




Action Toolkit

#CloseTheCareGap
worldcancerday.org

Close 
 the care
gap 



World
Cancer Day
4 February

 UICC

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



Cancer is the second leading cause of death worldwide. Together, we can change that.

While we live in a time of awe-inspiring advancements in cancer prevention, diagnosis and treatment, many of us who seek cancer care hit barriers at every turn. Income, education, geographical location and discrimination based on ethnicity, gender, sexual orientation, age, disability and lifestyle are just a few of the factors that can negatively affect care.

This year's World Cancer Day's theme, "Close the Care Gap", is all about raising our voices to engage our leaders. We will call on leaders to eliminate health inequities by addressing their root causes, ensuring that everyone has access to quality health services when, where and how they need them.

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

#CloseTheCareGap
#WorldCancerDay



Campaign Theme 2022-2024



Whoever you are, you have the power to reduce the impact of cancer for yourself, the people you love and for the world.

The last year of our campaign is all about bringing attention to a higher level—literally. We will raise our voices to engage our leaders. Now that we have knowledge and a united community by our side, we are ready to shake the very foundations of injustice—to become lifelong advocates fully equipped to push for lasting change.

We call on governments to eliminate health inequities by addressing their root causes, ensuring that everyone has access to quality health services when, where and how they need them.

**It's time to close the care gap.
#CloseTheCareGap**



#CloseTheCareGap

What do we mean by “inequity”?

In healthcare, inequality refers to the uneven distribution of resources. By contrast, inequity means unjust, avoidable differences in care or outcomes.

The difference may seem subtle, but closing the cancer care gap isn't really about simply providing everyone with equal resources. One size doesn't fit all, and every challenge demands a different solution. Equity is about giving everyone what they need to bring them up to the same level.





“Cancer is a disease we often diagnose too late and have too few ways to prevent it in the first place; where there are stark inequities based on race, disability, ZIP Code, sexual orientation, gender identity, and other factors.”

Joe Biden, President of the United States





Key issues

Explore the barriers that stand in the way of cancer care

- Gender norms and discrimination
- Barriers for minority populations
- Socioeconomic status
- The rural-urban divide
- Age discrimination
- Refugee status and forced displacement
- Homophobia, transphobia and related discrimination
- Barriers for care for people with disabilities



Read more at:
worldcancerday.org/keyissues

Where you live. Who you are. Where you come from. What you do. Who you love. These are called the social determinants of health, and they represent the many factors that may lead to inequities. They can unfairly stand between you and cancer prevention, diagnosis and treatment.





Did you know?



10 million people died from cancer in 2020.

70% of cancer deaths occur in low-to-middle income countries.

Less than **30%** of low-income countries have cancer treatment services available (compared to 90% in high-income countries).



Did you know?



Over **350,000** children in low-income countries are missing out on cancer treatment.

For white women in the US, the five-year survival rate for cervical cancer is **71%**. For black women, the rate is just **58%**.

In New Zealand, Māori are **twice** as likely to die from cancer as non-Māori.

Cancer kills nearly 10 million people a year and some **70%** of those are aged 65 or older, yet older populations face disproportionate barriers to effective treatment.

In **refugee populations**, cancer is more likely to be diagnosed at an advanced stage, leading to worse outcomes.

Up to **3.7 million** lives could be saved each year through resource appropriate strategies for prevention, early detection and timely and quality treatment.



Appeal to your political leaders

When it comes to cancer, many of us are denied basic care, even though we live in a time of awe-inspiring advancements in cancer prevention, diagnosis and treatment. This is the equity gap – and it’s costing lives.

The Union for International Cancer Control, the founding organisation of World Cancer Day, is launching a Call to Action to close this cancer care gap, which every citizen can sign and share with their government. Citizens can call on their representatives to implement policies to improve health equity, facilitate access to affordable and accessible cancer services for all populations, and reduce disparities in cancer incidence and mortality.

