

● **ACTION TOOLKIT**



**UNITED  
BY  
UNIQUE**

# HOW TO TURN SMALL ACTIONS INTO BIG IMPACT

[WORLD Cancer DAY.ORG](http://WORLD Cancer DAY.ORG)

[#UNITEDBYUNIQUE](https://twitter.com/UNITEDBYUNIQUE)

**WHAT IF IT WERE POSSIBLE TO REWRITE CANCER CARE? WHAT IF CARE COULD EMBRACE PEOPLE'S DIFFERENCES AND MAKE SURE THAT EVERYONE IS SEEN FOR WHO THEY REALLY ARE AND HAS ACCESS TO THE CARE THEY NEED? THIS APPROACH HAS THE POWER TO CHANGE HEALTH SYSTEMS—AND LIVES—FOR THE BETTER.**



**People-centred care** is more humane and effective, yet barriers stand in its way. To overcome them, we'll need knowledge, hard work, and unshakeable dedication. We'll need you.

**United in our goals, unique in our needs.** Those words will be heard often throughout World Cancer Day activities. **United by Unique** means that everyone has unique needs, unique perspectives, and a unique story to tell, yet people touched by cancer are united in a shared ambition to lower the cancer burden, to see cancer treated successfully, and to lead better lives with cancer.



**THIS ACTION TOOLKIT WILL EQUIP YOU WITH ACTIONS, RESOURCES, AND IDEAS TO HELP YOU MAKE YOUR MARK.**

**ON 4 FEBRUARY, YOU'LL BE READY TO JOIN US AS WE REIMAGINE CANCER CARE.**

**#UNITEDBYUNIQUE  
#WORLDANCERDAY**



**CANCER IS ONE OF THE WORLD'S LEADING CAUSES OF DEATH. NEARLY EVERYONE KNOWS SOMEONE WHO WAS, IS, OR WILL BE DIRECTLY IMPACTED BY CANCER.**



Improved awareness, better prevention, and more effective treatment and care could all save lives. Yet, the cancer burden continues to grow. **By 2040, experts predict that new cancer cases will top 30 million** if we don't act.

**1 IN 5 PEOPLE WILL DEVELOP CANCER DURING THEIR LIVES**

**ABOUT 1 IN 9 MEN AND 1 IN 12 WOMEN DIE FROM THE CANCER**

**IN 2022, THERE WERE AROUND 20 MILLION NEW CANCER CASES**

**IN THAT SAME TIMEFRAME, CANCER CLAIMED 9.7 MILLION LIVES**

**THE COST OF CANCER CARE HAS AN ANNUAL ECONOMIC IMPACT OF OVER \$1 TRILLION**

**GET THE FACTS ABOUT CANCER AT [WHO.INT](https://www.who.int)**



# CAMPAIGN THEME 2025-2027 TO RISE TO THE CHALLENGE POSED BY CANCER, WE MUST MARSHAL ALL OUR RESOURCES, ENERGISE OUR COMMUNITIES, AND TAKE ACTION TO DISMANTLE THE BARRIERS TO PEOPLE-CENTRED CARE.

From 2025 through 2027, we will all come together on World Cancer Day under the campaign theme **United by Unique**. This campaign is about recognising diversity: everyone has unique needs, unique perspectives, and unique stories to tell, yet despite our differences we are united in our shared ambition to lower the global cancer burden and to provide high-quality cancer care for all.

We'll collectively advocate for people-centred cancer care around the world, and our efforts will be strengthened by the most powerful tool of all: your unique story.



# CAMPAIGN ROADMAP

The “**United by Unique**” campaign will explore different dimensions of **people-centred care** and new ways of making a difference. It’s about uplifting our **unique** needs and views while **we join together** to achieve our shared goals. Everyone has an important role to play: patients, loved ones, caregivers, friends, neighbours, practitioners, researchers, advocates, and allies. The campaign offers a three-year roadmap that begins with you.



