

BUSINESS AND WORKPLACE TOOLKIT

An initiative of



**World
Cancer Day**
4 February

worldcancerday.org



Cancer is the second leading cause of death worldwide.



Together, we will change that.



#WorldCancerDay #IAmAndIWill

This **World Cancer Day**,
we're asking for your personal
commitment to take positive
action against cancer.

We believe that we can reduce
the number of premature
deaths from cancer and non-
communicable diseases by
one third by 2030 if we all take
action today.

Join us on **4 February** to speak
out and stand up for a world less
burdened by cancer.

Our time to act is now.

#IAmAndIWill
#WorldCancerDay



World Cancer Day 2020: Business and Workplace Toolkit

World Cancer Day

World Cancer Day every 4 February is the global uniting initiative led by the Union for International Cancer Control (UICC). By raising worldwide awareness, improving education and catalysing personal, collective and government action, we're working together to reimagine a world where millions of preventable cancer deaths are saved and access to life-saving cancer treatment and care is equal for all – no matter who you are or where you live. Because, we believe that cancer isn't just a health issue but a human issue that touches all of us.

Created in 2000, World Cancer Day has grown into a positive movement for everyone, everywhere to unite under one voice to face one of the greatest challenges in our history.

Who's behind World Cancer Day?

World Cancer Day is an initiative of the Union for International Cancer Control, the largest and oldest international cancer organisation committed to taking the lead in uniting the cancer community to reduce the global cancer burden, promote greater equity, and integrate cancer control into the world health and development agenda.

Why cancer in the workplace?

Businesses and workplaces have a fundamental role to play in achieving a world less burdened by cancer.

Businesses can contribute to healthier workplaces, be a powerful voice in the community and act as a vital support for employees impacted by cancer.

For more information, head to iccp-portal.org to download the Healthy Workplace series of resources.



#IAmAndIWill

**I AM
A SUPPORTER
AND I WILL
MAKE A
DIFFERENCE**

#WorldCancerDay #IAmAndIWill

Campaign theme: I Am and I Will

This World Cancer Day, we recognise that our commitment to act will lead to powerful progress in reducing the global impact of cancer.

So, this 4 February whoever you are, your actions - big and small - will make lasting, positive change. Because, progress is possible.

We need your commitment to create a cancer-free world.

This World Cancer Day, who are you and what will you do?



Key issues

Explore some of the most urgent issues in cancer.

Find out how cancer affects us all and the power we have to reduce the rising incidence of cancer.



Awareness, understanding, myths and misinformation

Increased awareness and accurate information and knowledge can empower all of us to recognise early warning signs, make informed choices about our health and counter our own fears and misconceptions about cancer.



Government action and accountability

Proactive and effective actions on national health planning are possible and feasible in every country, and when governments step up efforts to reduce and prevent cancer, they place their nations in a stronger position to advance socially and economically.



Prevention and risk reduction

At least one third of cancers are preventable giving us every reason to champion healthy choices and prevention strategies for all, so that we have the best chance to prevent and reduce our cancer risks.



Equity in access to cancer services

Life-saving cancer diagnosis and treatment should be equal for all – no matter who you are, your level of education, level of income or where you live in the world. By closing the equity gap, we can save millions of lives.



Financial and economic burden

There is a compelling financial argument for committing resources to cancer control. Financial investment can be cost-effective and can potentially save the global economy billions of dollars in cancer treatment costs and offer positive gains in increased survival, productivity and improved quality of life.



Reducing the skills gap

Skilled and knowledgeable healthcare workers are one of the most powerful ways we can deliver quality cancer care. Addressing the current skills gap and shortage of healthcare professionals is the clearest way to achieve progress in reducing the number of premature deaths from cancer.



Beyond physical: mental and emotional Impact

Quality cancer care includes dignity, respect, support and love and considers not just the physical impact of cancer but respects the emotional, sexual and social wellbeing of each individual and their carer.



