoral national policies and plans for the prevention and control of NCDs
- Strengthen information systems for health planning and management and the development of population based national registries and surveys
- Reduce individuals' exposure to NCD risk factors through international agreements, legal and regulatory measures
- Improve access to palliative care
- Increase access to affordable, safe, effective and quality medicines and technology
- Build further capacity in the workforce skilled to prevent and manage NCDs.
Additionally, the Declaration clearly acknowledges cancer as a unique disease in many respects, with specific commitments to prevention and early detection. UICC welcomes commitments to:

- Give greater priority to early detection, screening and diagnosis of NCDs including cancer screening programmes (particularly breast and cervical cancer)
- Increase access to Hepatitis B and HPV vaccines as part of national immunisation programmes to prevent infection-related cancers.

**Need for targets**

However, there remain some areas where commitments fall short of expectations. The Declaration lacks specific targets, including no overall goal of reducing preventable deaths. More work is now needed to convince governments around the world to commit to reduce premature deaths from NCDs by 25% by 2025 - a target WHO believes to be achievable.

In addition, although the Declaration acknowledges that the resources devoted to combating NCDs are not commensurate with the magnitude of the problem, there are no commitments to increase the proportion of development assistance devoted to health outcomes. The responsibility is now with civil society and other stakeholders to continue to advocate for these outcomes in the lead up to the comprehensive review and assessment that will take place in 2014.

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2. **WORLD CANCER LEADERS’ SUMMIT**

**FROM RESOLUTION TO ACTION**

On 18 November 2011, 240 representatives of governments, the World Health Organization (WHO) and the World Economic Forum, plus civil and corporate leaders from over 60 countries, met at the World Cancer Leaders’ Summit (WCLS) in Dublin, Ireland, to publicly agree the actions incumbent on governments and societies to halt the spiralling global cancer epidemic.

Organised by UICC and the Irish Cancer Society, the two-day event was the first opportunity since the UN HLM on NCDs for civil society, health, government, philanthropic and corporate leaders from around the world to agree strategies and actions to convince governments to commit to specific time-bound targets that address the global burden of cancer. A key focus of the meeting discussions was the need to create commitment to measurable actions in priority areas – including pain control/palliative care, cancer registries, public-private partnerships, cancer control in the developing world and best practice in disease control public policy – with the ultimate aim of reducing premature deaths from cancer and other NCDs by 25% by 2025.

A key outcome of the WCLS was the ratification of the Dublin Resolution - [www.uicc.org/dublinresolution](http://www.uicc.org/dublinresolution). This statement of intent, signed onsite by many delegates, spells out the measurable actions required by governments and societies to help achieve the shared ambition of reducing the social and economic burden of cancer for future generations. These are:

- Developing time-bound indicators by 2012 that address the increasing cancer epidemic
- Promoting the inclusion of cancer-related targets in the post-2015 Millennium Development Goals
- Promoting local policies and approaches that will strengthen and facilitate multisectoral action against the disease
- Promoting sustainable and adequate resourcing in the areas of cancer prevention, early detection, treatment and care.

The theme of the 2011 Summit – From Resolution to Action – reflected the urgent need to ensure swift implementation of key recommendations resulting from the UN HLM on NCDs, which was indeed a once-in-a-lifetime opportunity to significantly impact global cancer control by ensuring that cancer and other NCDs are prioritised within national budgets and international health agendas.

For further information, please see: [www.uicc.org/events/wcls2011](http://www.uicc.org/events/wcls2011).
STOP PRESS!

A great way to engage all audiences about World Cancer Day is through your local media. We encourage all of our member organisations to build relationships with influential/relevant journalists to help generate coverage of your local World Cancer Day activities as an integral part of the global awareness raising movement.

Why not develop your own media outreach programmes at national and local levels on 4 February 2012, and also utilise (as appropriate) the ‘Do Something’ Facebook Application, key messages, infographics, social media hashtags, quotable quotes and other resources contained within this toolkit? Further information and support on creating media materials and communicating with media can be found on the World Cancer Day website.

www.worldcancerday.org/presskit
WORLD CANCER DAY KEY MESSAGES

WORLD CANCER DAY MEDIA KEY MESSAGES

To achieve the objectives of the 2012 World Cancer Day programme it is essential that we are all using ‘one voice’ when we talk or write about the initiative.

