

2020 Impact Report



World
Cancer Day
4 February

worldcancerday.org



I AM
AND
I WILL

#IAmAndIWill





**Progress
is possible.**

**It's not
inevitable.**



A year celebrating progress

2020 marked a significant milestone: the **20th anniversary** of **World Cancer Day**. It was a moment to celebrate the remarkable progress made in cancer control and an opportunity to embrace renewed ambitions, accelerate efforts and spur on greater progress towards a healthier, brighter future for all.



A milestone to remember

This year was a special one. Individuals and communities came together united in speaking up against cancer and empowered to take action. The campaign theme of 'I Am and I Will' continued to inspire every supporter and it was a reminder that our commitments – big and small – are powerful and impactful.

World Cancer Day 2020 took place as news surrounding the emerging COVID-19 began to grow, diverting attention and resources of governments, the media and the general public. This had an immediate and clear impact on the day's reach and resonance. However, the following pages not only show the strength of support for World Cancer Day but also that the importance of cancer as a global health issue among supporters, leaders and the community is hard to overshadow.

Around the world, nearly **1,000** activities and events took place in **113** countries, reaching millions of people. World Cancer Day's reach extended into businesses, parliaments, shopping malls, schools and universities, community and town halls, places of worship, city streets, in village marketplaces as well as online.

The day started strongly, trending on Twitter globally with over **700,000** social media posts shared. A staggering **617,447** unique and curious users visited the official World Cancer Day website, and over **127,000** campaign materials were downloaded.

Findings from the Union for International Cancer Control's (UICC) first multi-country study on the public's views on cancer resonated strongly around the world, becoming a focal point for discussion in the media. Nearly **15,000** press articles in **150** countries went beyond mentions, helping to fuel important conversations around some of the most pressing issues in cancer.

This report offers a look at how World Cancer Day 2020 brought together supporters to make their mark on the day and created impact far beyond the 4th of February.





Northern Governors Wives Forum mark World Cancer Day with their own 'I Am and I Will' messages.



Impact in numbers

World Cancer Day's impact was nothing short of incredible.

85 landmarks illuminated in **52** cities

2019: 55 landmarks in 37 cities

997 activities in **113** countries

2019: 947 activities

14,926 press articles in **150** countries

721,149 social media mentions tagged with **#WorldCancerDay**

65 governments engaged



Impact in numbers

617,447
unique website visitors
2019: 300,360

50,000+ video views
and over **1,000** hours view
time

1,973 supporters
served through live chats
2019: 1,455

127,281
materials downloaded
2019: 127,248





“The bravest thing we can do about cancer is to fight it fiercely and relentlessly.”

**Axel Kahn, President of La Ligue Contre
Le Cancer Française for World Cancer Day.**

UICC members make an impact

Africa

CANSA, South Africa

On World Cancer Day, the Cancer Association of South Africa (CANSA) organised free cancer screenings, including for breast and prostate cancers, in cities and towns all over the country. South Africans were also encouraged to get outdoors and get active with CANSA's mainstay World Cancer Day event, Gijima for CANSA, a 5km and 10km fun run. This year, Gijima for CANSA took place in five cities across South Africa.

David Omenkor Foundation, Nigeria

A lively programme of activities organised by the David Omenkor Foundation in association with the Breast Cancer Association of Nigeria (BRECAN) helped to engage the public on World Cancer Day. The day included a public lecture with an oncologist, a walkathon and free cancer screenings for prostate, colon, cervical and breast cancers. Secondary school students throughout the state of Imo were also encouraged to learn more about cancer in a quiz and essay competition organised by the Foundation.

Faraja Cancer Support, Kenya

World Cancer Day was celebrated throughout the city of Eldoret with the Faraja Cancer Support centre and the Moi Teaching and Referral Hospital leading the commemorations with a day-long series of events held at the hospital. The community were invited to participate through a cancer awareness walk, free cancer screenings for breast and cervical cancers, health talks on risk factors as well as a fun race and relay.

Zanzibar Outreach Program, Tanzania

In Tanzania, a collaboration between the Zanzibar Outreach Program (ZOP), Breast Clinic Holland, Mnazi Mmoja Hospital, Kanga Maternity Trust, Oman Cancer Association and Zanzibar Cancer Association, helped to elevate breast cancer awareness and education among healthcare professionals and women in the region. In addition to awareness raising and press and media engagement activities, World Cancer Day saw healthcare professionals from the islands of Zanzibar, Ungurja and Pembar participate in a training session by Breast Clinic Holland. The training session aimed to equip and empower participants to deliver breast examination clinics around the islands, and with the additional donation of a laptop, a breast ultrasound probe and two monitors from Breast Clinic Holland to the ZOP, the team has since been able to deliver breast health clinics twice a month.



geopics

Supporters of World Cancer Day in Tanzania.
Credit: Ocean Road Cancer Institute

UICC members make an impact

Americas

Basic Health International, El Salvador

Over 150 leaders and experts attended the World Cancer Day symposium co-hosted by Basic Health International and the Ministry of Health of El Salvador. The day's aim focused on sharing perspectives, work, knowledge and networks with the common goal of eliminating cervical cancer in El Salvador. One of the event highlights included the Minister of Health, Violeta Menjivar swearing in new members into the Alliance for Cancer Prevention in El Salvador.

Canadian Partnership Against Cancer, Canada

On the 4th of February, the Canadian Partnership Against Cancer hosted the Elimination of Cervical Cancer Summit in Toronto. The Summit brought together key stakeholders in government and health, as well as patients, women's health advocacy groups and First Nations, Inuit

and Métis leaders, to discuss the national Action Plan to Eliminate Cervical Cancer in Canada and to ultimately achieve a shared vision of eliminating the disease by 2040.

Colombian League Against Cancer, Colombia

An innovative digital campaign captured the attention of the public in Colombia this past World Cancer Day as the Colombian League Against Cancer launched their new campaign, "Stomach Cancer, a silent host". Highlighting the importance of prevention and early detection of a disease that affects more than 7,000 Colombians, the campaign launched at 8am on the 4th of February at the Avenida Chile Shopping Center and continued throughout the day, inviting shoppers to understand how stomach cancer develops in the body through an educational video and immersive experience.

INCA, Brazil

Brazil's national cancer institute, INCA marked the 20th anniversary of World Cancer Day with the release of their report, *Estimate 2020: Incidence of Cancer in Brazil*. Details of the report which included the latest national cancer data were shared at the official launch, which was held in Rio de Janeiro and was widely covered by the media. INCA also used the occasion to highlight achievements made in cancer control with a video timeline showing 20 years of national progress. INCA further generated public awareness with celebrities such as prominent dancer and choreographer Carlinhos de Jesus, dancer Ana Botafogo and actors Márcio Kieling and Susana Vieira, who were featured in a video series showing their support of World Cancer Day.

Moffit Cancer Center, United States

The children's book, *Fritzy Finds a Hat: A Gentle Tale to Help Talk with Children About Cancer*, written by cancer survivor and ice-skating Olympian, Scott Hamilton and illustrated by country-singer, Brad Paisley was launched this World Cancer Day. The book release generated significant media attention on TV, radio and newspapers and helped raise public awareness and funds, with part proceeds from book sales helping to benefit the Moffit Cancer Center.

"It was the plan all along to release this book on a very special day where we can look back on survivorship or on those we've said goodbye to. It's an important day to recognise because of the promise of treatment options and how we can better fund those."