## 2025 YOUR STORY WILL BE HEARD

Share your unique experience with cancer and cancer care. Together we will demonstrate the reality that no two cancer stories are exactly alike and that everyone deserves care that meets their unique needs.



## 2026 YOUR STORY WILL CHANGE MINDS

Now we turn our attention to advocacy at the highest levels. Your story and others become the basis for a coordinated approach to make the campaign heard by those with the power to implement and finance people-centred cancer care around the world.



## 2027 YOUR STORY WILL DRIVE ACTION

Our third and final year is about ensuring that the progress made is sustainable and lasting. We foster partnerships and opportunities to join in and get involved, both locally and globally, as we take the steps necessary to make people-centred care a reality.



# WHAT IS PEOPLE-CENTRED CARE?

**People-centred care** is about reorienting healthcare around people instead of diseases. It recognises that every person is unique, values their lived experience, and empowers them to actively participate in the decision-making process. It engages individuals, but also families and wider communities beyond the clinical setting: an approach that can improve health literacy and cancer prevention.

**It works.** People-centred care promotes equity and inclusivity, leads to a higher quality of care and improved satisfaction, and fosters a more trusting relationship between individuals and healthcare workers while improving prevention and treatment outcomes.



DISCOVER THE BENEFITS OF  
PEOPLE-CENTRED CANCER CARE AT  
[BIT.LY/3NPJPDU](https://bit.ly/3NPJPDU)



## WHAT'S IN A NAME?

# SO, IS IT PEOPLE-CENTRED, PERSON-CENTRED OR PATIENT-CENTRED CARE?

THESE TERMS ARE CLOSELY RELATED  
BUT ARE NOT QUITE THE SAME.



**Patient-centred care** focuses on the individual as a patient within the healthcare system.



**Person-centred care** considers the individual holistically, with the broader context of their life.



**People-centred care** adds a focus on the health and well-being of entire populations or communities, aiming to improve healthcare systems and access for all.

# KEY BARRIERS

PEOPLE-CENTRED  
CANCER CARE  
WORKS, SO WHY  
ISN'T IT ALREADY  
A PART OF  
HEALTH SYSTEMS  
EVERYWHERE?