The following World Cancer Day 2012 messaging suggestions are provided for your use and adaptation. Please feel free to use these as a part of all media and social media platforms. Our goal is to spread the message worldwide and make a global impact on World Cancer Day.

Key messages, in blue, are supported by adjacent bulleted proof points.
1 PRIMARY WORLD CANCER DAY KEY MESSAGES

World Cancer Day 2012: ‘Together let’s do something’

• World Cancer Day is the singular initiative under which UICC, its members and the entire world can unite in the fight against the global cancer epidemic.
• It is only by every person, organisation and government individually doing their part that the world will reduce the burden of cancer and premature deaths from NCDs by 25% by 2025.

World Cancer Day aims to help save millions of preventable deaths each year by raising awareness and education about cancer, and pressing governments and individuals across the world to take action against the disease

• “What gets measured gets done” - World Cancer Day represents an opportunity for UICC, its members and the public to join a global movement of targeted, locally relevant advocacy focused on achievable interventions such as WHO “Best Buys” aimed at lessening the burden of cancer.
• We must act now because the global cancer epidemic is huge and set to rise.
• Cancer is a leading cause of death worldwide, causing 7.6 million deaths in 2008, although it is estimated that a third of these deaths could have been avoidable with greater prevention, early detection and existing treatments.

2 PRIMARY GLOBAL CANCER MESSAGES

The global cancer epidemic is huge and is on the rise. It is a disease that knows no boundaries and has, or will, affect us all either directly or indirectly during our lifetime

• The economic cost of lost life years due to cancer exceed that of any other disease.
• It is estimated that by 2030 there will be 12 million cancer deaths worldwide.
• The scale of the cancer epidemic requires a global response.
• Many of the 600,000 deaths each month attributed to cancer can be prevented with increased governmental support and funding for prevention, detection and treatment programmes.
• The WHO believes that avoidable deaths from NCDs can be reduced by 25% by 2025.

The global cost of inaction against cancer exceeds the costs of action

• Cancer control measures have measurable benefits such as economic impacts and reduction in loss of life which exceed their costs.
• Cancer costs economies across the world an estimated $895 billion per year and is set to rise.
• Cost effective solutions exist - $1.8 billion is the cost of reducing exposure to key risk factors like smoking, drinking and poor diet.
For every 100 people who get cancer, over 30 cases could have been prevented by healthy lifestyle or by immunisation against cancer causing infections.

The number of premature deaths is higher than then the actual number of deaths caused by HIV/AIDS, malaria, TB combined, and a host of other diseases.

Unless urgent action is taken to raise awareness about cancer and develop practical, multisectoral strategies to address the disease, millions of people around the world will continue to die prematurely or suffer every year.

**SUPPORTING WORLD CANCER DAY KEY MESSAGES**

UICC is the leading international non-governmental organisation dedicated to the prevention and control of cancer worldwide.

UICC is dedicated to continue working with world leaders to increase their support for cancer control measures, and hold them to account for the cancer commitments made in the UN Political Declaration.

UICC and its multisectoral partners are committed to convincing governments to adopt specific time-bound targets that address the global burden of cancer and other NCDs.

UICC is also a founding member of the NCD Alliance, a global civil society network that now represents almost 2,000 organisations in 170 countries.

UICC is the largest cancer fighting organisation of its kind, with 475 member organisations across 125 countries representing the world’s major cancer societies, ministries of health, research institutes, treatment centres, and patient groups.

UICC will use World Cancer Day to lobby to:

- Develop targets and indicators to measure the implementation of policies and approaches to prevent and control cancer
- Raise the priority accorded to cancer in the global development agenda
- Promote a global response to cancer
World Cancer Day is reminder to us all to take action against the increasing burden of cancer. Cancer cases are projected to almost double to 21.4 million by 2030, with nearly two thirds of these occurring in low- and middle-income countries. Importantly, this number could be significantly reduced through cost effective prevention, early detection and treatment strategies.