Working together as one

Strategic collaborations that involve civil society, companies, cities, international organisations and agencies, research and academic institutions are the strongest ways to help expand awareness and support, convert political will into action and deliver comprehensive and cohesive solutions. Joining efforts leads to powerful action at every level.



Read more at worldcancerday.org/keyissues

Did you **know?**



9.6 million

people die from cancer every year - this number is predicted to almost double by 2030.

The total annual economic cost of cancer is estimated at approximately **US\$1.16 trillion.**

70%

of cancer deaths occur in low-to-middle income countries.

At least one third of common cancers are preventable.

Cancer is the **second-leading** cause of death worldwide.

Less than 30%

of low-income countries have cancer treatment services available (compared to 90% in high-income countries)

Up to 3.7 million

lives could be saved each year through resource appropriate strategies for prevention, early detection and timely and quality treatment.



“Good health is a powerful driver of productivity...Improving the global environment is now seen as good business; so too should improving global health.”



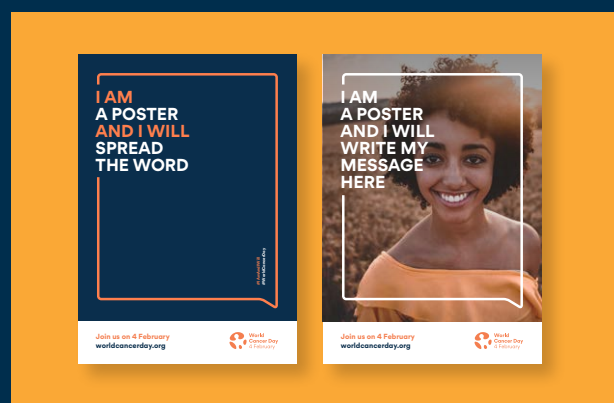
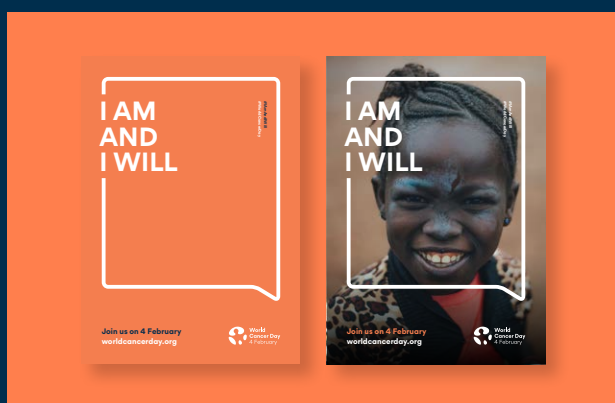
Ashish K. Jha, Futurity & Peter Sands, Group Chief Executive UK World Economic Forum, published in collaboration with Fortune (2019)

Campaign Materials

The World Cancer Day materials are freely available for you to develop your own activities and actions around the day.

Download, personalise and share the World Cancer Day materials as far and wide as you can.

worldcancerday.org/materials



World Cancer Day posters

Raise awareness and inspire everyone around you by displaying and distributing the official World Cancer Day posters - available in over 20 different languages.

Create your own poster

Put your personal stamp on World Cancer Day by creating a customised poster with your own 'I Am and I Will' message and photo. Create, customise, download and share your poster directly to social media at worldcancerday.org/custom-poster

