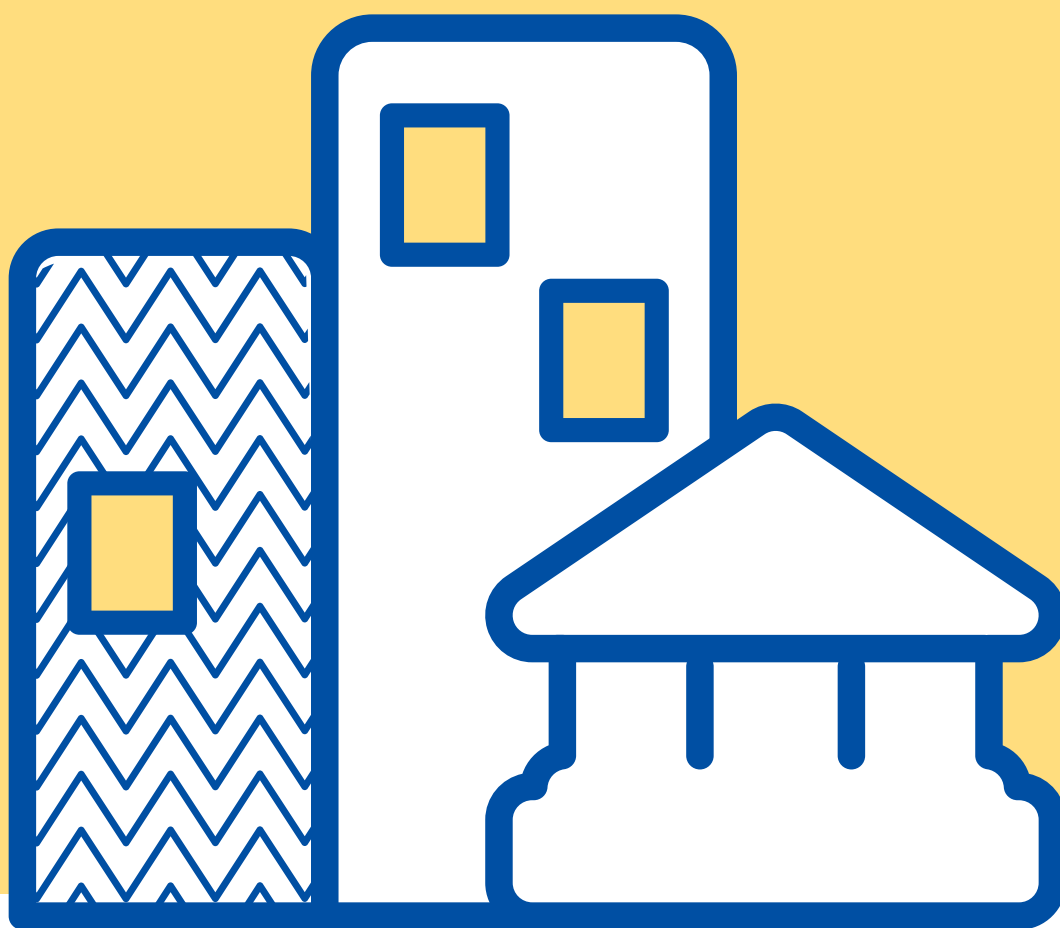


**WORLD
CANCER
DAY 4 FEB**

**CITIES
TOOLKIT**



**WE CAN.
I CAN.**

JOIN US IN 2018

**#WorldCancerDay
#WeCanICan**

worldcancerday.org



A GROWING, GLOBAL MOVEMENT

World Cancer Day on 4 February is a key annual date on the global health agenda, bringing together communities all over the world to join in the fight against cancer in a positive and inspiring way. In 2017, close to 1,000 activities in over 130 countries took place. In total, 3 billion social media impressions and over 11,000 press mentions reached a global audience of at least 7 billion.

WHY WORLD CANCER DAY MATTERS

The global cancer epidemic is enormous and set to rise. Currently, 8.8 million people die from cancer worldwide every year. There is an urgent need for action to raise awareness of the disease and to develop practical strategies to reduce the burden of cancer. World Cancer Day is the ideal opportunity to spread the word and raise the profile of cancer in the minds of citizens and in the world's media.

WORLD CANCER DAY THEME: 'WE CAN. I CAN.'

Year 3: Action for Real Impact

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

The 'We can. I can.' tagline 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, everyone has the power to take action to reduce the impact that cancer has. World Cancer Day is a chance to reflect on what your city can do, make a pledge and take action.

