

**WORLD
CANCER
DAY 4 FEB**

**CORPORATE
TOOLKIT**



**WE CAN.
I CAN.**

JOIN US IN 2018

**#WorldCancerDay
#WeCanICan**

worldcancerday.org



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WELCOME



World Cancer Day on 4 February is a key annual date on the global health agenda, inspiring individuals and communities all over the world to join in the fight against cancer.

In recent times, more and more businesses are joining this growing, global movement towards a cancer-free world. We recognise that businesses are a fundamental part of our local and global community, and play a critical role in achieving positive, social change.

There are many ways that businesses around the world are demonstrating their support for World Cancer Day: committing and implementing policies that promote healthy workplaces, partnering with local cancer organisations through sponsorship and fundraising, raising awareness with customers and clients, supporting community activities on the Day, and engaging and spreading the word on social media.

2018 marks the final year of the three-year 'We can. I can.' campaign, which urges everyone at all levels - governments, organisations, communities and individuals to take action for real impact.

This toolkit has been especially designed for businesses wishing to get involved in World Cancer Day and to answer the call to act. The following pages provide examples of how other businesses and companies have embraced the Day, and which hopefully serve as inspiration for yours, whether it be a fundraising event, planning staff activities or working directly with a local cancer organisation.

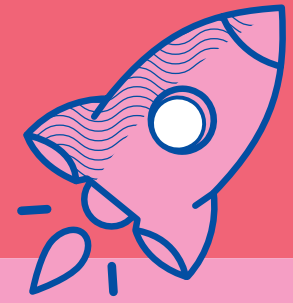
I invite you and your business to join us this coming 4 February and think big about how your company can mobilise your network of employees, partners, customers and community to create meaningful impact.

Sincerely,

A handwritten signature in black ink, appearing to read 'C. Adams'.

Cary Adams
Chief Executive Officer
Union for International Cancer Control (UICC)

YOUR ENGAGEMENT IN WORLD CANCER DAY IS CRUCIAL



THE BIG PICTURE

The global cancer epidemic is enormous and set to rise. Currently, 8.8 million people die from cancer worldwide every year, more than HIV/AIDS, malaria, and tuberculosis combined. Out of this, 4 million people die prematurely (aged 30 to 69 years).

Urgent action must be taken to raise awareness about the disease and to develop practical strategies to address the increasing cancer burden. Disparities between people from different settings are growing, particularly in access to prevention, treatment and palliative care.

Now more than ever there is a need for global commitments to help drive policy change and encourage the implementation of comprehensive national cancer control plans. Furthermore, we have a collective responsibility to support low- and middle-income countries who are tackling the cancer epidemic with insufficient resources.

World Cancer Day is therefore the ideal opportunity to spread the word and raise the profile of cancer in people's minds and in the world's media.

MAKING A DIFFERENCE

As leaders in the corporate world, you have access to a vast network of employees, customers and stakeholders whom together can have a real and positive impact on the global cancer burden.

You have the capacity to mobilise this powerful community to catalyse positive change and drive action. Your efforts will raise the global visibility of World Cancer Day, and in turn contribute to raising the profile of cancer as a global health priority.

UICC is committed to working with you to maximise the reach of your business as part of the World Cancer Day 'We can. I can.' campaign.

“

“Bristol-Myers Squibb is proud to support UICC's World Cancer Day, in an effort to raise awareness and education about how everyone – collectively or as individuals – can do their part to fight cancer. Campaigns like this resonate with our ongoing commitment in the fight against cancer.”

Amadou Diarra, Head, Global Policy, Advocacy & Government Affairs, Bristol-Myers Squibb

WORLD CANCER DAY 2016-2018

YEAR 3 - CREATING IMPACT



THEME: WE CAN. I CAN.

Taking place under the tagline 'We can. I can', World Cancer Day 2016-2018 explores how everyone – as a collective or as individuals – can do their part to reduce the global burden of cancer.

