

WORLD CANCER DAY 2016



**WE CAN.
I CAN.
ON 4 FEBRUARY**

CAMPAIGN TOOLKIT

WORLD Cancer DAY.ORG
#WorldCancerDay #WeCanI Can



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WORLD CANCER DAY 2016-2018:

A THREE YEAR CAMPAIGN FOR CONTINUED IMPACT

Taking place under the tagline **'We can. I can.'**, World Cancer Day 2016-2018 will explore how everyone – together or individually – can do their part to reduce the global burden of cancer.

Just as cancer affects everyone in different ways, everyone has the power to take action to reduce the impact of the disease on individuals, families and communities.

World Cancer Day is a chance to reflect on what you can do, to make a pledge and to take action. Whatever you choose to do, **'We can. I can.'** make a difference in the fight against cancer.

The 2016-2018 World Cancer Day campaign explores twenty actions that **'We can. I can.'** take to save lives, achieve greater equity in cancer care, and make fighting cancer a priority at the highest political levels.

We have put together some key facts and supporting evidence around each of these actions so that no matter who you are – a cancer survivor, a co-worker, a cancer organisation, a carer, a friend, an employer, or a student – information is at your fingertips to support and enable you in taking action.

WHO ARE WE?



Cancer control organisations • Networks with high-level spheres of influence • Groups of advocates • Healthcare providers • Professional bodies • Employers • Media • Businesses • Schools

WHO AM I?



Individuals • Advocates and agents of change in their own sphere of influence • Patients, their families, friends and carers • Healthcare professionals, team and organisational leaders • Educators



GO TO PAGE 6 TO DISCOVER THE CAMPAIGN KEY MESSAGES



WORLD CANCER DAY TRANSLATED

Arabic	اليوم العالمي للسرطان	Italian	Giornata mondiale contro il cancro
Bulgarian	световен ден за борба с рака	Japanese	世界対がんデー
Chinese	世界癌症日	Korean	년 세계 암의 날
Czech	Světový den proti rakovině	Nigerian (Igbo)	Ụbọchị Ncheta Ọrịa Mkpurụ Akụ
Danish	Verdens kræftdag	Norwegian	Verdens kreftdag
Dutch	Wereld Kanker Dag	Polish	Światowy Dzień Walki z Rakiem
English	World Cancer Day	Portuguese	Dia Mundial do Cancro
Finnish	Maailman syöpäpäivä	PRT (Brazilian)	Dia Mundial do Câncer
French	Journée mondiale contre le cancer	Romanian	Ziua Mondială de Luptă împotriva Cancerului
German	Welt Krebs Tag	Russian	Всемирный день борьбы против рака
Greek	ΠΑΓΚΟΣΜΙΑ ΗΜΕΡΑ ΚΑΤΑ ΤΟΥ ΚΑΡΚΙΝΟΥ	Spanish	Día Mundial contra el Cáncer
Hebrew	יום הסרטן הבינלאומי	Swedish	Världscancerdagen
Hindi	विश्व कॅन्सर दिवस	Thai	ในวัน มะเร็งโลก
Hungarian	Rákellenes Világnap	Turkish	Dünya Kanser Günü

BACKGROUND ON WORLD CANCER DAY

What is World Cancer Day

World Cancer Day takes place every year on **4 February** and unites the world under a single theme to highlight the on-going fight against cancer. **World Cancer Day aims to reduce the number of preventable deaths each year by raising cancer awareness amongst the general public and pressing governments to take further actions against the disease.**

The importance of World Cancer Day

The global cancer epidemic is huge and is set to rise. Currently 8.2 million people die from cancer worldwide every year, out of which 4 million are premature deaths (aged 30 to 69 years).

Urgent action needs to be taken to raise awareness about the disease and to develop practical strategies to address the cancer burden. Global disparities in access to prevention, treatment and palliative care are growing exponentially.

With the recent adoption of the UN Sustainable Development Goals (SDGs), we are entering a new era for global health. Now more than ever there is a need for a global commitment to help drive advancements in cancer and non-communicable diseases (NCDs), particularly in low- and middle-income countries (LMICs) who are tackling these epidemics with insufficient resources.

World Cancer Day is the ideal opportunity to spread the word and raise the profile of cancer in people's minds, in the world's media, and on the global health and development agenda.

Who is behind World Cancer Day

World Cancer Day is an initiative by the Union for International Cancer Control (UICC). UICC is the leading international non-governmental organisation that *unites the cancer community to reduce the global cancer burden, to promote greater equity, and to integrate cancer control into the world health and development agenda.*

Founded in 1933 and based in Geneva, UICC and its growing membership of over 900 organisations across 155 countries, features the world's major cancer societies, ministries of health, research institutes, treatment centres and patient groups. Additionally, the organisation is a founding member of the NCD Alliance, a global civil society network that now represents almost 2,000 organisations in 170 countries.

"World Cancer Day is important for the Sección Independiente de Control del Cáncer in Cuba because it enables us to share experiences to take actions to control cancer and strengthen the fight against this global epidemic. Also, it is a unique opportunity to promote and mobilise solutions that help achieve a paradigm shift from the disease, that is, turning cancer into a controlled chronic disease at any level: individual, community and government. Celebrating World Cancer Day in our country offers the opportunity to demonstrate control strategies in each territory and identify the best ways to disseminate and accelerate promotion and education, with the aim of promoting healthy behaviours and lifestyles to ensure that fewer people get cancer."

Walkiria Bermejo Bencomo - Sección Independiente de Control del Cáncer, Cuba

WORLD CANCER DAY 2016

CAMPAIGN KEY MESSAGES

To achieve the objectives of the 'We Can. I Can.' campaign it is essential that we all use one voice when we speak or write about World Cancer Day.

The following World Cancer Day messaging suggestions are provided for your use and adaptation. Please feel free to use them as a part of your communications. Our goal is to spread these messages as widely as possible on World Cancer Day.



PLEASE SEE THE WORLD CANCER DAY **FACT SHEETS** FOR ALL SUPPORTING REFERENCES TO THE FACTS AND FIGURES LISTED IN THIS TOOLKIT





INSPIRE ACTION, TAKE ACTION

The first step in driving progress around cancer is to push for actions that we know will improve survival rates and give cancer patients a better quality of life.

By working together around common targets and each using our spheres of influence, we can unite in driving governments to take decisive action around cancer, commit adequate resources and embed cancer and other NCDs within broader development planning processes.

We can all call on governments to step up their response to cancer by pushing for actions that we know will reduce premature deaths, and improve quality of life and cancer survival rates.



PREVENT CANCER

Changes in the way we live mean that more and more people around the world are exposed to cancer risk factors like smoking, poor diet, and sedentary lifestyles. Educating and informing individuals and communities about the links between lifestyle and cancer risk is the first step in effective cancer prevention.

Equipping individuals and communities with appropriate and adequate knowledge of the links between lifestyle and cancer can empower people to adopt healthy choices. Individuals and communities need to be informed that more than one third of cancers can be prevented by adopting healthy behaviours.



CHALLENGE PERCEPTIONS

In many cultures and societies cancer remains a taboo subject. People living with cancer are often subject to stigma and discrimination that may stop them admitting they have cancer and from seeking care and support. Even within communities where cancer is discussed openly, people affected by cancer can sometimes be discriminated against and feel isolated from friends and peers.

Governments, communities, schools, employers and media can all challenge perceptions of cancer and dispel damaging myths and misconceptions so that everyone is empowered to access accurate cancer information and quality cancer prevention and care.



CREATE HEALTHY ENVIRONMENTS

Schools and workplaces have important roles to play in preventing cancer. Both can foster a culture of health by providing nutritional meals and time for recreation and sport, and putting practical food and physical education on the school curriculum.