Scott Hamilton



SIMPOSIO CONMEMORATIVO
POR LA LUCHA CONTRA
EL CÁNCER EN EL SALVADOR



World Cancer Day event in El Salvador.
Credit: Basic Health International,
Faby Salmeron

UICC members make an impact

Europe

Israel Cancer Association, Israel

This World Cancer Day, the Israel Cancer Association organised a number of initiatives, including a programme specifically engaging middle and high school students around the country. Reaching 10 cities all over Israel throughout the month of February, the initiative aimed to improve awareness of cancer control among the teen population. Students attended lectures by physicians and scientists on cancer risk reduction and prevention. The students were also encouraged to brainstorm ways in which young people can get involved and how they, themselves, can champion healthy behaviour change among their own friends and peers.

Kazakh Institute of Oncology and Radiology (KazIOR), Kazakhstan

The Institute opened their doors this World Cancer Day for a series of events. The day started with a morning press event with KazIOR's Chairman, the Institute's Chief Oncologist as well as Kazakhstan's Minister of Health. The afternoon was a chance to celebrate patients and survivors, including opportunities to share stories, a concert by Kazakstan's pop stars and a performance by the Institute's volunteers. In the evening, the Baiterek monument - the main symbol of the Kazakh capital in Nur-Sultan - was illuminated for the first time in orange and blue in support of World Cancer Day.

Slovak Cancer League, Slovakia

The Slovak Cancer League organised a series of initiatives to mark this year's World Cancer Day. The League delivered lectures for the public as well as for workplaces on prevention and screening, counselling hours offered by the League's network of doctors, nutritionists, psychologists and other experts were extended on the day, while information from the National Oncology Institute and Ministry of Health were distributed widely to hospitals and the League's network of psychologists in an effort to raise further awareness of cancer among healthcare professionals.

Deutsche Krebshilfe (German Cancer Aid), Germany

The Deutsche Krebshilfe in partnership with the Center for Integrated Oncology took over Bonn's main market square this World Cancer Day. There were opportunities for the public who were curious to learn more about cancer to speak to cancer experts about prevention, healthy lifestyles, therapies as well as the latest research in cancer. Art therapy and yoga exercises were also among the activities taking place during the event. In the afternoon, a ceremony at Bonn's Town Hall presented Prof. dr. Alexander Eggermont, CSO of the Princess Máxima Center with the prestigious German Aid Award, which every year recognises outstanding doctors and scientists in the field of oncology.



'I Am and I Will' messages in Turkey.
Credit: Turkish Association for Cancer
Research and Control

UICC members make an impact

Europe

The League Against Cancer Prague, Czech Republic

In cooperation with the Czech Medical Company J. E. P and the Czech Society of General Medicine, the League Against Cancer Prague hosted the 13th public cancer prevention symposium in honour of World Cancer Day. This year's focus was on kidney and bladder cancers, with experts across the field delivering lectures at the Czech Medical Society on topics that included diagnostics, surgical treatment, radiotherapy, immunotherapy and the psychological impact on cancer patients.

The Portuguese League Against Cancer, Portugal

In Portugal, World Cancer Day was celebrated throughout the country with activities taking place everywhere. The Community Volunteer Group of the Portuguese Cancer League promoted a solidarity walk in the city of Cantanhede. Nearby in Coimbra, the Martim de Freitas group of schools involved students,

teachers and the school community to spread empowering messages of cancer prevention and healthy lifestyles. In the city of Fundão, schools and the greater Fundão community also helped to spread the same message. The care group, Unidade de Cuidados na Comunidade do Fundão (UCC Fundão), organised a public seminar to raise awareness of reducing risk factors through nutrition as well as hosted a drawing contest to celebrate 20 years of World Cancer Day, challenging students to draw something related to the day.

Turkish Association for Cancer Research and Control, Turkey

In its 15th year celebrating World Cancer Day, the Turkish Association for Cancer Research and Control (TACRC) kicked off their 2020 World Cancer Day activities with a press conference held at the Association's headquarters. A panel discussion co-organised by TACRC and Hacettepe University for first-year students enrolled in a social responsibility

course took place, ahead of the students and the TACRC teaming up at one of main shopping centres to raise awareness among shoppers. In the evening, iconic landmarks in both the cities of Istanbul and Ankara were on display in orange and blue to support World Cancer Day.

Turkish Society for Radiation Oncology, Turkey

Members and volunteers from the Turkish Society for Radiation Oncology rode bicycles to raise visibility of World Cancer Day in the main cities of Turkey. The cyclists drew attention with their orange vests featuring the World Cancer Day logo and their decorated bicycles adorned with World Cancer Day orange balloons and posters. The riders distributed information leaflets to the public in the cities of Izmir, Ankara, Kadiköy, Adana, Atakum and Trabzon.

Vall d'Hebron Institute of Oncology, Spain

To mark World Cancer Day, a series of roundtable discussions were hosted by the Vall d'Hebron Institute of Oncology (VHIO) alongside a number of local cancer organisations. Speakers discussed a range of topics, including prevention, research and clinical trials. During the day, experts from VHIO also helped to further public awareness by taking part in a panel discussion, which was broadcasted by local news channel, betevé. The Vall d'Hebron University Hospital also hosted a public event, which offered information on cancer research, prevention and treatment as well entertainment with the Bella Quirze Band putting on a concert.



World Cancer Day event hosted by the International Atomic Energy Agency. Credit: D.Calma - International Atomic Energy Agency

UICC members make an impact

Eastern Mediterranean

MAHAK, Iran

To celebrate World Cancer Day, MAHAK organised a full programme that included a social media campaign, a fundraising drive, an influencer engagement initiative and public outreach activities. Leading up to World Cancer Day and thanks to a collaboration with two major shopping destinations, MAHAK's teams were onsite at two locations, encouraging everyone to join World Cancer Day. Shoppers had the chance to take photos with the World Cancer Day selfie frame and wrote their wishes for children living with cancer on balloons. On social media, over 150 Iranian celebrities were invited to share their 'I Am and I Will' posters on Instagram, while nearly 300 students from three schools in Tehran learned more about World Cancer Day. Over 2,000 MAHAK staff, volunteers, supporters, students and runners also helped to spread the word by proudly wearing World Cancer Day badges and two iconic landmarks, Sana Shopping Center and the Azadi Tower, were awash in orange and blue lights to generate even greater awareness.

Naef K. Basile Cancer Institute, Lebanon

This past World Cancer Day was an opportunity for Naef K. Basile Cancer Institute (NKBCI) to highlight the important role of the arts in supporting the health, well-being and treatment of cancer patients. In a joint event, NKBCI, the American University of Beirut Medical Center and the Cancer Support Fund brought together the world of health with the world of music and visual arts. News anchor, Rola Safa hosted the day's programme which was held on the 4th of February at the Halim and Aida Daniel Academic and Clinical Center. Supporters, cancer patients and their families, as well as healthcare professionals attending the day had the chance to learn more about the cancer control efforts as well as enjoy a video installation and musical performances by the Lebanese National Higher Conservatory of Music.

Shaukat Khanum Memorial Cancer Hospital and Research Centre, Pakistan

It was a special World Cancer Day for the Shaukat Khanum Memorial Cancer Hospital and Research Centre who were also celebrating a milestone event - their 25th anniversary. Their World Cancer Day activities led with the Children's Mela, a fun carnival held on the grounds of the centre for over 1,000 children living with cancer, survivors and their families. Throughout the week, hospital staff spoke to the media about the importance of prevention and early detection, and on World Cancer Day itself, both children and staff took part in a walk against cancer, with participants carrying inspirational World Cancer Day signs that featured messages of survival and hope.