The Call to Action is available in English, French and Spanish. It can also be downloaded in nine additional languages: Brazilian Portuguese, German, Russian, Arabic, Bahasa, simplified and traditional Chinese, Japanese, and Korean.

Join the Call to Action and share it with your representative.

worldcancerday.org/join-call-to-action



The form is titled "Key actions that governments can take" and features a list of nine key actions. Below the list are input fields for "First Name", "Email Address", and "Last Name". A dropdown menu allows users to "select country to find your targets". The form includes a section for writing a message to a representative, with a "Dear [recipient position will go here] [recipient name will go here]" header. A "Sincerely," line is followed by fields for "[your name will go here]" and "[your email address will go here] [your location will go here]". A checkbox option is provided: "I would like to stay informed about the World Cancer Day campaign." At the bottom, there is a prominent orange button labeled "Add your voice".

Key actions that governments can take

1. Increase funding for cancer research
2. Develop a population-based cancer registry
3. Implement an effective national cancer strategy
4. Take measurable action towards universal health coverage
5. Improve education around cancer
6. Strictly regulate the marketing, sales and alcohol and other carcinogenic products
7. Implement routine screening programmes for common cancers
8. Foster patient-centred care
9. Address the systemic social determinants of health

Read more

First Name * Last Name *

Email Address *

Select country to find your targets

We'll notify your representative.

Please enter a search term to continue.

Dear [recipient position will go here] [recipient name will go here],

I am writing to you as a concerned citizen to urge immediate and meaningful action to close the gap in cancer care across our nation. This call aligns with International Cancer Control (UICC), the oldest and largest organisation dedicated to reducing the burden of cancer around the world.

These gaps are often a result of social determinants of health, which create

Sincerely,

[your name will go here]

[your email address will go here] [your location will go here]

I would like to stay informed about the World Cancer Day campaign.

Add your voice



Campaign Materials

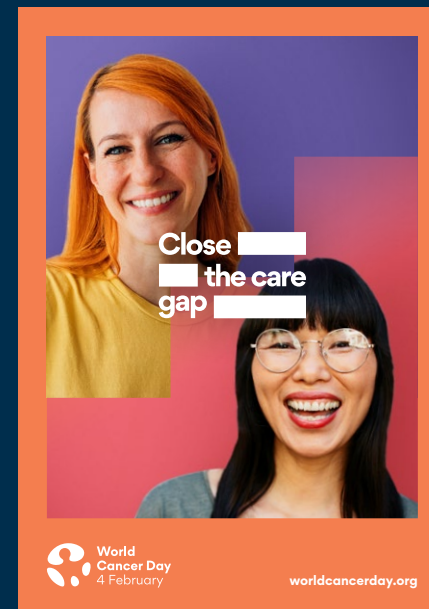
World Cancer Day materials are freely available for you to develop your own activities and actions around the day.

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

worldcancerday.org/materials

Posters

Raise awareness and inspire everyone around you by displaying and distributing the official World Cancer Day posters - available in 9 languages.



Create your own poster

Put your personal stamp on World Cancer Day by creating a customised poster with your own 'CloseTheCareGap' message and photo. Create, customise, download and share your poster directly to social media at

worldcancerday.org/custom-poster



Campaign Materials

How to guides

These series of handy how to guides packed with helpful hints, tips and tricks are here to help you 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.

Close the care gap

World Cancer Day
4 February

نحو رعاية عادلة لمرضى السرطان

اليوم العالمي للسرطان
4 فبراير

Pour des soins plus justes

Journée mondiale contre le cancer
4 février



Campaign Materials

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

You're invited!

We're on a mission to reduce inequities in global cancer care, and guess what? You can help. It's all about an invite. Many people do not have access to the care they need because of who they are and where they live. It's time to change that. And for this, we invite you to join our Call to Action and help us make sure the message reaches every corner of the world.