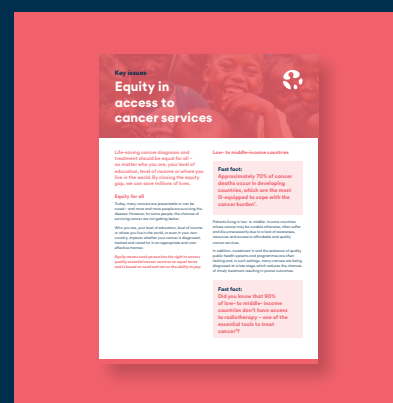
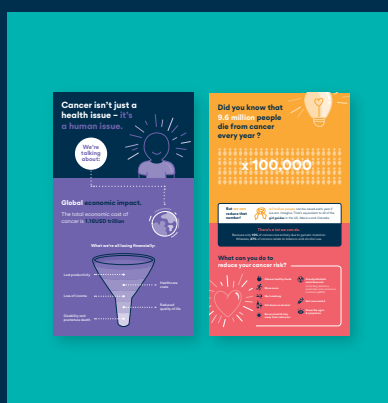
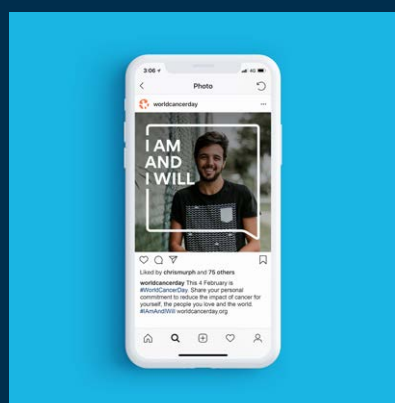


How to guides

These series of handy how to guides packed with helpful hints, tips and tricks are here to help you to take action on World Cancer Day. The full series include the Social Media, Advocacy, Event Planning, Conversation and Fundraising guides.

Logo files and artwork

The World Cancer Day and campaign theme logos are freely available to use in all your World Cancer Day materials. And, we've made it even easier for you to spread the word with ready-made artwork files.



Social media and digital content

Spark further conversations with your followers with ready-made in-stream content cards, gifs, profile covers and web banners.

Infographics

See the numbers and issues behind cancer in a different way with the World Cancer Day infographic.

Factsheets

Get the facts and explore some of the most critical issues in cancer with our factsheets.



Count me in: how you can take action.

Get involved any way you can.
Because together, we can
create change.

#WorldCancerDay #IAmAndWill



World Cancer Day 2020: Business and Workplace Toolkit

Get social

Ask your communications team and colleagues to spread the word online. For ready-made messages and other social media tips, download the Social Media Guide from worldcancerday.org/materials

Give Something

Become a World Cancer Day official partner, make a corporate donation online at worldcancerday.org/give, or dedicate part of your advertising and media space to spreading the message on World Cancer Day.

Use your voice

Start a conversation about cancer with your customers, clients, suppliers, employees and colleagues.

Download the Conversation Guide at worldcancerday.org/materials

Make a social change

Show your network and industry that your organisation is getting behind World Cancer Day. Update your corporate social media pages with the official World Cancer Day profile cover images.

Download the official banners at worldcancerday.org/materials



Make it personal

Create your own custom social media poster with your company's own message of commitment and share it with the world.

Customise your poster online at worldcancerday.org/custom-poster

Join the conversation

Bring your colleagues together and take part in the World Cancer Day social media activity.

Find out more in the Social Media Guide at worldcancerday.org/materials



Inform yourself & others

Organise an information session or workshop by inviting a healthcare professional or a representative from a local cancer organisation to speak to your team.

Read about the key issues in cancer at worldcancerday.org/keyissues



Spread the word

Work with your communications team to share your company's commitment: write an op-ed, blog story, record a video message, and feature it on your website or newsletter.

Light up the world

Why not illuminate your office building or HQ in the colours of orange and blue to mark World Cancer Day? For more information, email hello@worldcancerday.org



Create an event or activity

Make it a team event with your own World Cancer Day activity.

Host a healthy breakfast or lunch at work, get your team to fundraise for a local cancer charity or hospital, organise free cancer screenings for your workplace or donate a small portion of your company sales made on World Cancer Day.

Get inspiration and add your activity to the map: worldcancerday.org/map



What's next?

1

Make a commitment

Commit your organisation to taking action to reduce the impact of cancer and share your organisation's commitment with the world with your own 'I am and I will' message.

2

Get inspired

Head to worldcancerday.org to see what other businesses and organisations are planning for the day.