## THERE ARE BARRIERS THAT STAND IN THE WAY, INCLUDING:

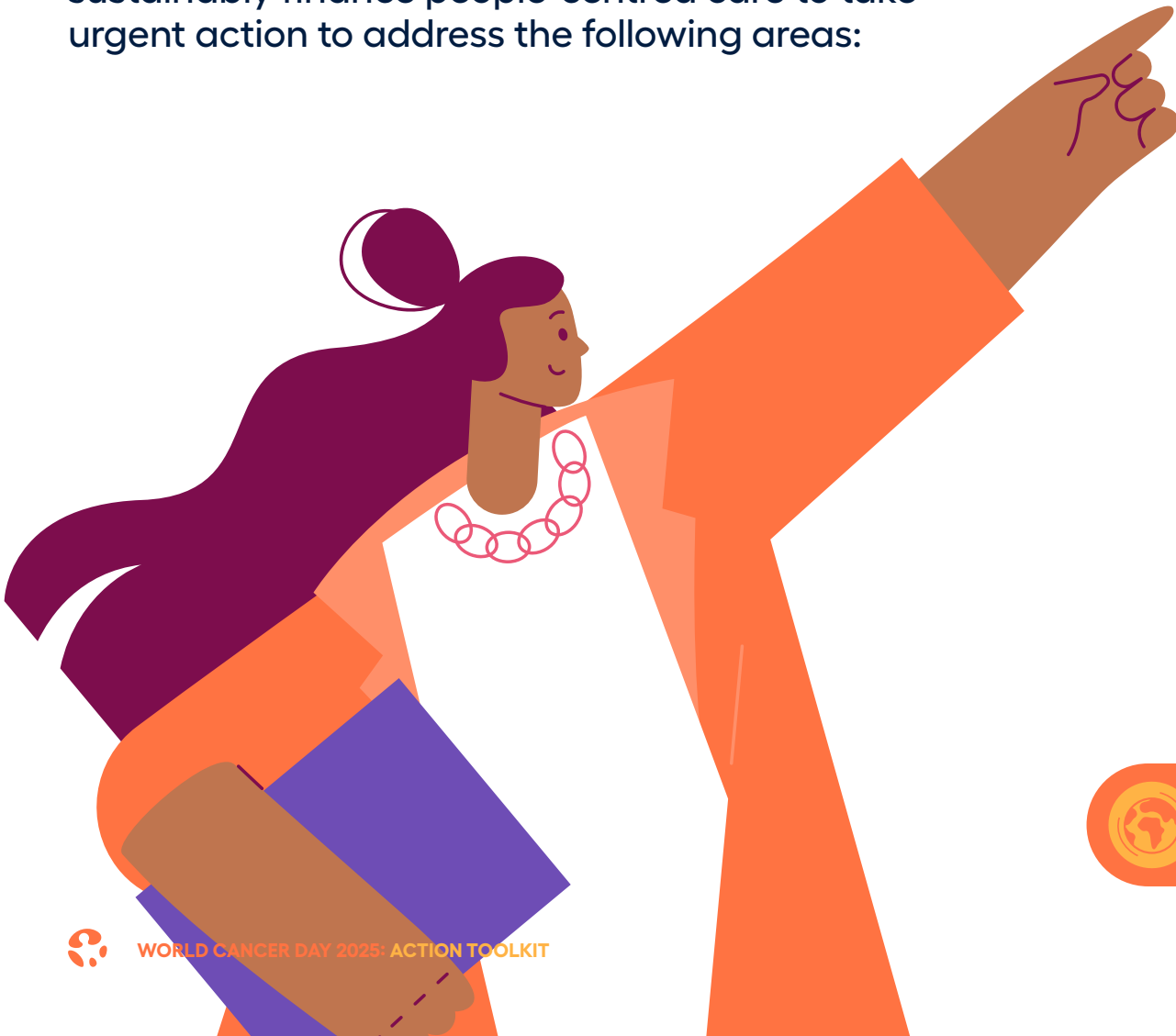
- A lack of political determination to champion, implement, and fund people-centred care
- Inadequate education about people-centred care and how best to implement it
- Insufficient financial and human resources, especially in low- and middle-income countries
- Resistance to change among providers that can get in the way of the mindset shift needed for a people-centred model to work

To overcome these challenges, we must **build awareness**, **change minds**, and **advocate** strongly for **people-centred care** so that everyone—people living with cancer, their social circles and communities, and healthcare practitioners—can experience its benefits.

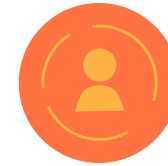


# OUR ASKS

On World Cancer Day, we call on the governments, organisations, and institutions with the power to support, implement, and sustainably finance people-centred care to take urgent action to address the following areas:



**EMPOWER PEOPLE, FAMILIES, AND COMMUNITIES IN CANCER CARE**



**RECONFIGURE HEALTH SYSTEMS FOR A PEOPLE-FOCUSED APPROACH**




**EDUCATE AND ENGAGE THE HEALTH WORKFORCE ON PEOPLE-FOCUSED CARE**



**ASSESS AND UPDATE CURRENT CANCER CARE PRACTICES**



**FOCUS ON EQUITABLE ACCESS AND HIGH-QUALITY CARE FOR ALL**

 **READ MORE ABOUT OUR ASKS AT [WORLDANCERDAY.ORG/CAMPAIGN/OUR-ASKS](https://WORLDANCERDAY.ORG/CAMPAIGN/OUR-ASKS)**



# TAKING ACTION



# TAKING ACTION: STARTING SMALL

**EVERYONE STARTS SOMEWHERE. NO MATTER WHO—OR HOW CONNECTED—YOU ARE, THERE'S SOMETHING YOU CAN DO TO HELP MAKE PEOPLE-CENTRED CANCER CARE A REALITY AROUND THE WORLD.**

**It begins with awareness.** The more you know, the more you'll be able to spread the word and communicate with the people closest to you about the need for a different model of cancer care. Take the time to learn more about cancer and the benefits of people-centred care.