Schools and workplaces can be encouraged to implement measures that will motivate and sustain healthy habits throughout a person's everyday life.



IMPROVE ACCESS TO CANCER CARE

Closing the gap in access to affordable quality cancer care is imperative for maximising treatment outcomes and quality of life for all people living with cancer, including children and adolescents. Of equal importance is to address affordability of care to protect individuals and families from financial hardship as a consequence of out-of-pocket expenses.

We can advocate for improved access to cancer treatment and services across the care continuum. All people have the right to benefit from these interventions on equal terms, regardless of geography and without suffering economic hardship as a consequence.



BUILD A QUALITY CANCER WORKFORCE

Inadequate education of healthcare providers is one of the most pervasive and urgent obstacles to address in delivering quality cancer care. Investment in continuing professional development (CPD) to equip healthcare workers with the appropriate tools and knowledge to deliver best practice services across the cancer care continuum is vital.

The cancer workforce can be equipped with the skills, knowledge and competencies required to meet the needs of individuals and communities across the cancer continuum.



MAKE THE CASE FOR INVESTING IN CANCER CONTROL

The economic case for investment is becoming a vital piece of the jigsaw to change mindsets around the value of investing in cancer prevention and control.

There is already a compelling argument for investing in prevention of cancer rather than dealing with the consequences.

Building the economic case for investment in cancer can change mindsets and allow governments to justify placing cancer control at the heart of their national health plans.



MOBILISE OUR NETWORKS TO DRIVE PROGRESS

Identifying and mobilising networks is essential to support efforts to reduce the global cancer burden. Through this we can strengthen advocacy efforts and build capacity through education and training. Building networks of experts can also provide a platform to share knowledge and experiences.

The global cancer community can mobilise their networks to reduce the global cancer burden, promote greater equity, and to better integrate cancer control into the world health and development agenda.



WORK TOGETHER FOR INCREASED IMPACT

The global cancer burden can be reduced through partnerships between governments, civil society and the private sector, that leverage complementary skills, competencies and spheres of influence to accelerate progress on shared goals and aspirations.

By joining forces, civil society organisations, cancer patient advocacy groups and other stakeholders can bolster their advocacy efforts around common issues by creating a united voice for positive change.

Working in partnership around proven solutions for cancer can achieve global impact by strengthening advocacy and building capacity around common goals.



SHAPE POLICY CHANGE

Laws and other regulatory measures can be used effectively to reduce exposure to cancer risks including to tobacco, alcohol, and unhealthy foods, as well as environmental factors. Effective national policies can also improve access to essential cancer medicines, including pain relief, and deliver quality cancer care.

Patients, families, healthcare providers and civil society now need to continue to advocate to governments for the implementation of policies and programmes at the national level that translate these commitments into actions.

Effective advocacy for policy change at all levels - local, national, and global - can reduce exposure to cancer risk factors and improve access and availability of essential cancer medicines and quality cancer care.

“Now, more than ever there is a need for a global commitment to drive policy and implementation of what we already know to push the global fight against cancer to a whole new level. Action taken by every person, organisation, and government can and will reduce the burden of cancer. World Cancer Day is the opportunity to reinforce the message that ‘we can’, as a collective, or ‘I can’ as an individual, take action to help prevent and fight this disease.”

Tezer Kutluk, UICC President - Turkish Association for Cancer Research and Control (TACRC), Turkey

I CAN



MAKE HEALTHY LIFESTYLE CHOICES

Everyone can take steps to reduce their risk of cancer by choosing healthy options including quitting smoking, keeping physically active and choosing healthy food and drinks.

Reducing exposure to ultraviolet (UV) radiation from the sun and other sources, such as solariums, is also important to reduce the risk of many skin cancers.

Everyone can make healthy lifestyle choices to reduce their risk of cancer.



UNDERSTAND THAT EARLY DETECTION SAVES LIVES

Diagnosing cancer isn't always easy – not all cancers show early signs and symptoms and other warning signs can appear quite late when the cancer is advanced. However, increasing awareness of signs and symptoms and the importance of timely treatment has been shown to improve survival from cancer. This is because finding cancer early almost always makes it easier to treat or even cure.

Healthcare professionals and individuals can be informed of the value of early detection and the importance of seeking care to improve cancer survival.

“UICC members are best placed to harness platforms like World Cancer Day to reach the public and amplify the campaign messages. We can lead by example to mobilise action and inspire change, ensuring that individuals then follow suit and put their hand up to say: I CAN.”

**Marc Keller, Director of International Dept.
– The French League against Cancer, France**



ASK FOR SUPPORT

Maintaining social support networks and talking about cancer can be important strategies for coping with the social and emotional impacts of cancer, both in the short and long term. This is true for both the person living with cancer and their support networks. Support can come from many sources – partners, friends, family, colleagues, healthcare professionals and counsellors – with some people choosing to join self-help or support groups.

People living with cancer and their caregivers can ask for support to help them cope with cancer.



SUPPORT OTHERS

Support from friends, families, employers and colleagues can help a person living with cancer better adjust to the changes cancer brings and can help to improve their quality of life. For some people, support may be needed over many years after the initial diagnosis as they continue to live with the physical and emotional impacts of cancer even when treatment is finished.

Giving hope and support to someone living with cancer can make a big difference to their lives.



TAKE CONTROL OF MY CANCER JOURNEY

Cancer patients and families should be empowered to have a greater degree of control over the choices that influence their health and wellbeing and preserve their dignity at all stages throughout the cancer journey.

People living with cancer can take control of their cancer journey by being empowered to be active participants in decisions about their care, having their choices respected and their needs met.



LOVE, AND BE LOVED

For many, one of the longest lasting, and most devastating consequences of a cancer diagnosis is the impact on sexual health and wellbeing.

People living with cancer can seek assistance from health professionals and cancer support services to adjust to the changes in sexual function and improve sexual intimacy. This can reduce distress and improve their own quality of life and that of their partners.



SHARE MY STORY

Cancer survivors can give hope to those newly diagnosed with cancer. By sharing their experiences, people living with cancer can play an important role in increasing knowledge about cancer prevention and the importance of early detection. Importantly, they can also reduce fear around the challenges of returning to everyday life after cancer.

By sharing stories, cancer survivors can give hope and support to others affected by the disease.



BE MYSELF

The physical effects associated with some cancer treatments, such as hair loss, weight gain and other issues of body image can diminish a person's quality of life and also result in stigma and discrimination.

For some cancer patients, managing their physical appearance and addressing issues of body image can be a way of regaining control and preserving a degree of normality.

With the right support, people living with cancer can feel like themselves again.



SPEAK OUT

The participation of cancer patients and their families in decision-making around cancer policies and programmes can foster a holistic approach to cancer care. Individuals can be part of the conversation through engaging in public campaigns, communicating with decision-makers, and joining with consumer support groups to ensure the patient perspective is heard. In this way, cancer patients and their families can inspire change by helping to define the issues that matter to them and advocate for measures to address these.

By being part of the conversation about cancer, individuals can be powerful agents of influence and change for all people affected by cancer.



RETURN TO WORK

Although returning to work after cancer treatment can be challenging for many people, managing a smooth transition back into the workplace can be a significant achievement both from a personal and a practical standpoint. A job can restore normality, routine, stability, social contact and income.

It is also important for people with cancer who want to return to work to understand their rights.

With the right support, people living with cancer can return to work successfully.

"Cancer is a disease without borders. It affects millions of people around the world every day which is why World Cancer Day is so important. By uniting on this day, we want to raise awareness of the disease and what we need to do to reduce its devastating impact. Our ambition is to see more people survive cancer than ever before and World Cancer Day is an ideal platform to highlight the fact that together we can make this happen."