Qatar Cancer Society, Qatar

The Qatar Cancer Society and the Qatar Football Association came together in the spirit of World Cancer Day to honour and celebrate children living with cancer and their families. In Doha, players and team officials from the Al Duhail and Muaither teams walked out onto the pitch at Abdullah bin Khalifa Stadium hand in hand with children living with cancer ahead of the Amir Cup match. At Aspire Park, the biggest park in Doha, a World Cancer Day event was hosted by the Qatar Cancer Society. The day-long programme featured entertainment, healthy cooking competitions, free medical consultations, sports activities, mammograms for women and the opportunity to playfully go toe-to-toe with Qatar national team player Almoez Ali. The awareness raising event attracted media attention with high profile personalities also supporting the occasion.

UICC members make an impact

South East Asia

Cancer Society of India, India

To mark World Cancer Day, the Cancer Society of India in collaboration with the Harvard T H Chan School of Public Health and the American Cancer Society hosted an exclusive webinar for over 70 health journalists from regional news outlets across India. Dr. Neerja Bhatla, All India Institute of Medical Sciences's professor in Obstetrics and Gynecology, as well as government representatives, presented information and answered questions particularly on cervical cancer and the Human papillomavirus vaccination. Journalists also had the chance to hear from Sangeeta Gupta, a cancer survivor who shared her empowering story.

Indonesian Radiation Oncology Society, Indonesia

To mark World Cancer Day, the Indonesian Radiation Oncology Society offered a two-day educational workshop for primary healthcare workers, who are at the front-lines and have the critical opportunity to inform their patients on cancer prevention and early detection. The workshop aimed at providing information, skills and training in these crucial aspects of cancer care.

Cancer Society of Nepal, Nepal

Around 1,000 people joined a 5km walk in Kathmandu to raise awareness this World Cancer Day. Under the theme of 'I Am and I Will', the Cancer Society of Nepal in collaboration with Lions Club International encouraged supporters to come together to focus on the importance of cancer prevention. The programme was inaugurated by Minister of Women, Children and Senior Citizens, Parbat Gurung who also took part in the rally.



The Pantai Jerudong Specialist Centre marks World Cancer Day

UICC members make an impact

Western Pacific

Fiji Cancer Society, Fiji

Dragon boats were seen on the waters of Fiji this past 4th of February, with breast cancer survivors from Fiji and Canada taking part in a dragon boat race, which was launched for the first time by the Fiji Cancer Society to mark World Cancer Day. Villages on the island of Fiji also got together for a Health Fair in Galoa where Fiji Cancer Society's experts were on hand to conduct free cancer screenings and share information on cancer to around 650 Fijians.

National Cancer Society of Malaysia, Malaysia

The National Cancer Society of Malaysia (NCSM) marked World Cancer Day throughout the month of February with a number of major initiatives. On the 4th of February, NSCM launched a key report, which detailed NCSM's impact across the country in 2019. Later in the month, NCSM's World Cancer Day event, Cancer & I, was inaugurated, with clinicians delivering a half day of educational sessions on a number of topics, including tobacco-related cancers, gynaecological cancers, male-related cancers, chemotherapy and cancer treatment updates. Free cancer screenings were also offered as part of NCSM's dedicated programme of World Cancer Day activities.

Pantai Jerudong Specialist Centre, Brunei Darussalam

World Cancer Day was a busy day for the team and volunteers at the Pantai Jerudong Specialist Centre (PJSC). Visitors to the centre were treated with World Cancer Day themed cookies and badges and had the chance to tour the World Cancer Day Gallery, an exhibition showcasing past and present initiatives in cancer awareness efforts. Information booths from the children's support group, YASKA and breast cancer organisation, BBCSG, were also on hand to welcome visitors and provide further information on their services.

World Cancer Day activities continued the entire week in Brunei Darussalam, including the Walk, Run and Cycle event jointly organised by the PJSC and the Ministry of Health's Promotion Centre. Over 1,500 participants registered for the event which took place in the capital city, with ministerial leaders walking alongside

PJSC's cancer patients and survivors in a powerful show of support. Health booths, opportunities for the public to talk to oncologists, a Tai Chi session, quizzes and other initiatives also helped to further engage the public. Throughout that week, the Jerudong Park Country Club's Crystal Arch – an iconic monument in Jerudong Park – also shone a light for World Cancer Day.

UICC members make an impact

Western Pacific

Singapore Cancer Society, Singapore

Singapore Cancer Society was in fighting form for this year's 20th anniversary. Celebrities, influencers and supporters all over Singapore were encouraged to put on their 'I Am and I Will' boxing gloves and pledge their commitment to fighting cancer. A promotional video featuring celebrities showing their support, including football legend Fandi Ahmad, actors Rebecca Lim, Vikneswary Se and Paul Foster, radio host HENRY and journalist and presenter Victoria Cheng, were broadcasted on giant LED digital screens at two popular tourist destinations at Campbell Lane (SGDconnect) and the Suntec Singapore Convention & Exhibition Centre.

The Singapore Cancer Society took the campaign further, with a dedicated social media campaign that included a competition encouraging followers to post and share how they will commit to fighting cancer for the chance to win a small prize. An impressive 10 prominent buildings and landmarks lit up the evening skyline for World Cancer Day, with the Singapore Cancer Society partnering with Gardens by the Bay, ION Orchard, Khoo Teck Puat Hospital, Marina Square, National Gallery Singapore, Ocean Financial Centre, Our Tampines Hub, Suntec City, The Fullerton Hotel Singapore and Victoria Theatre and Concert Hall.

UICC Japan, Japan

UICC Japan and its 29 member organisations celebrated World Cancer Day with activities hosted across the country to raise awareness of the day. In Tokyo, UICC Japan hosted the official lighting up of the Caretta Shiodome – a popular shopping, dining and entertainment centre near the heart of Ginza – in an impressive and magical display of orange and blue. The evening event gathered nearly 70 guests and was broadcasted to news channels in Japan and live streamed for the first time on YouTube. Leaders from cancer organisations across Japan as well as special guests, singers Chiemi Hori and Asakura Miki shared their reflections on cancer in a series of speeches throughout the evening.



World Cancer Day in Malaysia. Credit - CAPRI COMMUNICATIONS SDN BHD



"Due to the incidence rate of cancer which is rising day by day all over the world especially in low and middle income countries, the necessity of increasing knowledge and dispelling certain misconceptions about cancer is a highlighted issue. We believe cancer can be controlled and World Cancer Day is the best occasion on which we can raise awareness towards this issue."

Arasb Ahmadian
CEO of MAHAK

Shoppers in Iran take part in World Cancer Day. Credit: MAHAK

Partners with a vision

Astellas

Leaders from Astellas showed their commitment to World Cancer Day by sharing their 'I Am and I Will' pledges on social media, including Andrew Krivoschik, Senior Vice President and Oncology Therapeutic Area Head at Astellas Pharma who marked World Cancer Day with a powerful response to the question: What is the bravest thing we can do about cancer? as part of the 20 Leaders: 1 Question video series.



“One of the bravest things we can do is to approach each day from the perspective of the patient with cancer. If all of us were to imagine ourselves in the shoes of the patient, we would better understand the urgency to address the unmet needs and evolve cancer care from an acute therapy to managing it as a chronic condition, and ultimately to a cure.”

Andrew Krivoschik, Senior Vice President and Oncology Therapeutic Area Head, Astellas Pharma



Daiichi Sankyo

Daiichi Sankyo celebrated World Cancer Day by using their social media platforms to spread the word. Inspirational posts were shared featuring 'I Am and I Will' messages by team members as well as posts describing their motivations for working in the Daiichi Sankyo's Oncology team.