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

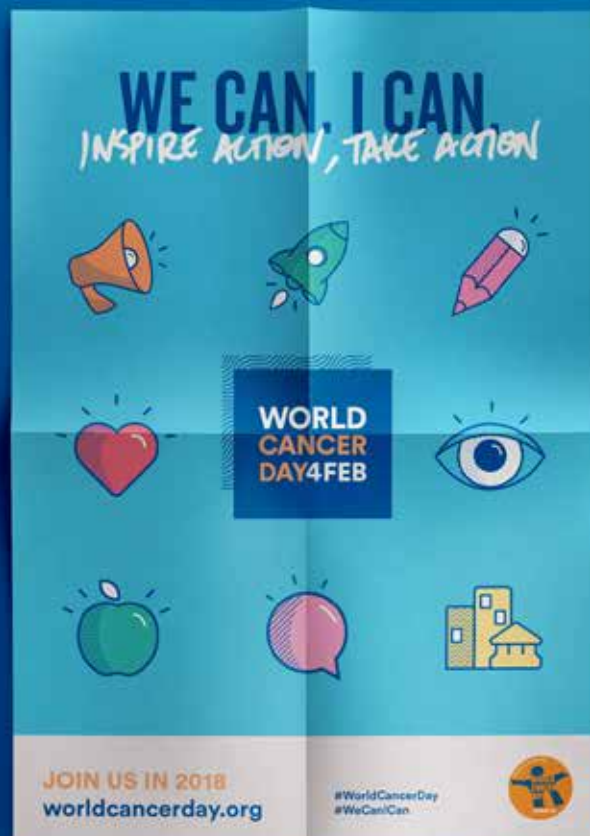
World Cancer Day is a chance to reflect on what you can do, make a pledge and take action. Whatever you choose to do, 'We can. I can.' make a difference to the fight against cancer.

WE CAN. I CAN: GET ACTIVE.

Physical activity has been shown to combat cancer, including: prevention, helping cancer patients manage the side-effects of treatment - such as fatigue, depression and heart damage -, and reducing the risk of the disease worsening or recurring.

This World Cancer Day, we're encouraging everyone to be more active - in every sense - in the fight against cancer.

Why not partner with local sport heroes, clubs and organisations, and explore how your organisation can create an activity or event to bring greater awareness to the cancer cause?



KEY CAMPAIGN MESSAGES



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

The following World Cancer Day messaging suggestions are provided for your use and adaptation. Our goal is to spread these messages as widely as possible on and around World Cancer Day.

	WE CAN
	INSPIRE ACTION, TAKE ACTION
	PREVENT CANCER
	CREATE HEALTHY SCHOOLS
	CREATE HEALTHY WORKPLACES
	CREATE HEALTHY CITIES

	I CAN
	MAKE HEALTHY LIFESTYLE CHOICES
	UNDERSTAND THAT EARLY DETECTION SAVES LIVES
	TAKE CONTROL OF MY CANCER JOURNEY

	SUPPORT OTHERS TO RETURN TO WORK
	CHALLENGE PERCEPTIONS
	IMPROVE ACCESS TO CANCER CARE
	SHAPE POLICY CHANGE
	BUILD A QUALITY CANCER WORKFORCE SHAPE POLICY CHANGE
	MAKE THE CASE FOR INVESTING IN CANCER CONTROL
	JOIN FORCES TO MAKE A DIFFERENCE

	LOVE, AND BE LOVED
	ASK FOR SUPPORT
	MAKE MY VOICE HEARD
	RETURN TO WORK



SOCIAL MEDIA

Follow us on these social media platforms and be part of the online conversation in the lead up to and on World Cancer Day by using the following official hashtags: [#WorldCancerDay](#) [#WeCanICan](#)



Suggestions of topic hashtags to use:

[#Access2Meds](#) [#BeatNCDs](#) [#BeHealthy](#) [#Cancer](#)
[#CancerAdvocacy](#) [#CancerAwareness](#) [#CancerBurden](#)
[#Cancers](#) [#CancerCare](#) [#CancerControl](#)
[#CancerDisparities](#) [#CancerInformation](#) [#CancerMyths](#)
[#CancerPatients](#) [#CancerPrevention](#) [#CancerRisk](#)
[#CancerSurvivors](#) [#CancerResolution](#) [#EarlyDetection](#)
[#EssentialMedicines](#) [#FightingCancerTogether](#) [#Health](#)
[#HealthForAll](#) [#HealthyLifestyle](#) [#NCDs](#) [#PainRelief](#)
[#Prevention](#) [#QualityOfLife](#) [#RiskFactors](#) [#SDGs](#)
[#SocialJustice](#) [#SupportOthers](#) [#SupportThroughSport](#)
[#TreatmentForAll](#) [#UHC](#) [#WeCanICan](#)
[#WorldCancerDay](#) [#WorkplaceWellness](#)

Visit worldcancerday.org/materials to download the full Social Media Guide.