Harpal Kumar, CEO and Chairman of the Executive Board - Cancer Research UK

GENERAL CANCER MESSAGES

- It is a disease that knows no boundaries and has, or will, affect us all either directly or indirectly during our lifetime.
- Actions taken by every person, organisation and government will help to reduce the burden of cancer to achieve the goal of a 25% reduction in premature deaths from NCDs by 2025.
- World Cancer Day represents an opportunity for UICC, its members and the public to join a global movement of targeted, locally relevant and achievable actions which will reduce the burden of cancer.
- Cancer is a leading cause of death worldwide, responsible for 8.2 million deaths per year. However we know that more than one third of these deaths are preventable, and if detected early enough, many cancers are curable.
- Until cancer awareness is improved globally and actions are taken to prevent and treat the disease, millions of people around the world will die unnecessarily every year.
- We must act now because the global cancer epidemic is huge and set to rise. It is predicted to increase to 19.3 million cases per year in 2025, from 14.1 million in 2012.

UICC-FOCUSED KEY MESSAGES

- UICC unites the cancer community to reduce the global cancer burden, to promote greater equity, and to integrate cancer control into the world health and development agenda.
- UICC is the leading international non-governmental organisation dedicated to the prevention and control of cancer worldwide.
- UICC is the largest cancer-fighting organisation of its kind, with over 900 member organisations across 155 countries representing the world's major cancer societies, ministries of health, research institutes, treatment centres, and patient groups.
- UICC is dedicated to continue working with world leaders to increase their support for cancer control measures and hold them accountable for the cancer commitments made in the UN Global Action Plan on NCDs.
- UICC uses World Cancer Day to advocate for:
 - Developing targets and indicators to measure the implementation of policies and approaches to prevent and control cancer
 - Raising the priority accorded to cancer in the global health and development agenda
 - Promoting a global response to cancer.



CAMPAIGN MATERIALS

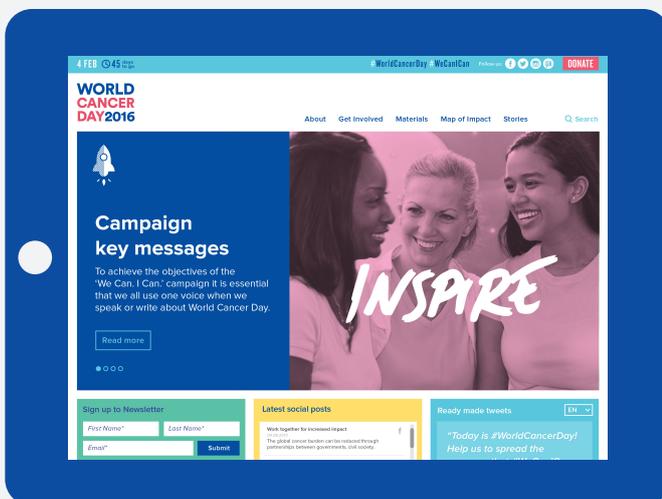
World Cancer Day should be viewed as an opportunity to coordinate global, national and local efforts in the fight against cancer.

A core set of materials have been developed to support you in developing your own World Cancer Day campaign and provide guidance in adapting the messaging to meet your needs.

- The materials provided have been developed and approved by the UICC Communications Team, however, they should be translated and adapted according to your local standard operating procedures.
- Template materials currently include global statistics and spokesperson quotes. Where appropriate, please localise your materials by using facts and figures from your own country, in addition to your own spokesperson; these will make your materials more relevant to local media.



WORLD CANCER DAY WEBSITE - WORLDCANCERDAY.ORG



MAP OF IMPACT

An online interactive map showing what and where activities are taking place, on and around World Cancer Day.



WALL OF SUPPORT

The Wall of Support is a great tool featuring every WCD-related picture posted on social media platforms using the hashtags #WorldCancerDay AND #WeCanICan.



POSTER

The 2016 campaign poster is available in 29 languages. Please contact us to add further translations at info@worldcancerday.org

www.worldcancerday.org/materials



ECARDS/POSTCARDS

Help raise awareness about World Cancer Day and show that 'We Can. I Can.' do something by sending these eCards to your colleagues, friends, family, and politicians.

www.worldcancerday.org/materials



FACT SHEETS

The fact sheets provide a general overview of the key issues and areas of focus that are highlighted in the 2016 campaign. They include facts and figures and outline important advocacy messages. A supporting reference list is also available for each one of the key messages to give a more detailed look at the issues addressed.

www.worldcancerday.org/materials



TEMPLATE PRESS RELEASE

A template press release designed for local adaptation and use on and around World Cancer Day 2016 (under embargo), will be available in English, French, Spanish, and other languages in January 2016.

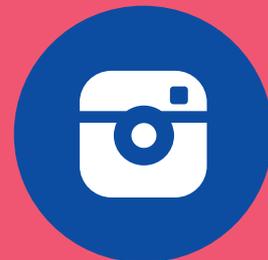
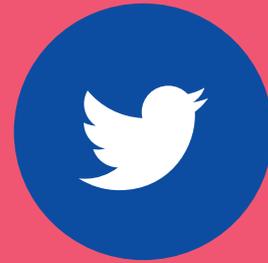




SOCIAL MEDIA GUIDE

WE HAVE COMPILED ALL OF THE KEY INFORMATION TO HELP YOU INCREASE WORLD CANCER DAY'S PRESENCE ON SOCIAL MEDIA.

For increased impact, your social media campaign should be integrated in your communications strategy and aligned with your offline activities. We also recommend the development and use of a content calendar to help you plan all key activities before, during and after your event.



TOP TIP

When inserting links into tweets and Facebook posts, use a free link-shortening service such as **bitly.com**.

e.g. **bit.ly/WCD2016**
= **www.worldcancerday.org**

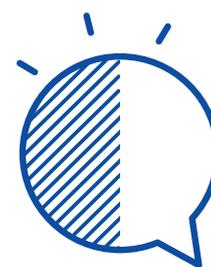


Twitter

Use Twitter to be part of the conversation leading up to, and on World Cancer Day.

Topic hashtags:

#25by25 #BeHealthy #BreastCancer #Cancer #CancerAdvocacy #CancerAwareness #CancerBurden #Cancers #CancerCare #CancerControl #CancerDivide #CancerInformation #CancerMyths #CancerPatients #CancerPrevention #CancerRisk #CancerSurvivors #CancerTreatment #CapacityBuilding #CervicalCancer #DebunkCancerMyths #EarlyDetection #EssentialMedicines #FightingCancerTogether #Health #HealthForAll #HealthyLifestyle #HealthyLiving #HPV #NCDs #NCDmomentum #NotBeyondUs #NoTobacco #PainRelief #Prevention #Post2015 #QualityOfLife #RiskFactors #SDGs #SocialJustice #StopSmoking #SupportOthers #TIL #TreatmentForAll #UHC #WeCanICan #WomensCancers #WorldCancerDay #WorkplaceWellness



Twitter handle:
@UICC

Official hashtags:
#WorldCancerDay
#WeCanICan

#WorldCancerDay translated:

Arabic	#اليومالعالمي للسرطان	Italian	#Giornatamondialecontroilcancro
Bulgarian	#световендензаборбасрака	Japanese	#世界対がんデー
Chinese	#世界癌症日	Korean	#년세계암의날
Czech	#Světovýdenprotirakovině	Nigerian (Igbo)	#UbochiNchetaOrjaMkpuruAku
Danish	#Verdenskræftdag	Norwegian	#Verdenskreftdag
Dutch	#WereldKankerDag	Polish	#SwiatowyDzienWalkizRakiem
English	#WorldCancerDay	Portuguese	#DiaMundialdoCancro
Finnish	#Maailmansyöpäpäivä	PTG (Brazilian)	#DiaMundialDoCâncer
French	#JournéeMondialeContreLeCancer	Romanian	#ZiuaMondialădeLuptăîmpotrivaCancerului
German	#WeltKrebsTag	Russian	#Всемирныйденьборьбыпротиврака
Greek	#ΠΑΓΚΟΣΜΙΑΗΜΕΡΑΚΑΤΑΤΟΥΚΑΡΚΙΝΟΥ	Spanish	#DiaMundialcontraelCancer
Hebrew	#יוםהסרטןהבינלאומי	Swedish	#Världscancerdagen
Hindi	# विश्व कैंसर दिवस	Thai	#ในวันมะเร็งโลก
Hungarian	#RákellenesVilágnap	Turkish	#DunyaKanserGünü

HELP US TO SPREAD THE MESSAGE ON TWITTER!