Highlighting Daiichi Sankyo's commitment to patient care and changing lives for the better, the European office encouraged team members to post a selfie on the Daiichi Sankyo pinboard, with each selfie contributing 10 EUR to the Bettina Bräu Foundation, a German organisation, supporting children living with cancer.



Diaceutics

To mark World Cancer Day, Diaceutics gave a first glimpse of the report: *The Diaceutics PM Readiness Report 2020*. Set to be released later this year, the released abstract introduces solutions to the testing ecosystem for Non-Small Cell Lung Cancer.

The Diaceutics team were also on the ground in Bangalore, in collaboration with the Government of Karnataka, to screen 100 women for breast cancer. Reporting live on one of World Cancer Day's Facebook broadcasts, Dr Bagali spoke of the latest technology that allows screening to be done in complete privacy without exposure to radiation.



Partners with a vision

MSD

This past World Cancer Day, MSD continued to push for progress and helped to drive the amplification of the day globally. For the second year in a row, MSD teamed up with Twitter to support the official World Cancer Day Twitter emoji. The exclusive Twitter emoji could be seen across the platform as the hashtag #WorldCancerDay trended around the world. The MSD teams took part through sharing photographs of MSD team members' holding up signs with their own 'I Am and I Will' commitments, while the occasion was also an opportunity to feature more personal stories by individuals living with cancer, including a powerful video featuring Claire, a mother, breast cancer survivor and Associate VP of Production and Pipeline Communications at MSD.



Qatar Airways

“Qatar Airways is proud to announce its sponsorship of the Union for International Cancer Control on the 20th anniversary of World Cancer Day. Awareness and education is everything in the fight against this disease, and we are honoured to support UICC in its efforts. From everyone in this airline we wish the best for all people facing cancer whether themselves or through their loved ones.”

Qatar Airways Group Chief Executive, His Excellency Mr. Akbar Al Baker



Biocon Biologics

To mark World Cancer Day, Biocon Biologics helped to deliver the Cancer Summit 2020 in New Delhi – an initiative by the Integrated Health and Wellness Council – which brought together national leaders, including India’s Minister of State for Health and Family Welfare, decision-makers and health professionals to create an actionable cancer control roadmap for India.

Generating strong media interest, the high-level event on World Cancer Day prompted important discussions needed to inform the country’s cancer control plan, including on the healthcare system, early and reliable diagnosis, the financial burden of cancer as well as dignified and quality treatment.

“It’s time to redefine what innovation is, so that everybody has access to affordable treatment.”

Dr. Christiane Hamacher
CEO, Biocon Biologics



Partners with a vision

Bristol-Myers Squibb

Bristol-Myers Squibb (BMS) around the world shared their 'I Am and I Will' commitments, using social media to engage with their followers and to help further amplify the message. In Brazil, BMS used the day to support cancer organisations and patient groups in their World Cancer Day activities which took place across the country. Among the many initiatives, they included a public awareness raising campaign organised by patient association, Oncoguia, focused on dispelling cancer myths which took place in the streets of São Paulo, as well the launch of *Estimate 2020: Incidence of Cancer in Brazil* by the Brazilian National Cancer Institute (INCA) at a dedicated event in Rio de Janeiro.



“My contribution is to make sure that patients do not wait ten years in order to have access to new therapies.”

Gaetano Crupi
President and General Manager,
BMS Brazil

Icon Group

This World Cancer Day, Icon Group developed creative, visual butterfly displays using over 11,000 paper butterflies across their 103 sites in Australia, New Zealand, China, Singapore and Hong Kong. Icon’s patients, partners and 3,000 team members wrote their 'I Am and I Will' pledges on the paper butterflies as a powerful sign of hope and to symbolise their commitment to easing the cancer burden. The team at Icon Group also led the lighting of more than 30 landmarks across Australia and in New Zealand’s major cities of Auckland, Christchurch and Wellington for the very first time.



Partners with a vision

Roche

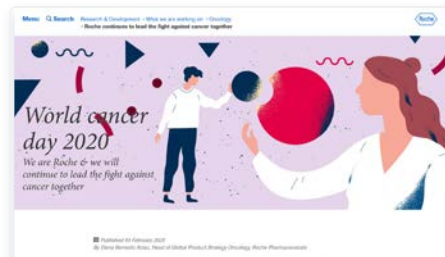
Roche’s team provided a truly inspiring response to World Cancer Day this year. The initiative came from individuals and teams on the ground who were excited about marking this important day. Many of Roche’s team members flagged ‘I Am and I Will’ on their social media accounts; in Nigeria, country manager, Ladi Hameed took World Cancer Day as an opportunity to highlight the national cancer burden in the local media; and the managing director of Roche Diagnostics UK and Ireland, Geoff Twist, focused on personalised medicine and the promise and potential that it holds to better treat cancer patients.



“We all know that the incredible advances in personalised healthcare in cancer are meaningless unless they reach those who need them. Improving access to cancer treatment is at the heart of what we do – no matter where we are in Roche – and the more we can speak up and keep this central to public consciousness the better.

Let’s keep working together to make sure more people have access to the right treatment at the right time – no matter where they are...”

Michael Oberreiter
Head of Global Access
Roche



Sanofi

Coinciding with World Cancer Day, Sanofi celebrated the launch of When Cancer Grows Old™ – a multi-year initiative seeking to address the unique needs and challenges faced by older people living with cancer and their families. The launch included a social media campaign, a series of video interviews with patients and advocates, including UICC’s CEO, Dr Cary Adams, as well as the announcement of a global study to define the global policy gaps in cancer and ageing in collaboration with The Economist Intelligence Unit.



Experiencing **World Cancer Day live**

In a first for World Cancer Day, thousands of supporters tuned in to watch some of the events taking place around the world through a series of Facebook Live broadcasts.

The livestream started in Brisbane and broadcasted from different cities throughout the day, including in Sydney, Jerudong, Lahore, Tokyo, Lyon, Bangalore, Beirut, Cape Town, Abuja, Bonn, Inverness, Mexico City, Toronto and Jacksonville before ending the day in Geneva.



Experience the **live broadcasts**



Giving people a voice on World Cancer Day

To mark the 20th anniversary of World Cancer Day, UICC commissioned an international survey of over 15,000 people in 20 countries to better understand what people think, believe and feel about cancer.

The report, *International Public Opinion Survey on Cancer 2020*, digs deeply into people's concerns about cancer, their perceptions on risk factors, their behaviour as well as expectations of their governments.

“Examining this diversity of views and voices will help enable us to truly understand where we have been and where we must go. We hope that this report will inspire action and enable critically needed change.”

Dr Cary Adams
CEO, UICC



[Download the full report](#)





20 Leaders: 1 Question

This past World Cancer Day we asked more than 20 prominent leaders around the world one question:

“What is the bravest thing we can do about cancer?”

In the 20 days that led up to the 20th anniversary of World Cancer Day, we heard powerful responses from big and bold minds including health ministers, oncologists, CEOs, presidents and political leaders.