3

Plan and Register

Plan and register your activity or event on the Map of Impact and inspire businesses around the world at worldcancerday.org/map

4

Download campaign materials

Get ready and co-brand the World Cancer Day materials. worldcancerday.org/materials

5

Spread the word

Help to expand the global support for cancer by telling your customers, clients, suppliers, ambassadors and competitors.

6

Act

Whatever your company's commitment to reducing cancer, use World Cancer Day on 4 February to follow up on your commitment.



Get inspired



A new study for World Cancer Day

In the lead up to World Cancer Day, Diaceutics conducted a survey among cancer patients to help raise awareness and to better understand the diagnostic journey from a patient perspective. The results were shared on World Cancer Day and underscored an important need for clear, accessible and simple information as well as a shared language between patients and physicians to empower patients to take ownership of their diagnostic and treatment journeys.

Speaking in Emoji

MSD teamed up with Twitter to create an exclusive World Cancer Day emoji for the 4 February. Featuring the world inside the 'I Am and I Will' speech bubble, the emoji appeared each time the official hashtags #WorldCancerDay and #IAmAndIWill were used.

Rallying and inspiring employees

First time World Cancer Day partner, Daiichi Sankyo launched a Twitter campaign to help drive awareness, to reaffirm their commitment to developing "meaningful treatments for patients with cancer" and serve as a reminder of the powerful work that their teams and colleagues do each day. Television screens throughout the corporate offices featured key information and messages to help boost awareness among Daiichi Sankyo's 15,000 employees.

Vodafone Foundation helps cancer research in our sleep

To mark World Cancer Day, the Vodafone Foundation teamed up with Imperial College London to help speed up cancer research - literally. Cancer research requires plenty of computing power to carry out data processing and calculations, but with the help of DreamLab, an app developed by the Vodafone Foundation, the Imperial College research programme can tap into the "processing power of thousands of smartphones" which lie dormant during the night. Scientists at the College estimate an additional 100,000 calculations could be made if 10,000 people downloaded the app on World Cancer Day. So, even in our sleep we're all helping to save lives on World Cancer Day.

Qatar Airways takes World Cancer Day to the skies

Pilots, crew members and on-the-ground staff from Qatar Airways helped to spread the word about World Cancer Day this past 4 February. With millions of followers and fans across their social media channels, Qatar Airways helped amplify the 'I Am and I Will' message around the world, showing their commitment and support to a cancer-free world.

Shangri-La Hotels continues to raise cancer awareness

Shangri-La hotels have been a long-time supporter of World Cancer Day, and this past 4 February hotel staff around the world chose to mark the day in so many ways. In Indonesia, colleagues visited a foundation providing support to underprivileged children diagnosed with cancer. In the Maldives and in China, the Shangri-La partnered with healthcare professionals to offer educational awareness workshops for staff, while in Mongolia, hotel colleagues fundraised for local cancer organisations by creating and selling health calendars.

Ticketmaster employees and fans raise funds

Ticketmaster International, the live entertainment ticket sales company, paired up with local cancer charities in 20 markets across Europe, Australia and New Zealand in support of World Cancer Day. The fundraising initiative spearheaded by Cancer Research UK "gave fans the opportunity to add a charitable donation on tickets bought through its websites" in the week and days leading up to World Cancer Day, while Ticketmaster employees helped to further raise funds for their local cancer charity in Australia, Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, the Republic of Ireland, Italy, Netherlands, New Zealand, Norway, Poland, Spain, Sweden, Switzerland, Turkey and the United Kingdom.



“Cancer is one of the greatest health challenges of our time and we stand united with those facing cancer and their families. Together, let’s work to create a world without cancer.”

Julie L. Gerberding, M.D., M.P.H.
Executive Vice President & Chief Patient Officer
Strategic Communications, Global Public Policy,
and Population Health, MSD





Thank you for supporting World Cancer Day.

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

Have questions? Email us at hello@worldcancerday.org



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youtube.com/WorldCancerDay_Official

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



Visionary
partners