UICC @UICC

Feb 4

Today is **#WorldCancerDay!** Help us to spread the message that **#WeCanICan** take action to help prevent & fight **#cancer**:
<http://bit.ly/WCD2016>



GENERIC TWEETS:

- Today is **#WorldCancerDay!** Help us to spread the message that **#WeCanICan** take action to help prevent & fight **#cancer**: bit.ly/WCD2016
- 4 February is **#WorldCancerDay!** Help us spread the message that **#WeCanICan** do something to fight **#cancer**: bit.ly/WCD2016
- Join the global effort on **#WorldCancerDay** to raise **#cancer** awareness and press everyone across the world to take action! **#WeCanICan**
- On **#WorldCancerDay** help raise awareness that there's much that can be done to fight **#cancer** at an individual & collective level **#WeCanICan**

"The growing burden of cancer around the world is one we must all face together. We've seen remarkable progress in the U.S. and as a leader in the global effort, the American Cancer Society is sharing our knowledge globally about preventing and treating cancer to help save more lives. On this World Cancer Day, we can make a difference for millions of people everywhere by committing to actions that will reduce the global threat of the disease."

Gary Reedy, CEO – American Cancer Society, United States



KEY MESSAGES TWEETS:

WE CAN



Inspire action, take action

- #WorldCancerDay: #WeCanICan take action that will help improve #cancer survival rates and give #CancerPatients a better quality of life.
- #WeCanICan take action that will improve survival rates & give #CancerPatients a better #LifeQuality bit.ly/WCD2016 #WorldCancerDay
- #WeCanICan call on governments to push for actions that will reduce premature deaths & improve #cancer survival rates. #WorldCancerDay

Prevent cancer

- #WorldCancerDay: We can prevent #cancer by empowering people to make #HealthyLifestyle choices. More info bit.ly/WCD2016 #WeCanICan
- #WeCanICan prevent #cancer by educating individuals & communities about the links between lifestyle and #CancerRiskFactors. #WorldCancerDay
- More than 1/3 of #cancers are preventable through adopting #healthy behaviours. More info bit.ly/WCD2016 #WorldCancerDay #WeCanICan

Challenge perceptions

- Govts, communities, schools, employers & media can challenge perceptions about #cancer and debunk #CancerMyths. #WorldCancerDay #WeCanICan
- #WeCanICan challenge perceptions to empower individuals to access info on #cancer & quality #CancerPrevention & care. #WorldCancerDay
- #WeCanICan challenge perceptions & dispel damaging #cancer myths & misconceptions bit.ly/WCD2016 #WorldCancerDay #DebunkCancerMyths

Create healthy environments

- The conditions in which people live & work influence their capacity to lead #healthy lives. #WorldCancerDay #WeCanICan #WorkplaceWellness
- Schools and workplaces can create #healthy environments to prevent #cancer: bit.ly/WCD2016 #WorldCancerDay #WeCanICan #HealthLife

- Schools can implement measures that will motivate & sustain healthy habits throughout a child's everyday life. #WorldCancerDay #WeCanICan
- Workplaces can implement measures that will motivate & sustain healthy habits throughout a person's everyday life #WorldCancerDay #WeCanICan

Improve access to cancer care

- #WorldCancerDay: We can improve access to #CancerCare to maximise outcomes & quality of life for all people living with #cancer. #WeCanICan
- #WeCanICan advocate for improved access to #CancerTreatment & services across the care continuum: bit.ly/WCD2016 #WorldCancerDay

Build a quality cancer workforce

- We can build a quality #cancer workforce to deliver quality #CancerCare across the world bit.ly/WCD2016 #WorldCancerDay #WeCanICan
- We can invest in #CapacityBuilding initiatives to equip the #cancer workforce with suitable tools & knowledge. #WorldCancerDay #WeCanICan

Mobilise our networks to drive progress

- We can mobilise our networks to drive progress & support efforts to reduce the global #cancer burden. #WorldCancerDay #WeCanICan
- We can mobilise our networks to support efforts to reduce the global #cancer burden: bit.ly/WCD2016 #WorldCancerDay #WeCanICan

Shape policy change

- #WorldCancerDay: We can shape policy change to reduce exposure to #cancer #RiskFactors & improve access to quality #CancerCare. #WeCanICan
- #WorldCancerDay: We can shape policy change to improve access to #cancer #EssentialMedicines including #PainRelief treatments. #WeCanICan
- We can shape policy change to help prevent and fight #cancer: bit.ly/WCD2016 #WorldCancerDay #WeCanICan #CancerAdvocacy

Make the case for investing in cancer control

- Investing in #CancerPrevention and #CancerControl is cheaper than dealing with the consequences. #WorldCancerDay #WeCanICan
- #WorldCancerDay: We can make the case for investing in #CancerControl and #CancerPrevention. More info: bit.ly/WCD2016 #WeCanICan
- #WorldCancerDay: We can make the case to change mindsets around the value of investing in #CancerControl. bit.ly/WCD2016 #WeCanICan

Work together for increased impact

- We can work together for increased impact & reduce the global #CancerBurden bit.ly/WCD2016 #WorldCancerDay #WeCanICan #Partnerships
- #WorldCancerDay: We can work together to achieve global impact by strengthening advocacy & building capacity around common goals. #WeCanICan
- We can work together and create a united voice for positive change in #CancerControl & #CancerPrevention. #WorldCancerDay #WeCanICan



KEY MESSAGES TWEETS:

I CAN



Make healthy lifestyle choices

- #WorldCancerDay: I can make #HealthyLifestyle choices to reduce my #CancerRisks: #QuitSmoking #BeActive #HealthyFood. #WeCanICan
- I support #WorldCancerDay, I can make #HealthyLifestyle choices to reduce my #CancerRisks. More info: bit.ly/WCD2016 #WeCanICan
- Everyone can make #HealthyLifestyle choices to reduce their #CancerRisks. Help to spread the message on #WorldCancerDay! #WeCanICan

Understand that early detection saves lives

- I can understand that recognising #CancerSigns & symptoms and #EarlyDetection save lives: bit.ly/WCD2016 #WorldCancerDay #WeCanICan
- #Healthcare professionals & individuals can be informed of #EarlyDetection's value to improve #cancer survivals. #WorldCancerDay #WeCanICan
- I understand that #EarlyDetection and timely #CancerTreatment are crucial to increase #cancer survival rates. #WorldCancerDay #WeCanICan

Ask for support

- I can ask for support & talk about #cancer to cope with its social & emotional impacts: bit.ly/WCD2016 #WorldCancerDay #WeCanICan
- People living with #cancer & their caregivers can ask for support to help them cope with the disease. #WorldCancerDay #WeCanICan
- #CancerPatients & their carers can ask for support to help cope with the social impact of #cancer. #WorldCancerDay #WeCanICan
- #CancerPatients & their carers can talk about #cancer to help cope with its emotional impact. #WorldCancerDay #WeCanICan