ANDREAS ULLRICH MD MPH, MEDICAL OFFICER CANCER CONTROL DEPARTMENT CHRONIC DISEASES AND HEALTH PROMOTION, WHO HEADQUARTERS GENEVA

On World Cancer Day, UICC urges world leaders to support the commitments of the UN Political Declaration on non-communicable diseases by promoting sustainable resourcing and measurable targets for cancer control in their countries. This is critical to give the world the best chance of fighting the cancer epidemic it currently faces.

CARY ADAMS, CHIEF EXECUTIVE OFFICER, UNION FOR INTERNATIONAL CANCER CONTROL (UICC)
SOCIAL MEDIA

UICC is delighted to announce a new partnership with US-based Stand Up To Cancer.

Through this exciting partnership, we will work together to maximsie this influential group’s celebrity star-power and creative social media platforms to direct the public to the World Cancer Day website, with the ultimate goal of communicating the World Cancer Declaration more broadly and getting the message out there that ‘Together let’s do something’.

On February 4th and the days leading up to World Cancer Day, please join UICC and Stand Up To Cancer and use the sample social media messaging to encourage your supporters to join us by pledging to “Do Something” this World Cancer Day.

To help create a global impact on social media we will be asking members and their supporters to donate their statuses and pledge to do something using Stand Up To Cancer’s “Do Something” Facebook app. We invite you to use the following posts as templates to spread the word to your members on Facebook and Twitter.

TWITTER

To stay up to date on what the UICC and Stand Up To Cancer are doing in support of World Cancer Day please ‘follow’ the following profiles:

UICC http://twitter.com/#!/UICC_community
Stand Up To Cancer http://twitter.com/#!/SU2C

For organisations who are proactively using twitter, we will be using #worldcancerday and ask that you use this hashtag as well for all relevant twitter posts.

SAMPLE TWEETS

• This World Cancer Day join us & pledge to DO SOMETHING to help prevent cancer. #WorldCancerDay (URL)

• Today let’s all come together and pledge DO SOMETHING to end the global cancer crisis. Make your pledge now! #WorldCancerDay (URL)

• Today is World Cancer Day. Stand up and DO SOMETHING to help end the global cancer crisis. What will you do? #WorldCancerDay (URL)

Example tweets relevant to the infographics.

• Did you know that cancer costs the world’s economy more than any other disease? Check this out [insert link] #worldcancerday

• Did you know that 1 in 3 cancer cases can be prevented. See how [insert link] #worldcancerday

• Did you know that cancer kills more people than HIV/AIDS, malaria and TB combined? Check this out [insert link] #worldcancerday

• Did you know that where you live matters when it comes to cancer? Take a look [insert link] #worldcancerday

• Did you know that 60% of breast cancer deaths occur in developing countries. More astonishing stats here: [insert link] #worldcancerday
To stay up to date on what the UICC and Stand Up To Cancer are doing in support of World Cancer Day please ‘like’ the following profiles:

- World Cancer Day: www.facebook.com/worldcancerday
- UICC: www.facebook.com/cancerfreeworld
- Stand Up To Cancer: www.facebook.com/su2c

**SAMPLE FACEBOOK POSTS**

- Did you know? 33% of cancer cases can be prevented. This World Cancer Day, DO SOMETHING. Tell the world what you will do to help decrease preventable deaths from cancer. (URL)

- What can you do to prevent cancer? A LOT. In honor of World Cancer Day make a pledge and tell the world what you will do to help decrease preventable deaths from cancer. (URL)

- Did you know? There are several things YOU can do to help prevent cancer. Pledge to DO SOMETHING on World Cancer Day to help create a world with less cancer. (URL)

**TOP TIP**

When inserting links into tweets, use a free link-shortening service such as bit.ly https://bitly.com
TEMPLATE WORLD CANCER DAY MATERIALS

World Cancer Day should be viewed as an opportunity to add the scale and momentum of coordinated global efforts to your local media, policy and advocacy efforts. UICC has developed a core set of materials to support you in developing your 2012 World Cancer Day campaign. However, there are a few important points to remember before adapting/preparing your local campaign:

- All media materials provided have been developed and approved by the UICC communications team. However, they will need to be translated and adapted according to your local standard operating procedures.
- All template materials currently include global-level statistics and spokespeople. Where appropriate, please localise your materials by using facts and figures from your own country, in addition to your own spokespeople; these will make your materials of more value to your local media.

