

## About World Cancer Day – 4 February

World Cancer Day was established on the 4 February 2000 at the World Summit Against Cancer for the New Millennium in Paris, and the Union for International Cancer Control (UICC) has been leading this global uniting initiative ever since.

The Day aims to promote research, raise awareness and mobilise the global community to make progress in cancer prevention, screening, detection, diagnosis, treatment, and care.

By raising worldwide awareness, improving education and catalysing personal, collective and government action, supporters of World Cancer Day are working together to reimagine a world where everyone enjoys access to the cancer prevention, treatment and care that they need, according to their specific needs and preferences.

Each year, hundreds of activities and events take place around the world, gathering communities, organisations and individuals in schools, businesses, hospitals, marketplaces, parks, community halls, in the streets and online.

## 2025-2027 Theme: United by Unique

'United by Unique' highlights the fact that people have **unique** stories, needs, perspectives and situations that need to be taken into consideration when shaping care and health systems, while the community and everyone with an experience of cancer is **united** in their aim to take action to reduce the burden of cancer.

### Key messages

- **People-centred care:** The campaign underscores the significance of a fundamental shift in cancer care delivery and health systems, which promotes a holistic approach that considers the emotional, psychological, and social aspects of cancer, alongside the medical treatment.
- **Unique human stories:** Every cancer diagnosis is accompanied by a unique story. The campaign aims to bring these stories to the forefront, showcasing the diverse experiences of individuals affected by cancer.
- “Every experience with cancer is **unique** and it will take all of us, **united**, to create a world where we look beyond the disease and see the person before the patient.”

### Campaign goals

- **Raise awareness:** Educate the public about the importance of people-centred cancer care and the unique needs of individuals affected by cancer.
- **Promote empathy and compassion:** Encourage healthcare providers and caregivers, to approach cancer care with more understanding for individual needs and circumstances.
- **Inspire action:** Motivate individuals and organisations to take concrete actions to support people-centred cancer care initiatives.

For more information, visit <https://www.worldcancerday.org/the-campaign>.