Support

- Giving hope and support to someone living with #cancer can have a big impact on their quality of life. #WorldCancerDay #WeCanICan
- #WeCanICan give hope & support to people living with #cancer. More info here: bit.ly/WCD2016 #WorldCancerDay

Take control of my cancer journey

- #CancerPatients should be empowered to have greater control on their #cancer journey: bit.ly/WCD2016 #WorldCancerDay #WeCanICan
- #WorldCancerDay: I can take control of my #cancer journey. #CancerPatients should be empowered to make decisions. #WeCanICan

Love, and be loved

- #CancerPatients can seek assistance to adjust to sexual changes & improve sexual intimacy bit.ly/WCD2016 #WorldCancerDay #WeCanICan
- #WeCanICan love & be loved. #CancerPatients can seek assistance to cope w/the impact of #cancer on #SexualHealth & wellbeing #WorldCancerDay

Be myself

- I can be myself. With the right support, #CancerPatients can feel like themselves again: bit.ly/WCD2016 #WeCanICan #WorldCancerDay

Return to work

- #WorldCancerDay: I can return to work. With the right support, people living with #cancer can return to work successfully. #WeCanICan
- With the right support, people living with #cancer can return to work successfully: bit.ly/WCD2016 #WorldCancerDay #WeCanICan

Share my story

- #WorldCancerDay: I can #ShareMyStory. #CancerSurvivors can give hope to those newly diagnosed w/ #cancer. bit.ly/WCD2016 #WeCanICan
- By sharing stories, #CancerSurvivors can give hope & support to others affected by cancer bit.ly/WCD2016 #WorldCancerDay #WeCanICan
- By sharing their story, #CancerPatients can play a key role in increasing knowledge about #CancerPrevention. #WorldCancerDay #WeCanICan
- By sharing their story, #CancerPatients can play a key role in increasing awareness of #EarlyDetection's value. #WorldCancerDay #WeCanICan

Speak out

- #WorldCancerDay: I can speak out & take part in the #cancer conversation to push for changes. More info: bit.ly/WCD2016 #WeCanICan
- #CancerPatients and their families can speak out and inspire change for all people affected by #cancer. #WorldCancerDay #WeCanICan

TWITTER GLOSSARY

Tweet	A 140-character message posted via Twitter
@username	A Twitter handle is how you're identified on Twitter (eg @UICC or @NCDA)
@	The @ sign is used to mention / identify other users in a tweet
#	A hashtag is used to highlight keywords or topics (eg #WorldCancerDay)
Link	A hyperlink to an online information source
Follow / follower	To follow someone on Twitter is to subscribe to his or her tweets
Reply	A tweet beginning with the @ sign and posted in reply to another user's tweet
Retweet (or RT):	A tweet that you forward to your followers. Often used to pass along news or other valuable discoveries on Twitter
Favorite	A tweet marked with the star icon to indicate that you liked this specific tweet
Modified Tweet (or MT)	When a user manually retweets and modifies a message to lose characters in order to make room for a comment



NINE TIPS FOR USING TWITTER FOR YOUR WORLD CANCER DAY EVENTS



1. Use a Twitter-friendly tone

Strive for an approachable communication style that is authentic and friendly without being overly formal. Remember that your followers track you because of who you are and what you say. Try to relate what you hear during an event to your own knowledge and experience, by sharing your reactions and opinions openly.



2. Be their ears and eyes

For every person physically present during an event, there are probably hundreds (if not thousands) of 'virtual participants' watching from afar, many wishing they could have had the same opportunity to be there. Try to stay conscious of what your followers and other virtual participants might be most interested to read, see or find out about – and not only what you want to tell them.



3. Use the event #hashtag(s)

The more people who use the same hashtag(s), the more likely they are to connect with one another and share thoughts and ideas. Furthermore, hashtags help users to follow the discussion: When you click on a hashtag, you'll see other tweets containing the same keyword or topic. Find out the official #hashtag the organisers have chosen for the event and use it – consistently.



4. Be original

Your tweets will be valued most by your followers if they include something they could not easily obtain or find out elsewhere (e.g. your opinion; a useful link to an interesting site or article; visual element; a relevant hashtag; another user's username). Don't hit the retweet button without including your own view or added value, and avoid posting overused rhetoric about an issue. Stay fresh.



5. No time like the present

Twitter is about real-time information: Tweet about what's happening in the present. It is hard to find the time when you are taking part in an event, but commenting and responding in real time to others' posts adds real depth and value to discussion. Use a tweet scheduling tool (e.g. Hootsuite, TweetDeck) to save time by proactively scheduling tweets that can be before the event.



6. Quote of the day

If you must tweet direct quotes, listen out for particularly incisive or original comments, and quote them for what they say, not who said them. Insert the speaker's Twitter handle in your tweet. Avoid repeating what the high profile speakers say, they'll be tweeted and reported by everyone.



7. A picture is worth a thousand words

Visuals are the most well liked and likely to be shared type of content on social media. Use the same rules for photos and videos as you do for text content: Add value for your followers and give them something they cannot get elsewhere (e.g. photos of a presentation, conclusion slides, the cover of a newly released publication). Avoid photos of meeting rooms and high-profile speakers.



8. Be a Twitter advocate

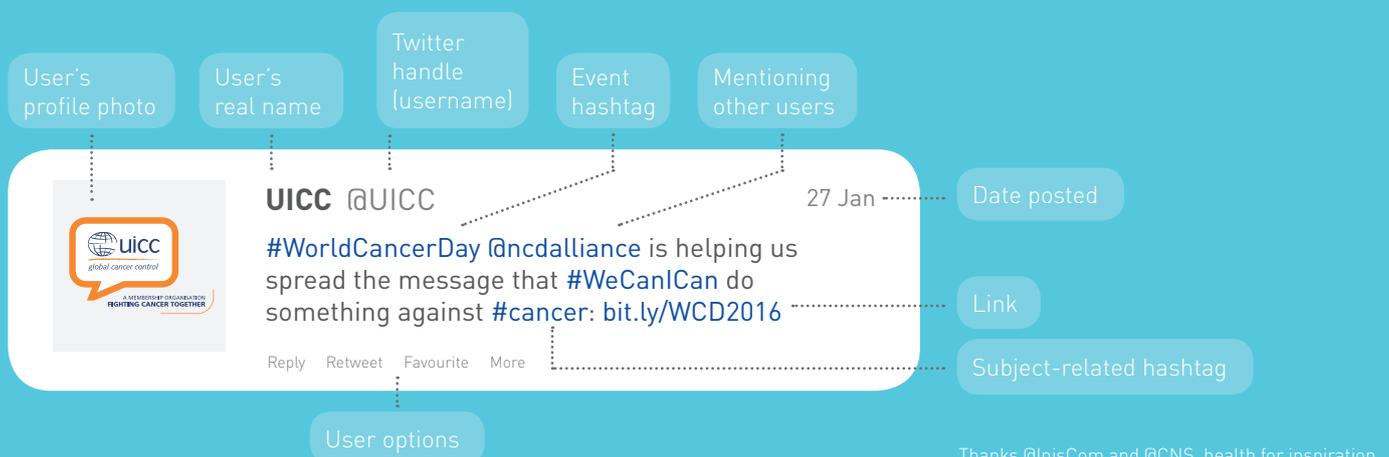
Remind other delegates that they can also tweet from the event. If someone tells you something interesting or important, encourage them to tweet about it. If they are not Twitter users, take a few minutes to tell them why they would benefit if they were. Encourage them to sign up and follow you!