First, sign the Call to Action, then go to the link in the highlights of World Cancer Day on Instagram and screenshot the invite. Then all you have to do is fill in the template:

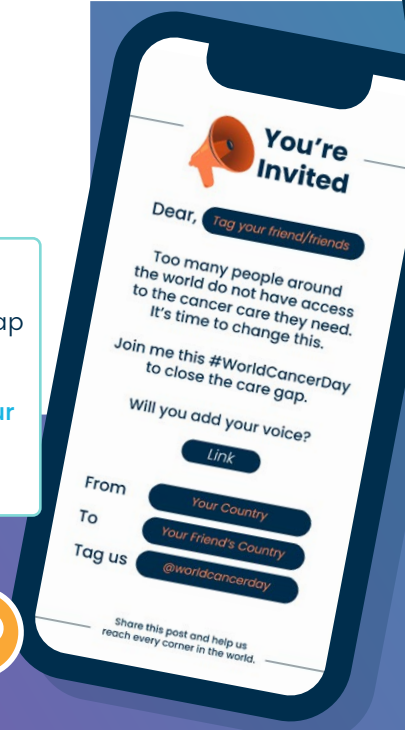
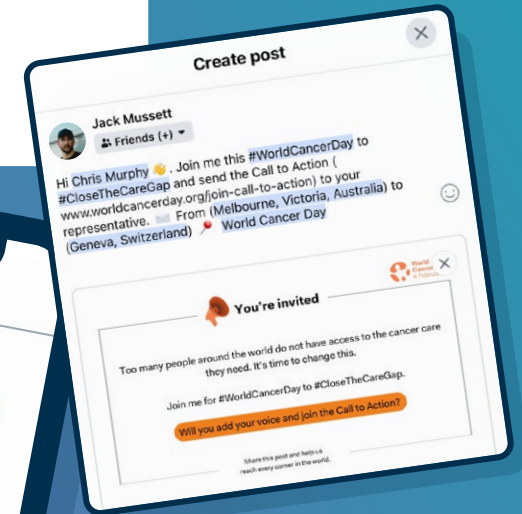
- Tag your friend.
- Add the Call to Action link (www.worldcancerday.org/join-call-to-action).
- Tag your country.
- Tag your friend's country.
- Tag [@worldcancerday](https://www.instagram.com/worldcancerday).

This invite is open to everyone. Round up your crew, rally your neighbours, and don't forget to rope in your globe-trotting friends. We're trying to spread this message across the globe.

You can also share the invite on other preferred social media channels. All you have to do is copy and paste the template text below and use this image (here we are creating a modified template); just make sure to tag everyone in the caption.

You can download the different invite templates here.

Hi (tag your friend) 🙌. Join me this #WorldCancerDay to #CloseTheCareGap and send the [Call to Action](http://www.worldcancerday.org/join-call-to-action) (www.worldcancerday.org/join-call-to-action) to your representative. 📍 From (tag your location) to (tag your friend's location) 📍 tag @worldcancerday



Share this post and help us reach every corner in the world.



Count me in: How you can take action

Get involved any way you can.

Join the World Cancer Day Call to Action

We will call on leaders to eliminate health inequities by addressing their root causes, ensuring that everyone has access to quality health services when, where and how they need them.

worldcancerday.org/join-call-to-action



Join the conversation

Use the hashtags **#World Cancer Day** and **#CloseTheCareGap**.

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

World Cancer Day 5k Challenge

Close a loop of 5 kilometers or miles by running, cycling, swimming, walking, hiking... you get the picture! Once you've completed the challenge, post your feat on the social media channel of your choice and nominate 5 of your friends to do the same and to join the Call to Action.

Check here for more information: worldcancerday.org/world-cancer-day-5k-challenge



Get personal

Create your own custom poster with your own personal message of commitment and share it with the world.

Create your poster online at: worldcancerday.org/custom-poster

Give something

Make a donation today at: worldcancerday.org/donate



Count me in: How you can take action

Inform yourself and others

Find out more about cancer, the equity gap and the impact it has on the people we love, our communities, and the world.