Watch on
youtube.com/worldcancerday_official





A celebration of partnership and progress

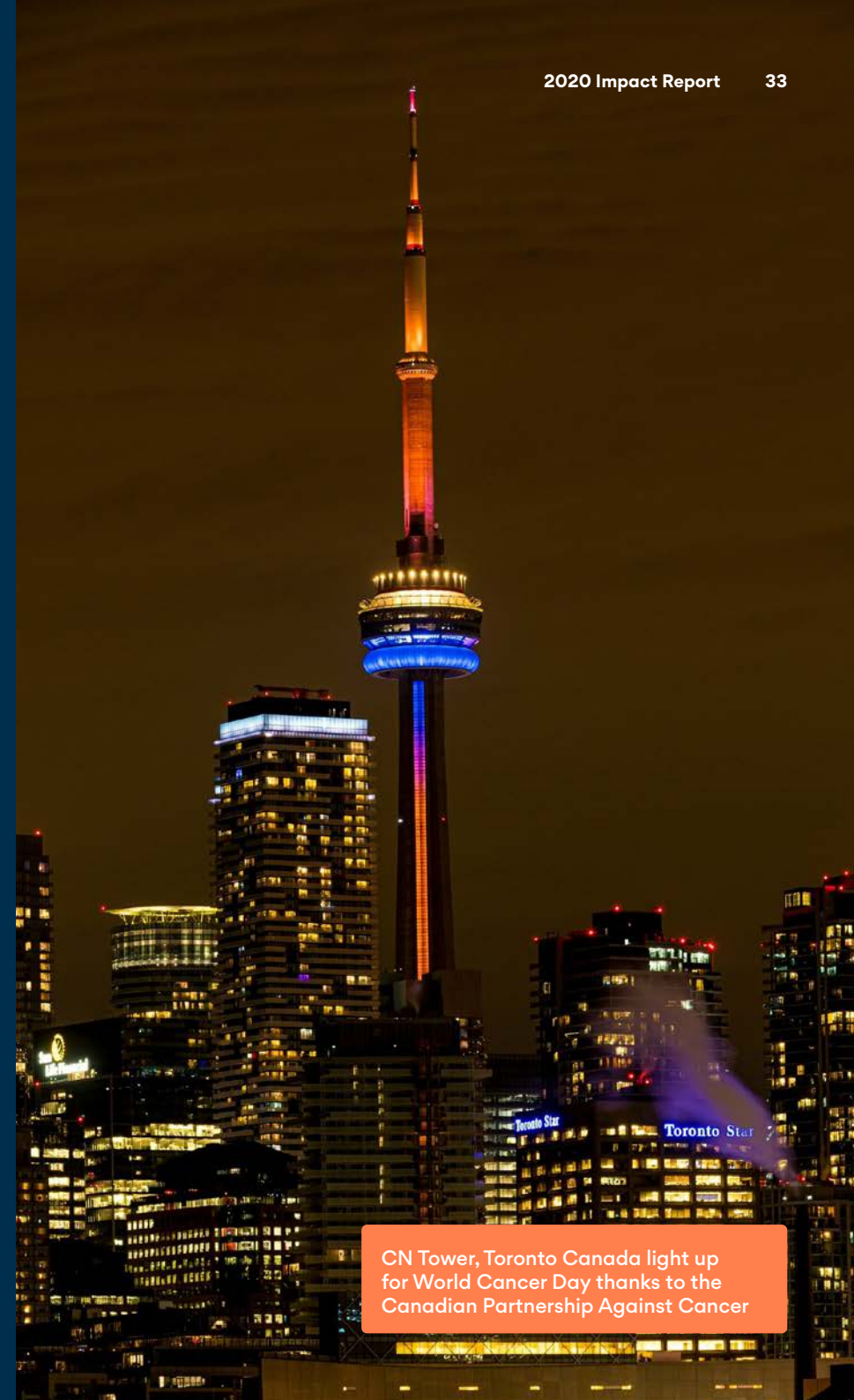
A World Cancer Day evening event hosted by UICC gathered together some of the best minds in global cancer control to celebrate the release of three agenda-setting publications from UICC, the World Health Organization and the International Agency for Research on Cancer.

The evening brought into sharp focus the serious need to address the inequities in cancer, including the inequities faced by lower income countries and among the most socioeconomically disadvantaged groups.

Image: Dr Ren Minghui, Assistant Director-General, Division for Universal Health Coverage/Communicable and NCDs from the World Health Organization speaks at UICC's World Cancer Day event in Geneva.



World Cancer Day continued into the evening with landmarks, buildings, bridges, towers and monuments lighting up in orange and blue. In total, **85 landmarks** in **52 cities** took part to show their support.



CN Tower, Toronto Canada light up for World Cancer Day thanks to the Canadian Partnership Against Cancer