9. Engage your online community

Twitter is a great tool to engage and interact with your online community: Use Twitter handles to mention other users in your tweets, interact with other users by replying to their tweets and encourage users to express their opinion by asking questions. Twitter is a social network, so be social.

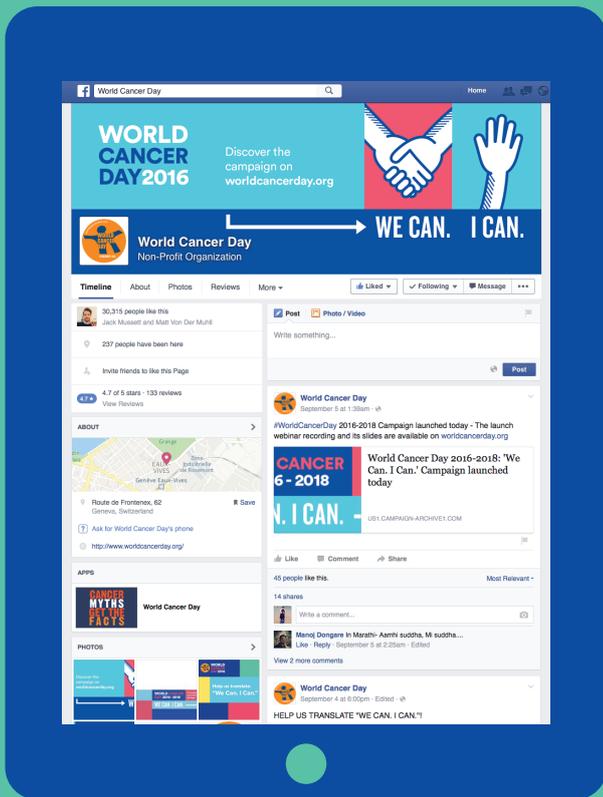
ANATOMY OF A TWEET





Facebook

To receive World Cancer Day's latest news and updates, please 'like' the official Facebook page.



FACEBOOK PROFILE PICTURE

Update your Facebook profile picture with your World Cancer Day 'Talking hands' photo.

FACEBOOK COVER PAGE

Alternatively or in addition to the World Cancer Day Facebook posts and profile picture, you may also want to use the 'World Cancer Day cover page image', which can be downloaded at the following link and added to your Facebook page.

www.worldcancerday.org/materials



TIPS FOR WORLD CANCER DAY FACEBOOK POSTS



1. Offer value

Users 'like' your page to get news and updates on your organisation in an informal way. As on Twitter, be original and offer an added value to your audience (e.g. exclusive information, behind-the-scene photos, infographics, etc.).



2. Straight to the point

Avoid lengthy posts, keep them short and sweet (generally between 100-200 characters) in order to catch your audience's attention and encourage them to share the news.



3. Create a two-way conversation

Facebook is about interacting and social networking so encourage your audience to share their thoughts and feedback (e.g. on your event). Asking questions is also a good way to get your audience involved with WCD, your event or your organisation.



4. Be timely

As on Twitter, your audience will be more likely to engage with posts when they're related to real-time information so be prepared to be active on Facebook on WCD. Also try to respond quickly to comments on your posts to let your likers know you're listening to them.



5. Use engaging photos and videos

Entertaining media, such as photos, videos and infographics, get more attention and are more likely to be shared by your audience.



6. Drive website traffic

Include links in your posts to drive people to your website. Customise the thumbnail by choosing compelling imagery that will blend into the news feed experience.



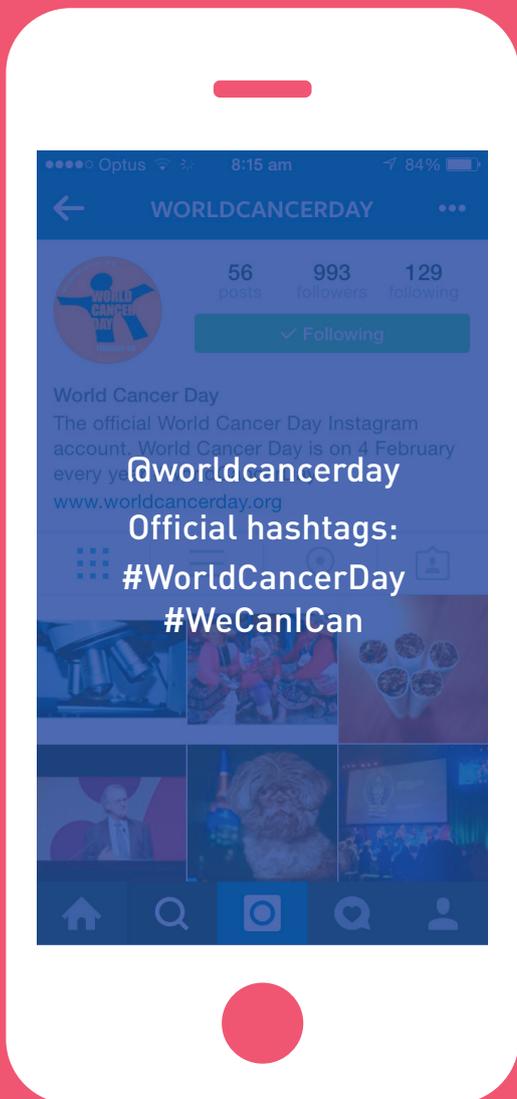
7. Schedule your posts

To better manage your time, you can schedule your posts in advance by simply selecting it on the lower right-hand corner of your page's sharing tool.



Instagram

Follow us on Instagram and tag us in your own World Cancer Day related photos!



BE 'HUMAN' WITH INSTAGRAM

Instagram is the perfect tool to show the human face and personality of your organisation, engage your audience as well as feature the individuals involved in your event.



1. Go behind the scenes

Instagram users look for authenticity, transparency and exclusivity. Offer them a glimpse into your organisation's daily life and behind-the-scenes experiences not revealed on your other social accounts (e.g. the event's preparation, backstage, etc.). Give your audience a better insight into your organisation.



2. Feature people

Instagram is a great place to engage in storytelling by featuring people involved in your event (e.g. organisers, volunteers, public, etc.), they will enjoy the recognition and it will reinforce their involvement.



3. Create engagement with a contest

It's easy to create a photo contest on Instagram: Ask users to post a photo using a particular hashtag (e.g. #WeCanICan, #NoHairSelfie), then invite other users to vote for their favourite pictures (e.g. by 'regramming' it) and feature the winner's photo on your website for example. A contest will raise your event's visibility on social platforms; even more if you cross promote it.



4. Cross promote Instagram

Don't forget to cross promote your Instagram activities on your other social platforms such as Twitter and Facebook. Put an Instagram icon on your website and invite visitors to follow you.



DON'T FORGET TO ADD THE OFFICIAL HASHTAGS!

#WorldCancerDay
#WeCanICan

SOCIAL MEDIA CAMPAIGN

Support World Cancer Day on social media for increased impact and visibility.



TALKING HANDS

Using social media to share 'We can. I can.' key messages, the **'Talking Hands'** campaign - **officially launched on 4 January 2016** - is a fun and easy way to get involved in World Cancer Day and show your support.

How does it work?



1

Write a supportive WCD message on your hand using the **'We can. I can.'** theme.



2

Take a picture of your hand featuring the message.



3

Share the picture on your social accounts using both the hashtags **#WorldCancerDay** and **#WeCanICan**.



4

Visit **worldcancerday.org** to see your picture featured on the Wall of Support.

Be as creative as you like! Individuals, groups of friends, co-workers, companies, etc.: everyone is invited to join the WCD 'Talking Hands' social media campaign and show that 'We Can' as a collective, or 'I Can' as an individual, take action to help raise awareness and join the fight against cancer.