CITIES TAKING THE LEAD ON WORLD CANCER DAY

In many cities across the world, mayors, councillors and civic leaders are working harder than ever to create and sustain healthy cities. Specific actions such as smoke-free public spaces, encouraging the use of public transportation for improved air quality, and city infrastructures that promote physically active lifestyles, all contribute towards the goal of a cancer-free world.

We recognise the vital role that cities play in promoting and protecting the public health. World Cancer Day is an opportunity to demonstrate how your city is leading the way in reducing the cancer burden for a healthier, brighter city, as well as a chance to engage your community in this critically important health issue.

As mayors, councillors and city administrators, we invite you to join city leaders from across the world this coming 4 February to support the forward progress in the fight against cancer.

“

“World Cancer Day is a great way to spread the word and get as many people as possible to talk about cancer...”

**Councillor Martin Repton, Cabinet Member
for Integrated Health and Care, Derby City
Council, United Kingdom**

HOW YOUR CITY CAN MAKE AN IMPACT



LIGHT UP YOUR CITY

One of the ways that cities can support World Cancer Day is by illuminating an iconic city landmark on **Sunday 4 February**.

In previous years, cities have signalled their commitment to the global challenge of cancer by lighting up major landmarks on 4 February in the World Cancer Day colours of orange and blue.

Landmarks have included:

- the Empire State Building in New York City
- the Jet d'eau in Geneva, and
- several across Canada, including Niagara Falls, the CN Tower in Toronto, Calgary Tower, and the Olympic Cauldron in Vancouver.

The act of lighting up major landmarks not only helps to bring attention to World Cancer Day, but is a symbolic act of hope in the ongoing fight against cancer.

Interested in getting your city involved?
Contact info@worldcancerday.org for more information.



OFFICIAL RECOGNITION OF WORLD CANCER DAY

In 2015, Oxford became the first UK city council to grant Official Recognition Status to World Cancer Day. As a city committed to cancer research, World Cancer Day provides Oxford with a platform to showcase their competencies.

Each year, the city council organises a public meeting to “highlight Oxford’s global contributions to the fight against cancer and provides information on what is being done within the region to prevent cancer and to reduce the suffering of cancer patients.”

“

“Oxford has been at the forefront of cancer research for many years and I am delighted that we are coming together to celebrate World Cancer Day this year and showcasing why it is that Oxford is so well respected around the world.”

Councillor Mark Lygo, Executive Board Member for Leisure, Sports and Events, Oxford City Council

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.

Bring together your city for a Sunday walk, bike ride, dance class, a yoga event or anything else to get each person moving for a healthier city.



TIP: TEAM UP WITH A LOCAL SPORT CLUB, TEAM OR EVENT

Why not partner with local sport heroes, clubs and organisations, and explore how your city can create an activity or event to bring greater awareness to the cancer cause? Ask your local sport club to promote the Day with in stadia messaging, donate proceeds from ticket sales to a local cancer organisation or simply use the power of their network by spreading the word on social media.

“

World Cancer Day is a great way to spread the word and get as many people as possible to talk about cancer and getting screened early.”

Councillor Martin Repton, Cabinet Member for Integrated Health and Care, Derby City Council, United Kingdom



CAMPAIGN MATERIALS

Personalise your city's own campaign using the World Cancer Day materials.

Campaign posters, customisable posters, fact sheets, infographics, a press release and social media graphics are all available to freely download from

worldcancerday.org/materials



SOCIAL MEDIA

We encourage you to support World Cancer Day through your social media networks, contribute to the conversation and be part of the World Cancer Day online community.

For ready-made social media copy and tips on how best to use the power of social media for World Cancer Day, download the Social Media toolkit from

worldcancerday.org/materials





Use the occasion to get the media to talk about your city's World Cancer Day initiatives and efforts to reduce the impact of cancer in your city.

For tips on engaging the media, download the Campaign toolkit from worldcancerday.org/materials

We encourage you to use the Day as a hook for any media activities you may want to do around an announcement, launch of a new initiative, or release of a report.

PUT YOUR CITY ON THE MAP



Share with the world what your city will be doing on 4 February.

Add your activity or event to the World Cancer Day online map and be part of the bigger picture.

worldcancerday.org/map



KEY CAMPAIGN MESSAGES: WE CAN CREATE HEALTHY CITIES

Help us to spread the message that *We can create healthy cities* on World Cancer Day. Download the *Healthy Cities* factsheet from the website and share it as widely as possible on and around World Cancer Day. There are also many other campaign messages that your city can adopt and adapt.

Find and download all the factsheets from worldcancerday.org/materials

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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