THUNDERCLAP

Thunderclap is a tool that simultaneously posts a message on the feeds of supporters via Facebook, Twitter and Tumblr, generating a wave of attention for a campaign. This is a great way to give World Cancer Day visibility and increase the chances of 'trending' on social media platforms.

The World Cancer Day 2017 Thunderclap campaign was the most successful campaign to date. With over 1,000 individuals and organisations showing their support, we reached 7.8 million people. Help us reach even more people in 2018 by signing up to our Thunderclap from 4 December at worldcancerday.org/thunderclap

Want to know more about how Thunderclap works? Visit worldcancerday.org/faq



CAMPAIGN MATERIALS

World Cancer Day is an opportunity to coordinate global, national and local efforts in the fight against cancer.

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

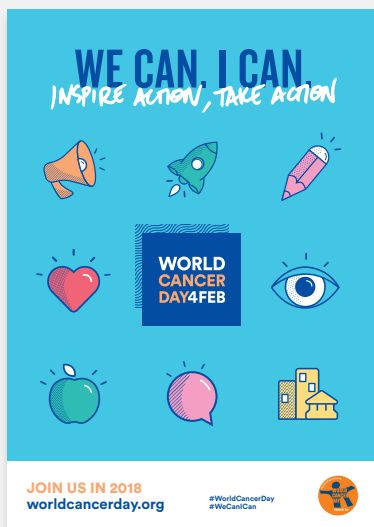
All materials are available on worldcancerday.org/materials



CAMPAIGN POSTER

The 2018 campaign poster is currently available in over 40 different languages.

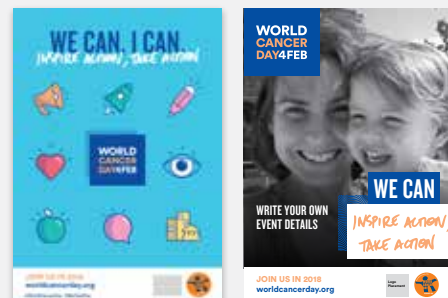
If you would like to support us with additional translations, please contact info@worldcancerday.org



CUSTOMISABLE POSTERS

You can create your own customised poster on the World Cancer Day website including your logo, key messages and preferred icon or picture.

worldcancerday.org/custom-posters





FACT SHEETS

The fact sheets give a general overview of the key issues and areas of focus that are highlighted in the 2018 campaign. They include facts and figures and outline important advocacy messages.



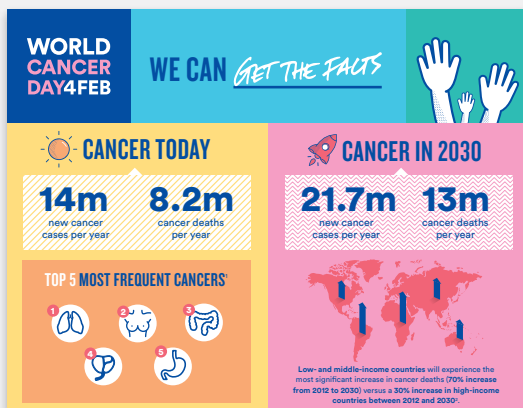
MAP OF IMPACT

Add your activity to this online interactive map showcasing what and where activities are taking place, on and around World Cancer Day.



INFOGRAPHIC

Get the facts with the World Cancer Day infographic, highlighting global cancer statistics and trends, along with an action list of what you can do to prevent cancer.



WALL OF SUPPORT

The Wall of Support is a great tool featuring every World Cancer Day-related picture posted on social media platforms using the hashtags **#WorldCancerDay** and **#WeCanI Can**.



TEMPLATE PRESS RELEASE

A template press release designed for local adaptation and use on and around World Cancer Day will be available in English, French, Spanish and Brazilian Portuguese in January 2018.



SOCIAL MEDIA GRAPHICS

Sharing and posting World Cancer Day graphics designed for Facebook, Twitter and Instagram are a great way to show your support on social media.