Lighting up the world

Adelaide Convention Centre, Australia

Ballarat Town Hall, Ballarat, Australia

Eureka Park, Ballarat, Australia

Fountain on Lake Wendouree, Ballarat, Australia

Brisbane City Hall, Australia

Reddacliff Place, Brisbane, Australia

Sandgate Town Hall, Brisbane, Australia

Story Bridge, Brisbane, Australia

The Wheel of Brisbane, Australia

Victoria Bridge, Brisbane, Australia

Kings Avenue Overpass, Canberra, Australia

National Portrait Gallery, Canberra, Australia

Old Parliament House, Canberra, Australia

Royal Australian Mint, Canberra, Australia

Telstra Tower, Canberra, Australia

Munro Martin Parklands, Cairns, Australia

The Big Banana, Coffs Harbour, Australia

Geelong Palm Trees, Geelong, Australia

AAMI Park, Melbourne, Australia

Melbourne Star Observation Wheel, Melbourne, Australia

Elizabeth Quay, Perth, Australia

Perth Concert Hall, Perth, Australia

The Bell Tower, Perth, Australia

Luna Park, Sydney, Australia

Manly Town Hall, Sydney, Australia

Mitchell Building, State Library of NSW, Sydney, Australia

Sydney Town Hall, Australia

Elizabeth Mall & Salamanca Square, Hobart, Australia

Launceston Town Hall, Launceston, Australia

Ministry of Health, Brasília, Brazil

National Congress, Brasília, Brazil

Planalto Palace, Brasília, Brazil

Stone Cathedral, Canela, Brazil

Arena do Grêmio Stadium, Porto Alegre, Brazil

Beira Rio Stadium, Porto Alegre, Brazil

Maracana Stadium, Rio de Janeiro, Brazil

O Cruzeiro, São Joao do Piaui, Brazil

Estaiada Bridge, Teresina, Brazil

Calgary Tower, Canada

Confederation Building, Newfoundland and Labrador, Canada

Halifax City Hall, Canada

High Level Bridge, Edmonton, Canada

Niagara Falls, Canada

RCMP Heritage Centre, Regina, Canada

Sails of Light, Vancouver, Canada

Town Hall, Evian, France

Incity Tower, Lyon, France

TV tower, Tbilisi, Georgia

Azadi Tower, Tehran, Iran

Sana Shopping Center, Tehran, Iran

Caretta Shiodome, Tokyo, Japan

The Housing Bank, Amman, Jordan

Wadi Abdoun Bridge, Amann, Jordan

Al-Khazneh (the Treasury), Petra, Jordan

Bayterek Tower, Nur-Sultan, Kazakhstan

DUN's (Dewan Undangan) Building, Kuching, Malaysia

Menara Kuala Lumpur Tower, Malaysia

Christchurch Airport Terminal & Airways Tower, New Zealand

Carter Fountain in Wellington Harbour, New Zealand

Trees at Oriental Bay, Wellington, New Zealand

Eden Park Stadium, Auckland, New Zealand

Qatar Petroleum Tower, Doha, Qatar

Dakar Airport, Dakar, Senegal

Khoo Teck Puat Hospital, Singapore

Marina Square, Singapore

National Gallery, Singapore

Ocean Financial Centre, Singapore

ON Orchard, Singapore

Our Tampines Hub, Singapore

Suntec City, Singapore

The Fullerton Hotel, Singapore

Victoria Theatre and Concert Hall, Singapore

City of Arts and Sciences Complex, Valencia, Spain

Jet d'eau, Geneva, Switzerland

Globe and Kaknastornet, Stockholm, Sweden

Galata Tower, Istanbul, Turkey

Yavuz Sultan Selim Bridge, Istanbul, Turkey

Maggie's Highlands Centre, Inverness, United Kingdom

Spinnaker Tower, Portsmouth, United Kingdom

St George's Hall, Liverpool, United Kingdom

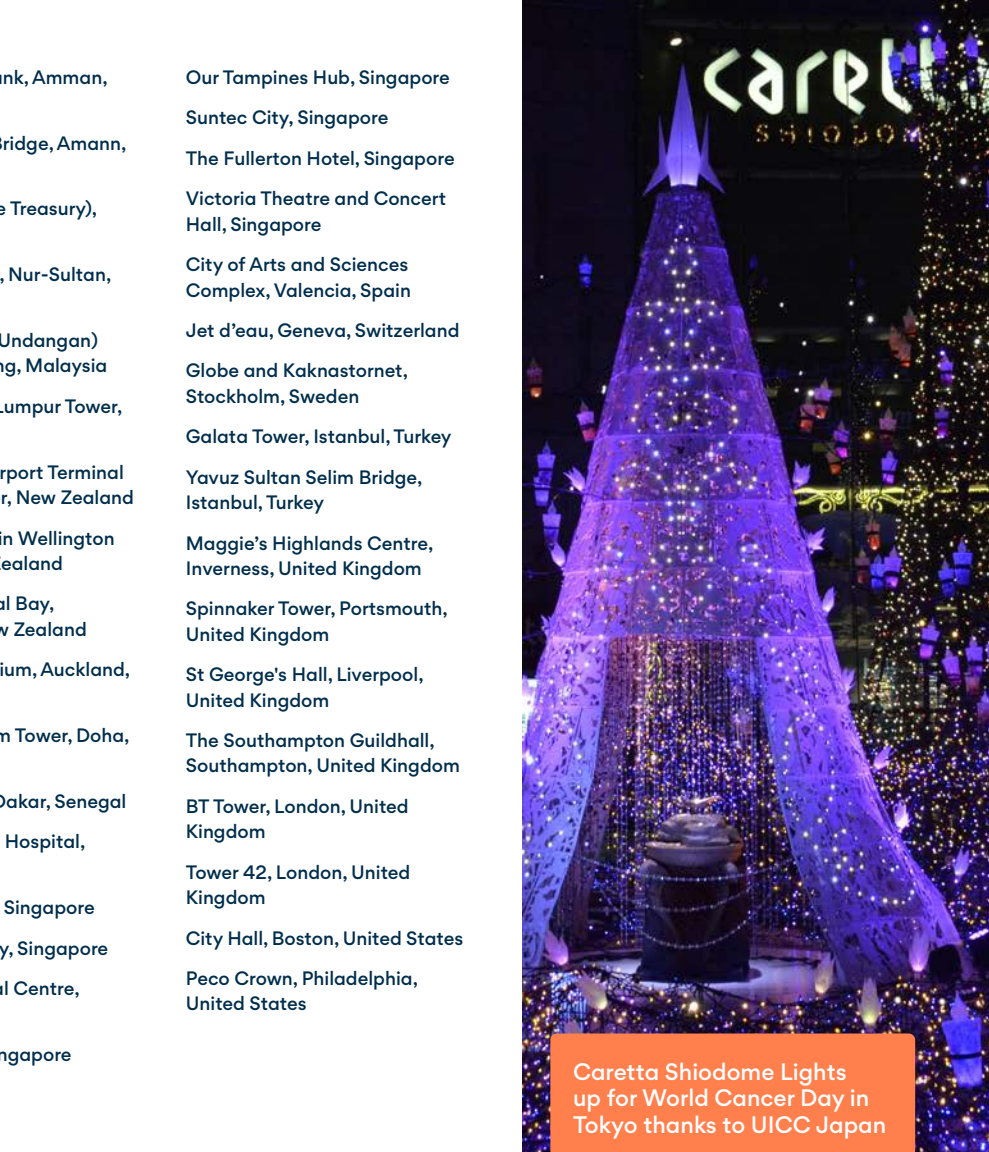
The Southampton Guildhall, Southampton, United Kingdom

BT Tower, London, United Kingdom

Tower 42, London, United Kingdom

City Hall, Boston, United States

Peco Crown, Philadelphia, United States



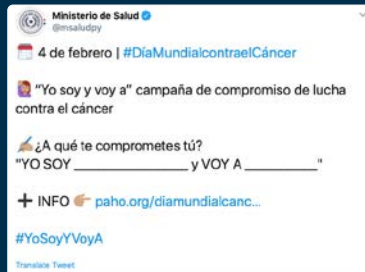
Caretta Shiodome Lights up for World Cancer Day in Tokyo thanks to UICC Japan



Governments show their support

Governments around the world demonstrated their leadership and commitment to reducing the global cancer burden.

For more details, read the **Governments in Action World Cancer Day 2020 Report**.





Making news around the world

World Cancer Day offers a unique opportunity to draw global media attention and drive public dialogue on the key challenges in cancer. This year, the lead news story for World Cancer Day shone a spotlight on the inequities faced by socioeconomically disadvantaged groups – one of the starkest findings coming out of UICC’s International Public Opinion Survey on Cancer.

In 2020, World Cancer Day was covered by hundreds of leading media outlets, achieving close to **15,000 press articles**.



What the press is saying

Asia



World Cancer Day observed in Lalitpur, Nepal



World Cancer Day observed in Lalitpur, Nepal



To fight cancer, we start by raising awareness



Hari Kanker Sedunia 2020: Setiap Orang Bisa Mencegah



Seek doctors instead of alternative treatments, health minister advises cancer patients



Hugill & Ip Solicitor tham gia Chiến dịch #AmAndWill hỗ trợ Quỹ Nghiên cứu ung thư châu Á



Sejarah World Cancer Day atau Hari Kanker Sedunia, dan 5 Penyakit Mematikan



World Cancer Day observed in Lalitpur, Nepal



World Cancer Day observed in Lalitpur, Nepal



What you need to know about World Cancer Day

Latin America



Día Mundial Contra el Cáncer: La importancia de crear conciencia en la comunidad



Los cinco tipos de cáncer más comunes y más mortales del mundo



Cuba joins activities for World Cancer day

Africa



World Cancer Day: Obaseki Calls for Collaboration against Scourge



Merck Foundation marks World Cancer Day through its Merck Cancer Access Program



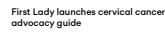
Cancer: new report shows huge gap on awareness between higher and lower socio-economic groups



5 ways you can change your diet to lower your cancer risk - today



Kenya: Cancer - New Report Shows Huge Gap on Awareness Between Higher and Lower Socio- Economic Groups



First Lady launches cervical cancer advocacy guide



Take action against cancer: First Lady

Canada



Cancers au Canada: plus de 200 000 nouveaux cas et 80 000 décès tous les ans



Cervical cancer could be eliminated in Canada in just 20 years, studies find

Asia & Middle East



Over 8,000 cancer cases recorded in Jordan in January-September period of 2019



World Cancer Day: national plans to improve patients' lives



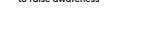
Transformation of Qatar's cancer services results in advanced care