**FIND OUT HOW YOU CAN TAKE ACTION**  
[BIT.LY/4ELSJOQ](https://bit.ly/4ELSJOQ)



# TAKING ACTION: YOUR STORY IS KEY

**LET YOUR UNIQUE VIEWS SHINE. PEOPLE-CENTRED CARE IS GUIDED BY THE UNIQUE PHYSICAL, EMOTIONAL, AND SPIRITUAL NEEDS OF EACH INDIVIDUAL. EVERY VIEW, EVERY PERSPECTIVE, AND EVERY STORY COUNTS.**

That's why storytelling is central to the United by Unique campaign. With your permission, your story could be included in a report that will demonstrate our asks and persuade those in power to change the way cancer care is delivered around the world.



**SHARE YOUR STORY NOW AT  
[WORLDNCANCERDAY.ORG/SHARE-YOUR-STORY](https://WORLDNCANCERDAY.ORG/SHARE-YOUR-STORY)**



# TAKING ACTION: NEXT STEPS



## IMPACTFUL ACTION DOESN'T HAVE TO BE COMPLICATED. HERE ARE 6 SIMPLE WAYS TO MAKE A DIFFERENCE:



**Show the world you support the campaign** by updating your social media profile pictures with official World Cancer Day images, using the hashtags #UnitedbyUnique and #WorldCancerDay, and downloading our resources to print ready-made campaign materials.



**Spread the word on social media** and engage your community—coworkers, friends, family, and followers—on the need for a people-centred revolution in cancer care.

**Join the action** by looking for World Cancer Day events and activities happening near you and signing up or volunteering. Check out the map at [worldcancerday.org/map-activities](https://worldcancerday.org/map-activities).



**Translate materials** by working alongside our volunteer translators, who help make World Cancer Day campaign resources available and accessible to as many people as possible. Sign up by emailing [hello@worldcancerday.org](mailto:hello@worldcancerday.org).

**Participate in the “upside down challenge”** on social media or face to face. Get some inspiration at [worldcancerday.org/upside-down-challenge](https://worldcancerday.org/upside-down-challenge).



**Light up the world:** find out more about lighting a significant landmark, monument, or building on World Cancer Day by contacting [hello@worldcancerday.org](mailto:hello@worldcancerday.org).

**Donate** directly to World Cancer Day, which helps us make a real difference in countries around the world. Donate now at [worldcancerday.org/donate](https://worldcancerday.org/donate).



# CAMPAIGN MATERIALS: EASY TOOLS TO GET YOU STARTED

## USE ONE OF OUR POSTERS...

Raise awareness by displaying and distributing free World Cancer Day posters, available in several languages. These materials can be a great starting point to kick off your own activities around World Cancer Day.

[worldcancerday.org/materials](http://worldcancerday.org/materials)

## ...OR CREATE YOUR OWN

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

[worldcancerday.org/custom-poster](http://worldcancerday.org/custom-poster)

## HOW-TO GUIDES

Not sure where to begin? Our how-to pages are packed with helpful hints, tips, and tricks to help you take action on World Cancer Day. The full series covers topics like Social Media, Advocacy, Event Planning, Conversation, and Fundraising.

[bit.ly/4haa8ls](http://bit.ly/4haa8ls)

## INFOGRAPHICS

Get the word out and help educate your community about people-centred care with eye-catching social media cards.

[bit.ly/4dO8p2w](http://bit.ly/4dO8p2w)

## LOGO FILES AND ARTWORK

The World Cancer Day and campaign theme logos are freely available to use in all your World Cancer Day materials. Ready-made artwork files make it even easier for you to spread the word.