MARK WORLD CANCER DAY 2018



CREATING HEALTHY WORKPLACES

An impactful way for your business to mark World Cancer Day is to get behind the 2018 message of **'We can create healthy workplaces'** and engage your employees in workplace initiatives which support and encourage them to make healthy lifestyle choices.

You could mark the Day by launching a new workplace initiative such as a programme to help your employees quit smoking, or run a campaign to promote healthy lifestyles. For example, create incentives for colleagues to bike or walk to work, promote the use of stairs for the day, offer healthy food choices in your canteen, or plan a health and wellbeing exhibition for employees and their families.

Even if your workplace already has an employee health and wellbeing programme, this 4 February is a great opportunity to **promote participation through a communications campaign** (blog, video, newsletter, emailing, intranet news, etc.) or provide additional incentives to inspire action. You could even encourage employees to make healthy resolutions and publicise their commitments across internal communications channels or share stories of how they have benefited from participating in the programme.

By linking these efforts with the World Cancer Day **'We can. I can.'** campaign messages and materials you **create positive exposure for your health and wellness offerings** and at the same time build awareness amongst your employees about steps they can take to reduce their risk of cancer.

To help guide organisations on how to build a best practice workplace cancer initiative, UICC has partnered with **Bupa** to produce a series of 'Healthy Workplace' resources (**available on www.iccp-portal.org**) which provide practical information for implementing interventions for cancer prevention, early detection and supporting employees return to work.



ORGANISING A FUNDRAISING ACTIVITY

Planning and hosting a fundraising event for cancer is not only a concrete way for your organisation to engage with the cause, but it's also a great way to engage and connect with your employees. An event is the ideal platform to raise awareness, encourage positive action and drive donations.

You can even increase the profile and visibility of your organisation among the community by inviting local media to attend and cover the event.

To mark World Cancer Day, we suggest an event that is cancer related and ideally in line with the theme **'We can. I can.'**

Joining forces in the United Kingdom

Ten charities across the UK came together to show their support of World Cancer Day in a collective fundraising initiative. Organisations including **Anthony Nolan, Bowel Cancer UK, Breast Cancer Care, Breast Cancer Now, Cancer Research UK, Children's Cancer and Leukaemia Group, Marie Curie, Movember Foundation** and **The Royal Marsden Cancer Charity**, mobilised the public to wear the Unity Band® and raise money to support scientists, doctors, and nurses. The Unity Band® was available online, in-stores and from partner retailers and restaurants across the UK.



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

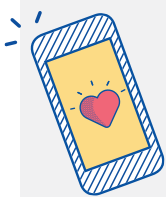




ENGAGING IN A SOCIAL MEDIA CAMPAIGN

Once you identify the platform(s) that best suit the objectives of your business, **social media can be a powerful way to connect with your networks, engage them in conversations, share key messages and drive action.**

It is also where many awareness campaigns are now seeded and grow into global movements, providing organisations with a great opportunity to engage around important themes – like World Cancer Day and the ‘We can. I can.’ campaign.



SIGNS FOR CHANGE SOCIAL MEDIA ACTIVITY

This World Cancer Day, we’re asking you to hold up your sign to make change happen.

Using social media, the ‘Signs for Change’ activity is a way to take a stand against cancer, and raise awareness and aid against cancer, now.

HOW IT WORKS:

1. Choose a sign with one of the 19 ‘We can. I can.’ key messages, available from worldcancerday.org/materials
2. Take a photo of yourself holding the sign
3. Post your photo in honour of someone you know affected by cancer or give a shout out to an organisation that is helping the cancer cause
4. Add the official hashtags to your post: **#WorldCancerDay** and **#WeCanICan**
5. Visit worldcancerday.org to see your photo featured on the Wall of Support.

Be as creative as you like. Or, create your own key message, decorate your sign, add your own personal touch and get your friends, family and co-workers, community and workplace involved.

Join this growing, global movement and show the world that ‘We can. I can’ take action and make change happen, now.



LAUNCHING A PARTNERSHIP

World Cancer Day has become one of the most popular international awareness days, breaking records and cumulating in 3.1 billion social media impressions and over 7 billion in press coverage reach in 2017. Given the impressive traditional and social media outreach on the Day, we highly encourage our corporate partners to build World Cancer Day into their communications plans and **use it as a key milestone for launching a new initiative, product or service linked to fighting cancer.**

It is also a day to encourage employees, and other stakeholders, to join the fight and commit to making a difference for cancer patients and their families worldwide.