Petra's Al Khazneh lit blue to mark World Cancer Day



Cancer Day observed across country to raise awareness



Qatar Airways official airline sponsor of union for cancer control



Labaid observes World Cancer Day, Cancer awareness day emphasizes early detection to control deaths

Oceania



World Cancer Day: influential figures from around the world tweet messages of support



More affordable and accessible cancer treatment needed, reveals international survey



Día Mundial contra el Cáncer: el tesón de padres y madres para que se investigue más



Global survey highlights actions Australians want on cancer



Report Says Australians Don't Know the Biggest Cancer Risk Factors



World Cancer Day: The most common types of cancer in Victoria

United States



The Endless War - The One Against Cancer



Millions Still At Risk Of Cancer, Here's What We Need To Do



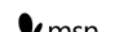
World Cancer Day 2020: Survey Shows Unacceptable Cancer Awareness Divide



People with Disabilities Get Cancer, Too



World Cancer Day 04.02.2020 "I am and I will"



On World Cancer Day, A Call For United Action In Africa



msnNOW: World Cancer Day marks 20th anniversary

Europe



TAKE ACTION World Cancer Day 2020 - theme and quotes for this year



World Cancer Day: Urgent action needed to improve early detection



Major disparities in public awareness of cancer



World Cancer Day: EU to launch new plan to fight cancer



Istituto Marangoni, UICC Join Forces Against Cancer



4 de febrero: Día Mundial contra el Cáncer



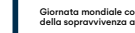
Journée mondiale contre le cancer : les traitements progressent et la maladie se guérit mieux

THE LANCET Oncology

New decade, new opportunities?



Istituto Marangoni per la Giornata mondiale contro il cancro 2020



Giornata mondiale contro il cancro: aumento della sopravvivenza a 5 anni dalla diagnosi



World Cancer Day: Here's how perceptions about the disease differ around the world



ESMO reaffirms commitment to education as key lever to make cancer prevention effective



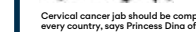
Journée mondiale contre le cancer : Un simple test sanguin pour évaluer la radiosensibilité des patients



World Cancer Day: Six most common cancers for women and the symptoms to look out for

la Repubblica

World Cancer Day, dalla terapia alla diagnosi: ancora troppe differenze regionali



Cervical cancer job should be compulsory in every country, says Princess Dina of Jordan



What is World Cancer Day and what's this year's theme?



Hoy es el día mundial contra el cáncer



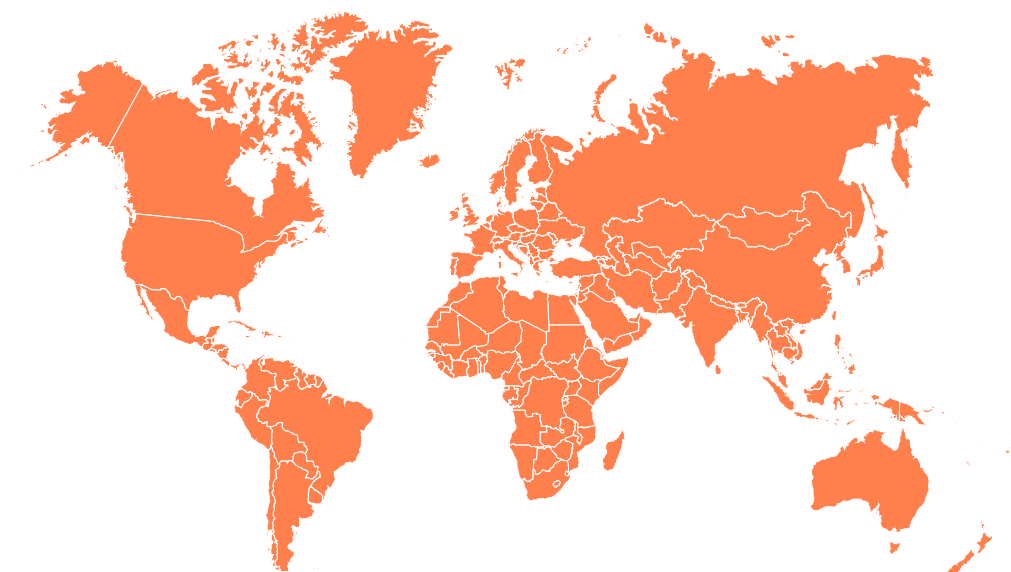
Día Mundial contra el Cáncer: el tesón de padres y madres para que se investigue más



World Cancer Day: Gary Burgess shares his story



World Cancer Day: New study into hard-to-treat cancers





Influential voices for World Cancer Day

Jennifer Arnold, MD @JenArnoldMD

Got my #cancer screening this week. great way to celebrate being a #survivor #WorldCancerDay2020 #IAmAndIWill #WorldCancerDay #cancersurvivor #littlecouple



Billie Jean King @BillieJeanKing

Whether you are fighting it, or have fought it in the past, whether you have lost a loved one to it, or are currently supporting someone through it, I support you. ❤️

#WorldCancerDay

Tedros Adhanom Ghebreyesus @DrTedros

This #WorldCancerDay @WHO is issuing a wake up call: at least 7 million #cancer deaths could be prevented over the next decade through universal health coverage, and by mobilizing different stakeholders to work together. Let's beat cancer!



FIFA Mobile @EAFFIFAMOBILE

In the next few moments, we have a Content Update coming. With it, we have a brand new event that will start tomorrow on World Cancer Day! This event holds a special place on the FIFA Mobile team, and we hope you'll enjoy it!

World Economic Forum @wef · Feb 4

How listening to patients could change the way we fight this disease wef.ch/3Ssh7RH #WorldCancerDay



Ashok Swain @ashoswai

Today is #WorldCancerDay - 1 in 6 deaths in the world because of the cancer. To prevent it, eat healthy, drink less, avoid tobacco! Remember - Cow Urine doesn't cure it.

International Atomic Energy Agency @iaeaorg · Feb 4

On #WorldCancerDay, IAEA Director General @RafaelMGrossi calls for more access to radiotherapy. Read on: bit.ly/3TodTNG



Morgan Freeman @morgan_freeman

For #WorldCancerDay I thought I would share with you a film I executive produced called The C Word. Not only did it open up my mind to the causes of the disease but it also revealed to me the shortcomings of how we treat it. I hope it helps someone. -M



The C Word | Netflix
To solve the mystery of cancer, challenging the status quo is a must. Witness how lifestyle and societal changes may help beat the disease. netflix.com

United Nations @UN · Feb 4

Cancer cases could increase by 60% over the next 20 years. On Tuesday's #WorldCancerDay, @WHO has outlined steps to save 7 million lives, including by tackling inequalities in cancer services. bit.ly/37VHVUP



Ethan Dolan @EthanDolan

It's #WorldCancerDay and I would just like to say, to anyone battling this terrible disease, you inspire me. You're stronger than this disease and it doesn't define you. To families affected by cancer, my love goes out to you. I pray you can enjoy every moment you spend together

Naomi Campbell @NaomiCampbell

#WorldCancerDay I love you Mum, #valeriemorriscampbell #cancersurvivor



naomi Today my enduring or who my mum was dia everything in me her side. My thou men and women lost. 🙏❤️ #Wor @valeriemorrisca

Ellen DeGeneres @TheEllenShow

For #WorldCancerDay I got to talk to one of my favorite survivors, @OfficialJLD.



I just have the flu.