[bit.ly/3YfLkzM](http://bit.ly/3YfLkzM)

## FACTSHEETS

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

[bit.ly/4fdYC77](http://bit.ly/4fdYC77)



**DOWNLOAD ALL THE RESOURCES AT  
[WORLDANCERDAY.ORG/MATERIALS](http://WORLDANCERDAY.ORG/MATERIALS)**



# TAKING ACTION: MAKE YOUR MARK TODAY

**THERE ARE SO MANY WAYS TO MAKE A DIFFERENCE IN YOUR COMMUNITY AND AROUND THE GLOBE, AND YOU DON'T NEED TO WAIT FOR 4 FEBRUARY—YOU CAN START ANY TIME. HERE ARE A FEW PATHWAYS TO IMPACT:**



## **ADVOCATE FOR POLICY CHANGES**

Lobby your leaders! Many local and regional decision-makers have offices you can contact directly to express your concerns. You could take a personal approach by calling or writing your representatives directly to make sure they know how important people-centred cancer care is. You could even create a powerful call to action or open letter of your own and invite others to sign it.



## **VOLUNTEER YOUR TIME**

Look for community organisations in your area or explore volunteering opportunities at local hospitals or cancer associations. This is a great way to not only make a difference in people's lives, but to create the kinds of connections with likeminded people that can lead to more effective grassroots efforts later.



## **RALLY YOUR COMMUNITY**

There's strength in numbers. Organise community workshops, info sessions over coffee, or online seminars focused on people-centred care to educate people and get them interested in and excited about the cause.



## **GET CREATIVE**

Use the power of your personal story to find new ways to bring awareness to the personal experiences of people living with cancer and their families and loved ones. Share your firsthand experiences with your networks and encourage them to do the same. Maybe you'll inspire others to add their perspectives and unique stories to our United by Unique campaign, making our collective efforts even stronger.



**WHATEVER YOU DECIDE TO DO, MAKE SURE TO REGISTER YOUR ACTIVITY OR EVENT ON THE WORLD CANCER DAY MAP OF ACTIVITY AT [WORLD CANCER DAY.ORG/MAP-ACTIVITIES](https://www.worldcancerday.org/map-activities)**



# GET INSPIRED: HOW UICC MEMBERS HAVE TAKEN ACTION

Need some inspiration? From education events to exciting sport challenges and fundraising walk-a-thons, World Cancer Day action has taken many fascinating and fun shapes over the years. These are just a tiny sample of the great work we've seen.

**A PANEL DISCUSSION IN GHANA...  
A BIKE RIDE IN PAKISTAN...  
CHARITY YOGA IN HUNGARY...  
A NEW SONG FOR WORLD CANCER DAY IN AUSTRALIA...  
A ZUMBA SESSION IN BAHRAIN...  
FREE MAMMOGRAMS IN ARGENTINA...  
AN AWARENESS RALLY IN NEPAL...  
A FASHION FUNDRAISER IN ECUADOR...  
A NETWORKING EVENT IN THE UK...**

There's no limit to the ways to get involved and make your voice count.



**LEARN MORE ABOUT THE ACTION WORLD  
CANCER DAY HAS INSPIRED BY LOOKING AT OUR  
2024 IMPACT REPORT [BIT.LY/4EHNVIV](https://bit.ly/4EHNVIV)**





# NEED MORE IDEAS?

LOOKING FOR MORE INSPIRATION FOR ACTION YOU CAN TAKE FOR PEOPLE-CENTRED CANCER CARE? WANT TO GET THE VERY LATEST WORLD CANCER DAY NEWS?

VISIT [WORLDCANCERDAY.ORG](https://www.worldcancerday.org), FOLLOW OUR SOCIAL MEDIA CHANNELS, AND JOIN OUR MAILING LIST AT [BIT.LY/4HAKGEI](https://bit.ly/4HAKGEI)



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# THANK YOU FOR SUPPORTING WORLD CANCER DAY

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## GROWTH PARTNERS

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

Get more information and the  
latest news – sign up to our  
newsletter at [worldcancerday.org](http://worldcancerday.org)

Have questions?  
Email us at  
[hello@worldcancerday.org](mailto:hello@worldcancerday.org)



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