EXTERNAL USE WORLD CANCER DAY MATERIALS

<table>
<thead>
<tr>
<th>World Cancer Day visualisations</th>
<th>Infographics which illustrate many aspects of the global cancer burden.</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘Do Something’ Facebook Application</td>
<td>Specially designed FB Application that lets individuals pledge to ‘do something’ to reduce preventable cancer deaths.</td>
</tr>
<tr>
<td>Map of events</td>
<td>An online interactive map showing what is going on where on and around World Cancer Day 2012.</td>
</tr>
<tr>
<td>World Cancer Day template Press Release</td>
<td>A template press release designed for your local adaptation for use, on and around World Cancer Day 2012.</td>
</tr>
<tr>
<td>World Cancer Day fact sheet and collateral</td>
<td>The fact sheet contains full details of the global World Cancer Day movement which are supplemented by logos, signature gathering resources, etc.</td>
</tr>
<tr>
<td>Advocacy toolkit</td>
<td>This kit will include how to write a letter to your health minister, supporting evidence sheets, new World Cancer Declaration icons, etc.</td>
</tr>
<tr>
<td>Life Before Death ‘How to Host a Screening’ toolkit</td>
<td>A guide to hosting your own screening of Life Before Death.</td>
</tr>
<tr>
<td>UN Political Declaration on NCDs backgrounder</td>
<td>Background on the UN Political Declaration on Non-Communicable Diseases.</td>
</tr>
<tr>
<td>Cancer impact and prevention backgrounder</td>
<td>Explains cancer, its many forms, signs and symptoms, details and defines the global burden of cancer, and touches on prevention and detection issues.</td>
</tr>
<tr>
<td>Prevention Area</td>
<td>An area of our World Cancer Day website dedicated to resources and best practices which support your prevention related activities.</td>
</tr>
</tbody>
</table>

To download these materials and more, you may access the following link: www.worldcancerday.org/dosomething
NEXT STEPS:

- Translate and ‘localise’ materials for your local use
- Share copies of the materials (printed or electronic) with friendly local media and other stakeholders
- Provide copies of the materials across all appropriate functions within your organisation (communications, marketing, advocacy, etc.)
- ‘Localise’ and issue the World Cancer Day press release within your local media market
- Host a World Cancer Day event or activity in your home country to highlight the local cancer burden and its contribution to the global cancer epidemic
- Update the World Cancer Day global event map - [www.worldcancerday.org/events-map](http://www.worldcancerday.org/events-map).

CONTACT US

If you would like more information or are interested in participating in any of these activities, please contact the UICC Communications Team at communication@uicc.org.

FEEDBACK YOUR SUCCESSES

We hope that you find both the guidance as well as the template materials contained and referenced within this toolkit to be useful.

Please do also keep myself and the rest of the UICC team up to date with your local plans and how things are going – we look forward to hearing about all your successes, particularly any media coverage of your World Cancer Day activities. Please email your updates through to our communications agency partners at UICC@toniclc.com.

REMEMBER, TOGETHER LET’S DO SOMETHING!
THANK YOU IN ADVANCE FOR YOUR SUPPORT OF WORLD CANCER DAY.

1. NCD Alliance. [www.ncdalliance.org/thesilentkiller](http://www.ncdalliance.org/thesilentkiller) (9 November 2011)
3. American Cancer Society, Livestrong, World Health Organization

UICC COMMUNICATIONS TEAM

communication@uicc.org

Melissa Isles
Communications Specialist
Email isles@uicc.org
Tel +41 22 809 18 33

Vanessa Von der Muhll
Head of Communications & Web
Email vondermuhll@uicc.org
Tel +41 22 809 18 11

Union for International Cancer Control • Union Internationale Contre le Cancer

62 route de Frontenex • 1207 Geneva • Switzerland
Tel. +41 (0)22 809 1811 • Fax +41 (0)22 809 1810 • info@uicc.org • www.uicc.org