Alternatives to writing on your hands are either using all kinds of mediums (e.g. piece of paper, post-it, notebook, blackboard, writing in sand, printing on a t-shirt, computer/mobile screen, etc.) or using the special A4 document containing a patchwork of the WCD visual elements that you can find here: www.worldcancerday.org/materials

Please use products that can be used on skin eg body paint, makeup. Please note that ballpoint pens or other water-based ink pens can be safely used, but make sure to avoid using permanent markers. For more information: thewannabescientist.com/is-writing-on-your-skin-bad-for-your-health/



Tweet about it

Help promote the campaign and get others involved by using the following ready-made tweets:

*Join the **#WorldCancerDay** **#TalkingHands** campaign to spread the word that **#WeCanICan** help prevent and fight **#cancer!** [upload your picture or insert link to www.worldcancerday.org/TalkingHandsCampaign*

*On **#WorldCancerDay** join the global effort by sharing a picture of your **#TalkingHands** featuring **#WeCanICan** messages. [upload your picture or insert link to www.worldcancerday.org/TalkingHandsCampaign*



WALL OF SUPPORT

Show your support of World Cancer Day by taking and sharing pictures on social media (e.g. of your talking hands, of your WCD event or activity, of friends and you, etc.).

All pictures shared on social media using the hashtags **#WorldCancerDay** **AND** **#WeCanICan** will be featured on our Wall of Support* on www.worldcancerday.org.

** We reserve the right to moderate the images published.*



THUNDERCLAP

UICC has created a Thunderclap campaign for World Cancer Day 2016.

Sign up to Thunderclap on Facebook, Twitter or Tumblr from 4 December 2015, and join the WCD 2016 Campaign: worldcancerday.org/thunderclap



BE ENGAGED

WORLD CANCER DAY IS A TRULY GLOBAL EVENT. IN ORDER TO ACHIEVE OUR OBJECTIVE OF REACHING AS MUCH OF THE WORLD'S POPULATION AS POSSIBLE, WE NEED YOUR HELP.



THE POWER OF A GOOD QUOTE

Quotes can act as a powerful tool for reinforcing your key messages in any press or educational materials you produce.

EVERY ACTION COUNTS

Whether you do something as large as running your own World Cancer Day campaign, or as simple as sharing our template messages amongst your networks, every action has an impact. Show the world that 'We can. I can.' do something about cancer.



WANT TO DO YOUR OWN THING?

We appreciate that your organisation may have different needs and priorities, so whilst we greatly encourage you to incorporate the Day (and the theme 'We can. I can.') into existing outreach programmes, we also welcome you to create your own policy/awareness campaigns which are in-line with the specific area(s) of focus within your organisation.



IDEAS ON HOW YOU COULD MARK THE DAY



1 Create your own cancer society or patient group



2 Put in place self-examination demonstration stations / mobile screening units



3 Distribute World Cancer Day materials to your network



4 Put together a media campaign to help raise awareness and educate people



5 Publish an article on your website

6 Celebrate World Cancer Day in your local hospital to cheer up cancer patients



7 Organise a healthy breakfast to promote healthy lifestyles

8 Order a weekly delivery of fruit to your workplace, and better still, replace the vending machines with healthy alternatives



9 Set up a public seminar relayed on a local TV channel and in the newspapers

10 Organise a fundraising event (concert, theatre, exhibition, etc.)

11 Create an advocacy push to encourage your government to place cancer as a priority on the health and development agenda



12 Create a 'Wishing Tree'; write down your wish, pop it on the tree in the name of someone who is fighting cancer



13 Run a social media campaign



14 Organise a sports competition/event to promote physical activity

15 Invite a nutritionist to your workplace to introduce employees to healthy eating habits

... and much more!

HOW OTHERS HAVE MARKED THE DAY

We are proud to share the tremendous success of previous World Cancer Days by highlighting some key activities and figures that showcase the impact of this global awareness day.

UICC MEMBERS

France

More French cancer institutes, societies and hospitals than ever before engaged in World Cancer Day 2015, and collectively increased awareness of the Day amongst the country's population. To name a couple: The Bergonié Institute in Bordeaux, a member of UNICANCER, was visited by the French Minister of Health, Marisol Touraine, to monitor progress on the implementation of the national cancer plan that was launched on World Cancer Day 2014. The French League against Cancer (La Ligue) partnered with national television and radio outlets to raise the profile of cancer throughout the week, harnessing the opportunity to reach a large public audience and provide a platform to engage with cancer and health experts.

India

At least 74 events were promoted in India on the 2015 World Cancer Day Map of Events, many of which focused on cancer prevention. Activities focused on empowering communities to raise awareness of healthy lifestyle choices such as healthy diet and physical activity as ways to encourage and promote positive change.

Brazil

FEMAMA, a federation of breast cancer organisations in Brazil, used the full 'Not Beyond Us' campaign and adapted it to their own needs in Brazilian Portuguese. Dr Maira Caleffi, FEMAMA's President, participated in a webinar on Breast Cancer Screening and Early Detection organised by the Pan American Health Organization (PAHO) in collaboration with the Global Breast Cancer Alliance to commemorate World Cancer Day, which provided an important platform to advocate for improved breast cancer measures in Latin and Central America. Her contribution to the webinar included presenting the experiences of the Bahamas in implementing a breast cancer screening programme and the growth of community mobilisation in Brazil, both of which were supported by FEMAMA.

United Kingdom

On World Cancer Day 2015, Cancer Research UK announced that one in two people in the UK will be diagnosed with cancer at some point in their life, and that the need to accelerate progress in the fight against cancer is more acute than ever.

Every action taken by individuals contributes towards Cancer Research UK's goal to bring forward the day when all cancers are cured.

On that day, over 210,000 people in Great Britain united with Cancer Research UK to remember lost loved ones, celebrate the triumphs and fight for future generations. They did this by wearing a Unity Band, making a small donation and showing their support on social media. Featuring a classic reef knot design, the Unity Band symbolised the strength in the collective that is needed to bring forward the day when all cancers are beaten. The nation rallied together on this one day, and posted pictures on social media of themselves wearing their Unity Band with the name of the person they were personally supporting written on their hand, shared their stories and made their donations.

Public support, particularly through the use of celebrities to get the messaging through hugely helped to raise awareness of cancer and promote its prevention, detection, and treatment with all funds going towards vital research.

HARNESSING A NETWORK FOR BIGGER IMPACT

International Society of Nurses in Cancer Care

The Asian Oncology Nursing Society (AONS), Canadian Association of Nurses in Oncology (CANO/ACIO), Cancer Nurses Society of Australia (CNSA), European Oncology Nursing Society (EONS), International Society of Nurses in Cancer Care (ISNCC), and Oncology Nursing Society (ONS) developed a new position statement, 'The Role of Cancer Nurses in the World' in honour of World Cancer Day 2015. The statement emphasises the importance of implementing sustainable policies, nursing in the healthcare and political system and focuses on what cancer care and cancer nursing education should be.

NCD Alliance

The NCD Alliance (NCDA) harnessed their online communications channels to promote World Cancer Day through news and videos posted on their website frontpage, eBlasts about the preparation and build-up of the campaign, as well as a strong social media presence. Messaging was also reinforced during webinars and conference calls which included participants from the NCD Alliance network which includes over 2,000 civil society organisations.

INFLUENTIAL CORPORATES

Amgen

Having produced a video featuring testimonials from staff around the world explaining why they believe that cancer is 'Not Beyond Us', Amgen showcased the importance of awareness raising within companies, particularly amongst employees, whose understanding and feeling part of what their organisation supports is crucial to spreading the cancer awareness message even further.