The Obama Foundation @ObamaFoundation · 4 Feb

Beating cancer starts with knowledge. That's why @abdul_jurak launched a foundation to educate people in Ghana about cancer and help them access care. On #WorldCancerDay, we're grateful for @Obamal.eaders like Abdul who are committed to finding solutions to fight cancer.



We are all heroes

We saw heroes everywhere this World Cancer Day: using their voice to raise awareness, offering comfort and support, standing up for what they believe in and taking action towards a better, healthier world.



Fernie Quiroga
@FernieQ15

I was diagnosed Leukemia at age 5 and with the power of God and his grace I was able to beat it 🙏🙏 I pray whoever is battling Cancer rn is given the strength to beat it and overcome it! #WorldCancerDay 🌍

**God is good
#blessed**

10:32 PM · Feb 4, 2020 · Twitter for iPhone

Superman
@SupermanTweets

A Cancer Center in Brasil found a creative way to make chemo therapy a bit easier to cope with for the little ones...
#WorldCancerDay 🌍

We tell kids these have a secret formula in them to make them strong

It makes chemo a little bit easier

11:19 PM · Feb 4, 2020 · Twitter for iPhone

Junior Duffault
@JDuffault

Before world cancer day ends I'd like to take a moment to post my 7 year old hero Riley 🦸 Never stop fighting Lil man!
#Rallyforriley

5:12 AM · Feb 5, 2020 from Kutztown, PA · Twitter for iPhone



Heroes for Progress

To celebrate the hero in all of us and our everyday choices and actions to reduce the impact of cancer, UICC teamed up with the Marangoni Institute to challenge their students to create an original t-shirt design inspired by the idea of “**Heroes for Progress**”.

The winning design by Aimone Pitecco was chosen by a prestigious line-up of experts, including **Bianca Balti**, Top model and fashion creative director, **Emanuele Farneti**, Editor in Chief, Vogue Italia, **Malcom McInnes**, Academic Chief Officer, Istituto Marangoni and H.R.H. **Princess Dina Mired**, President, Union for International Cancer Control.

“This competition brings together the challenge of cancer with the creativity of some of the best up-and-coming designers to deliver a powerful message that each one of us has a role to play in combatting one of the world’s biggest killer. It is more important than ever that young people speak up and use their platform to highlight the importance of working together towards a healthier and brighter future for generations to come.”

H.R.H. Princess Dina Mired
UICC President

Brilliant thinkers for progress this World Cancer Day.

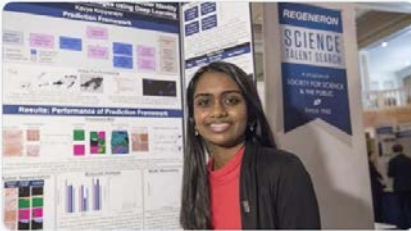
The Nobel Prize @NobelPrize · Feb 4
 "Thank you for saving my life."
 Tomas Dahl (pictured left) was diagnosed with tonsil cancer and told there was no cure. But after trying the cancer therapy pioneered by the 2018 Medicine Laureates (centre and right), he emerged cancer-free.
 #WorldCancerDay



CERN @CERN · Feb 4
 #WorldCancerDay
 Did you know that CERN is developing technologies for a new generation of cancer-therapy centres?
 kt.cern/success-storie...
 Find out more about CERN's medical applications kt.cern/medtech
 #CERNKT
 #WorldCancerDay2020



Harvard SEAS @hseas · Feb 4
 Undergrad @KavyaKopparapu developed GlioVision, which uses deep learning to determine the molecular and genetic signature of a brain tumor with 100% accuracy: buff.ly/394Eke0 #WorldCancerDay



Princeton University @Princeton · Feb 4
 Through research, #PrincetonU scientists are making progress towards a world without cancer.
 @PrincetonMolBio's @yibinkang & team recently discovered a factor promoting the spread of cancers to bone, paving the way toward new treatments.
 #WorldCancerDay



Princeton scientists discover an interaction that helps cancers spread... A Princeton-led team of researchers has discovered a factor that promotes the spread of cancers to bone, opening the way toward ...
 princeton.edu

MIT Biology @MITBiology · Feb 4
 Congrats to @DMSabatini for earning the Sjöberg Prize from the Royal Swedish Academy of Sciences @vetenskapsakad. He discovered mTOR and its role in cell metabolism and growth, which could help counteract cancer. A fitting announcement for #WorldCancerDay
 bit.ly/38YP1ii



Whitehead Institute and MIT Science

ISS Research @ISS_Research · Feb 4
 On #WorldCancerDay, we take a look back at @AstroSerena's tour of the @ISS_CASIS experiment that cultured endothelial cells on the @Space_Station to improve testing methods for cancer treatment on Earth.
 Read more: issnationallab.org/blog/endothel...



2:52 | 171.2K views

CanadianSpaceAgency @csa_asc · Feb 4
 Today is #WorldCancerDay. A Canadian science experiment in space is studying how neutron radiation can cause long-term health problems, including cancer.
 Video: CSA/NASA



0:21 | 4.1K views





UICC Japan celebrates World Cancer Day with partners.
Credit: UICC Japan

World Cancer Day 2020 Advisory Group

The World Cancer Day Advisory Group is made up of a number of health and communications experts whose input, feedback, insight and support helps to ensure World Cancer Day continues to be an inclusive and meaningful platform for everyone, everywhere.

Lori Agin Cooper
American Cancer Society

Tegan Brown
Cancer Council Australia

Lucy Balona
Cancer Association of South Africa

Tingting Xu
China Anti-Cancer Association

Dinesh Madhavan
HCG Hospital

Emmanuel Collin
Institut National du Cancer

**Patricia Pinto
& Cristiana Fonseca**
Liga Portuguesa Contra o Cancro

Leidys Marquez-Gigi
MAKNA

Rachel Darwin
National Comprehensive
Cancer Network

Runcie Chikeruba
Project PINK BLUE

Dr Hadi Mohamad Abu Rasheed
Qatar Cancer Society

Celia Au
Singapore Cancer Society

Kirill Kirgizov
The National Society of Pediatric
Hematologists and Oncologists

Selin Potel
Turkish Association for
Cancer Research & Control



Keep spreading the word

We know the work doesn't stop after the 4th of February. Keep the momentum going and get ready for the final year of the 'I Am and I Will' campaign in 2021.



Words for World Cancer Day

Russell Hartness
@RussellHartness

Everyone fights a battle
Whether it be day to day grind
Or beating Cancer
We are all warriors
Cancer never wins
We beat it by how we live
To all those that help
The doctors that diagnose
The machines that save our life
To all of you in there with us
Thank you
[#WorldCancerDay](#) 🌱

Kate Bowler ✓
@KatecBowler

[#WorldCancerDay](#) 🌱

It did not ask
if you were free
had plans
had finally figured out
if you would try golf
(probably not)

But even though
cancer doesn't care
who you are -

rest easy today
as the war rages on
you are not cells
or outcomes.

You are love.
Every day of your life.

I am
a volunteer



Thank you

Thank you to the thousands and thousands of supporters whose actions of standing up and speaking out made a powerful difference. As well as to our UICC members and the international cancer community whose work on World Cancer Day and every day moves us all towards a future where millions of lives are saved from cancer.

Together, we showed that World Cancer Day can be the catalyst for worthwhile and lasting change.

Thank you to our World Cancer Day official partners who support and believe in the power of this campaign.

Visionary partners



Champion partners







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

Have questions? Email us at hello@worldcancerday.org

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



-  facebook.com/worldcancerday
-  instagram.com/worldcancerday
-  twitter.com/uicc
-  youtube.com/worldcancerday_official