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

Advocate for action

Petition your health minister or government representative asking them to close the care gap, raise public awareness and take action this World Cancer Day.

How to guide: Be an advocate: worldcancerday.org/materials

Join the action

Show your support by showing up. Find an event near you on the Map of Activity, sign up to attend, participate or volunteer.

Find an event near you at: worldcancerday.org/map

Create an event or activity

Inspire others by hosting your own World Cancer Day event.

From free screenings, record breaking attempts, conferences, fundraisers to fun runs, add it to the Map of Activity to spotlight the awesome work that you're planning.

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

Light up the world

Make a statement by lighting up a significant landmark, monument or building to be illuminated on World Cancer Day in the colours of orange and blue in your city.

For more information, email hello@worldcancerday.org

Spread the word

Write an op-ed, blog story, record a video message, feature World Cancer Day on your website, an article in your newsletter, or reach out to a local journalist.

Translate materials

Our volunteer translators help make World Cancer Day campaign materials, including posters, infographics and factsheets, as accessible to as many people as possible.

To help translate World Cancer Day materials, email hello@worldcancerday.org





What's next?

- 1 Get informed**
Understanding inequity is the first step. Commit to learning about inequities and understand how the care gap affects you, your family or your community.
worldcancerday.org/close-care-gap
- 2 Appeal to your leaders**
Call on your leaders to commit to making cancer a priority, and to invest our resources to achieve a just, cancer-free world. Join the Call to Action:
worldcancerday.org/join-call-to-action
- 3 Get inspired**
Head to worldcancerday.org to see what other supporters are planning for the day.

- 4 Plan and register**
Plan and register your activity or event on the Map of Activity.
worldcancerday.org/map
- 5 Download campaign materials**
Get ready with the World Cancer Day materials.
worldcancerday.org/materials





Get inspired: Ideas for impact

Highlighting early detection and hope

The Ghanaian cancer organisation, Breast Care International (BCI), organised a Meet Press event on World Cancer Day, which aimed to highlight the significance of early cancer detection, with a focus on breast cancer. It featured panel discussions covering various aspects of cancer, such as the latest treatment advancements, the media's role in cancer awareness campaigns, and the healthcare community's vital involvement in the fight against cancer. Cancer survivors also shared their stories and experiences, inspiring hope and encouraging others to seek treatment.



Get moving

To mark World Cancer Day, the Hungarian League Against Cancer held a press conference and presented e-learning modules on cancer prevention and early detection. The League organised a charity yoga event and launched a campaign to promote physical activity, support cancer patients and ensure regular screening for the disease. The League also held walks in several Hungarian regions, encouraging cancer prevention measures and supporting those affected by the disease.



Cycling to raise funds against cancer

The Shaukat Khanum Memorial Cancer Hospital and Research Centre in Pakistan focused its World Cancer Day event on raising awareness of cancer patients and access to quality care. As part of UICC's 5K Challenge, 130 cyclists, including women and children, rode to highlight the difficulties of accessing care in remote areas. Volunteers also carried out educational activities on campus. The event raised funds towards the construction of the country's largest cancer hospital in Karachi.

Inspire with a song

The Pancreatic Cancer Coalition and the Pancare Foundation in Australia released "Impressions of You". The song was first selected as the World Pancreatic Anthem but was unanimously voted to be shared with the UICC as the anthem for World Cancer Day to emphasise that no one should face cancer alone. The song featured contributions from talented individuals, including singer and actor Amy Manford, and has gained worldwide recognition in 49 countries. All proceeds from royalties went directly to cancer programmes.



“World Cancer has become the most amplified and impactful global platform for all cancer patients and advocates – a platform where we can all make noise, lots of noise, reminding all that we can win the war on cancer.”

HRH Princess Dina Mired of Jordan

Thank you for supporting World Cancer Day.



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



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