Lilly

On the eve of World Cancer Day, PACE, a Lilly Oncology initiative, launched the PACE Continuous Innovation Indicators, an evidence based tool for policy makers and other key oncology stakeholders to review progress against cancer over time for 12 cancer types. On 4 February, the Lilly Foundation also announced a commitment of US\$1 million to AMPATH Oncology Institute in Kenya to help Kenyans receive quality care.



TOOLKIT FOR CORPORATES

For more information about corporate activities and how you could engage with the private sector to mark World Cancer Day, please download our World Cancer Day Toolkit for Corporates available here:

www.worldcancerday.org/materials

GOVERNMENTAL ACTIONS

Afghanistan

Rula Ghani, the First Lady of Afghanistan, was the official keynote speaker at a meeting organised jointly by the Afghan Society Against Cancer (ASAC), the Afghanistan National Public Health Association (ANPHA) and the Ministry of Public Health of Afghanistan. An ideal platform to press for the inclusion of cancer in the country's agenda, the meeting raised awareness about cancer among the community and addressed the need for the government of Afghanistan to establish a national cancer control programme.

Canadian Partnership Against Cancer

The Canadian Partnership Against Cancer hosted an invitational meeting on World Cancer Day with nearly 100 Canadian experts to take stock of their shared progress to advance cancer control. The Partnership presented the results of a national public opinion poll that showed 94% of respondents support a national strategy to reduce the burden of cancer. Minister of Health Rona Ambrose attended and expressed her gratitude for the work being done on behalf of Canadians in the fight against cancer. She also highlighted the Partnership's landmark study – the Canadian Partnership for Tomorrow Project.

NOTABLE INDIVIDUALS

Many celebrities and well-known individuals threw their support behind the campaign, particularly on social media by using #WorldCancerDay and #NotBeyondUs, helping to increase worldwide visibility.

THE POWER OF SOCIAL MEDIA

Whilst the English hashtags were a phenomenal success, the hashtag #DiaMundialContraElCancer also took on a life of its own trending for many hours on Twitter and giving extra visibility to the campaign in Spanish-speaking countries.

The World Health Organization held a live Twitter Q&A that gave people the opportunity to chat with a cancer expert and have their questions answered. As a trusted advisory body, this effort helped increase the impact and influence of #WorldCancerDay.



STOP THE PRESS

A great way to engage all audiences in World Cancer Day is through your local media. We encourage you **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.

“World Cancer Day is the ideal opportunity to show how joining forces at an individual, community or organisational level can positively impact the global cancer burden. Globally there are wide disparities in the diagnosis, treatment and care of cancer, a disease that is not only a health issue but has wide-reaching social, economic and development implications as well. Through initiatives like World Cancer Day, UICC aims to fulfil our mission of promoting greater equity in access to services across the whole continuum of cancer care - working together with governments, leaders, communities, key stakeholders, partners and individuals around the world to press for change.”

Mary Gospodarowicz, UICC Immediate-Past President, Medical Director of the Princess Margaret Cancer Centre at the University Health Network, Canada

We encourage you to develop your own media outreach programmes at national and local levels on 4 February 2016 and also utilise the key messages, social media hashtags, quotable quotes and other resources contained within this toolkit.

A template press release will be available mid-January for your use and adaptation to outreach to your local press and media.

We also encourage you to use the day as a hook for any media activities you may want to do around the launch of a new campaign, report or research findings.



MORE INFORMATION

Further information and support on creating media materials and communicating with media can be found on

www.worldcancerday.org/presskit

DEFINING THE STORY



Media relations efforts need to begin with clearly articulated statements and answer the following five “w’s” to define the story.

- **Who** is central to the story?
- **What** is the news you want to report?
When answering this question think carefully about what you want this story to accomplish.
- **Why** has it happened?
- **When** did it happen?
- **What** will the consequences be?
 - A story must be new or offer a new angle, in order to be considered news.
 - Experts must offer reporters something new, a clear opinion and an additional insight, or they may not write the story or use that expert as a resource and look elsewhere to find the facts needed to write the story. In the worst case, they may discount the story completely.

“Cancer Council Australia has been involved in promoting World Cancer Day for some years now. Participating in an international awareness day provides a strong platform for putting local cancer issues in the media spotlight. The event always generates a significant amount of media coverage and drives conversations about cancer on social media.”

Hollie Jenkins, Media Manager
– Cancer Council Australia, Australia

HOW TO DEVELOP OR LOCALISE A PRESS RELEASE

1. Find an interesting news angle e.g. new data, activities, important event etc.
2. Define your target group e.g. wire, trade or consumer journalist.
3. Develop a contact list.
4. Develop/write your press release and consider the following:
 - Why the release is being written?
 - Who is the audience?
 - Does the release contain invaluable or newsworthy information that will be used by the target audience?
 - What do you want recipients to take away from the press release?

Overall tone and structure

- **Content:** ensure that the release is grammatically correct and does not contain any spelling mistakes or errors, and that sources are quoted correctly.
- **Concise:** keep it punchy and do not use unnecessary flowery language e.g. ‘cutting edge’, ‘revolutionary.’
- **Factual:** present the information for distribution that is true and correct.
- **Objectivity:** virtually impossible to do, but refrain from using over hyped quotes from sources, as they will be presented as being too biased.
- **Timing:** the press release may not be topical, but it may be possible to link the release with a more recent news event.
- **Obtain approval** of press release by legal team, communications department, CEO or relevant decision-maker within your organisation.
- **Distribute** press release via email, mail or fax (as required by your local journalists).



NEXT STEPS



Translate and 'localise' materials to best meet your needs



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



Add your event/activity to the World Cancer Day Map of Impact
www.worldcancerday.org/map



Be active on social media: engage in our official 'talking hands' campaign, use our ready-made tweets, promote the Thunderclap and spread the word on Instagram and Facebook.

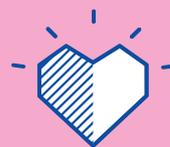


FEEDBACK YOUR SUCCESSES

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

We look forward to working with you in the lead-up to World Cancer Day, and then hearing about all your successes, particularly any media coverage of your activities.

You can also share your stories with us at info@worldcancerday.org for them to be featured on the website and in the toolkit next year.



**THANK YOU IN
ADVANCE FOR YOUR
SUPPORT OF WORLD
CANCER DAY!**



WORLD CANCER DAY ADVISORY GROUP

The purpose and responsibilities of the **Advisory Group** is to provide input, feedback and support in developing and rolling out the World Cancer Day campaign.

Members of the Advisory Group are invited to participate because of their expertise, interest in and/or working knowledge of developing a marketing and communications plan for an international event.

“It’s exciting to see how every year there is greater support for World Cancer Day. We’re delighted to back this important initiative and would encourage everyone to get involved.”

Dr Kate Allen, Executive Director of Science & Public Affairs – World Cancer Research Fund International

The current World Cancer Day Advisory Group (WCDAG) consists of the following members:

- **American Cancer Society**, United States
- **Canadian Partnership Against Cancer**, Canada
- **Cancer Australia**, Australia
- **Cancer Council Australia**, Australia
- **The French League Against Cancer**, France
- **Alliance of African & Mediterranean French Speaking Leagues Against Cancer (ALIAM)**, France/Africa
- **World Cancer Research Fund International**, United Kingdom



UICC WOULD LIKE TO THANK THESE ORGANISATIONS FOR THEIR CONTINUED COLLABORATION AND SUPPORT IN THE DEVELOPMENT OF THE WORLD CANCER DAY CAMPAIGN



VISIONARY PARTNERS



Bristol-Myers Squibb

MERCK

SUPPORTERS - MEMBERS



SUPPORTERS - CORPORATES

AMGEN



Please email your questions and updates to info@worldcancerday.org

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

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