The **RBC Royal Bank** in Trinidad and Tobago used World Cancer Day to announce the RBC Caribbean Children’s Cancer Fund’s support of the Eric Williams Medical Sciences Complex to fund the purchase of a Flow Cytometer – an instrument to help enhance the ability of medical staff to diagnose and treat cancer.

The **King Faisal Specialist Hospital & Research Centre** partnered with a number of female fitness centres across Riyadh, including KORE, Kinetico, ALMultaka, and NuYu to offer free gym visits and breast cancer prevention workshops for nearly 1,000 women.

Staff at the **Shangri-La Hotel Suzhou** in China were encouraged to mark World Cancer Day through a number of healthy-lifestyle initiatives. Activities included a swimming relay, a healthy lunch and activities and incentives to help quit smoking.

Long-time UICC partner, **Jaermann & Stübi** paid tribute to World Cancer Day by offering a generous discount on the special edition UICC watch, with proceeds going to UICC.

To help bring attention to World Cancer Day, publishers **Wiley** provided subscribers with free access to the top trending articles in their library of oncology journals.

Chemmart Pharmacy in Brooks Garden, Australia held a Facebook competition to raise awareness among local sports clubs, asking them to send in their *Support through Sport* photo for a chance to win a prize.

FIND INSPIRATION IN OTHERS



AMGEN

In a series of Twitter posts, Amgen highlighted the collective efforts that are behind every patient experience. Key leaders at Amgen Oncology shared thank you video messages recognising all the individuals who make cancer patient care their daily work, as well as sharing stories from patients themselves.

BOEHRINGER INGELHEIM

In a World Cancer Day first, the team at Boehringer Ingelheim hosted a simultaneous Facebook and Twitter Live event. On the eve of World Cancer Day, the live broadcast brought together a diverse panel of speakers to raise awareness of lung cancer, with the discussion centred on the current challenges faced by the lung cancer community, the role of patient organisations, EGFR mutation testing as well as personalised treatment. Moderated by Jilly Carter, the speakers included UICC Director of Advocacy and Networks, Julie Torode, Medical Oncologist, Professor Anders Mellempgaard, and lung cancer patient, Katherine Davies.

Around 1,000 viewers tuned in live with questions being posed directly to the panellists by the Facebook and Twitter community in the live Q&A session. To date, more than 100,000 people in total have viewed the video.

BRISTOL-MYERS SQUIBB

In the lead-up to World Cancer Day, Bristol-Myers Squibb brought together an expert panel for a live webinar discussion on cancer survivorship, the role of integrated care, national cancer survivorship programmes and the policy progress needed in supporting cancer survivors. It was also the occasion to hear about new research on integrated care - part of a Bristol-Myers Squibb-sponsored global and multi-pronged research initiative developed with The Economist Intelligence Unit (EIU) titled *Global Cancer Survivorship: The Need for Integrated Care*.

ROCHE

Roche created a series of over 20 posts across Facebook and Twitter in the days leading up to World Cancer Day. Using the official hashtags, #WeCanICan and #WorldCancerDay, Roche marked the Day by sharing content, including publications, video interviews and articles, advocating for greater equality in accessing healthcare.



"Boehringer Ingelheim is proud to support World Cancer Day. The World Cancer Day Campaign 'We Can, I Can.' presents a unique opportunity for healthcare stakeholders and patients to discuss their individual and joint actions to improve the outcomes of cancer care. In 2017, we hosted a Facebook and Twitter LIVE broadcast for an open discussion about the challenges lung cancer patients and doctors face and how these can be addressed. Also, our report launched that weekend, 'Informing Patients, Improving Outcomes,' also helped to improve information sharing with lung cancer patients."

Henrik Finnern, Head of Global Patient Advocacy Relations, Boehringer Ingelheim

WORLD CANCER DAY 4 FEB



WE CAN. I CAN.

WITH THANKS TO THE FOLLOWING PARTNERS FOR THEIR SUPPORT OF THE 2018 CAMPAIGN:

Visionary Partners



Leader - Partner



Supporters



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

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

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