

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



Close   
 the care  
gap 

# 2023 Impact Report



World  
Cancer Day  
4 February

#CloseTheCareGap  
[worldcancerday.org](http://worldcancerday.org)



# Foreword



For almost a century, the Union for International Cancer Control (UICC) has been a leading voice in the global effort to prevent and control cancer, and its members, partners and supporters have made significant contributions to this cause.

As I reflect on World Cancer Day 2023, I am reminded of the incredible progress we have made together in cancer control, but also of the urgent need to continue to address the issue of equity in health. The second year of the ‘Close The Care Gap’ campaign again focused on this critical issue, which has long been a priority for UICC’s members and partners.

The COVID-19 pandemic has revealed how important it is to ensure that everyone has access to quality health services. It has also exposed the disparities that exist in healthcare, including in cancer care, and has highlighted the urgent need to close the care gap.

This report demonstrates the impact that the collective efforts of individuals, organisations and governments can make to ensure that everyone, regardless of their circumstances, has access to the care they need and deserve.

I am grateful to all the members, partners and supporters of the global cancer community who have contributed to World Cancer Day 2023 and to our ongoing efforts to prevent and control cancer. Let us continue to work together to achieve equity in cancer care and in healthcare more broadly. Together, we can make a difference in the lives of millions of people around the world.

**Dr Cary Adams,**  
**CEO, UICC**



**Young and old.**

**Rich and poor.**

**Black, white and every colour.**

**Male, female, trans and other.**

**The right and the left.**

**East and West.**

**Followers, leaders, believers and non.**

**Everyone.**

**Far more unites us than divides us.**

**So let's all agree, the people and the  
powers- that-be, to make the world aware,  
we need to close the gap in cancer care.**



# Close The Care Gap

Despite the awe-inspiring advancements in cancer prevention, diagnosis and treatment, half the world's population lacks access to essential health services.

The equity gap in cancer care is costing lives, with many people facing barriers that prevent them from receiving basic care. Factors such as income, education, geographic location and discrimination based on ethnicity, race, gender, sexual orientation, age, disability, and lifestyle can negatively affect care, particularly for the most disadvantaged groups.

Moreover, these groups are more likely to face increased exposure to other risk factors such as tobacco, alcohol, unhealthy foods and environmental hazards.

While the equity gap is more pronounced in low- and middle-income countries, even well-resourced countries show dramatic disparities.

**The reality today is that who you are and where you live could mean the difference between life and death.**

With the launch for the three-year 'Close The Care Gap' campaign in 2022, we reaffirmed our commitment to the critical issue of equity in health because we firmly believe that we must and can change this.





# From empowerment to impact: a story in three parts



## World Cancer Day 2022

World Cancer Day goes beyond being just another day on the calendar. It is a global movement that is designed to inspire change and drive action long after the day has passed.

The campaign is structured as a three-part, multi-year initiative to create more opportunities for global engagement and build greater awareness, ultimately leading to more meaningful impact.

The campaign breaks down the complex issue of equity into a series of targeted calls to action that informs, energises, and empowers individuals to take action and drive change. By engaging people from all walks of life, World Cancer Day aims to create a groundswell of support to reduce the burden of cancer and inspire meaningful progress preventing and treating the disease as well as in improving the quality of life for people with cancer.

At the heart of the campaign is the belief in the power of knowledge. The first year of the campaign looked at increasing understanding of the inequities in cancer care around the globe. Everyone was encouraged to approach the issue with an open mind, challenge their assumptions and examine the hard facts, laying the foundation for meaningful change and progress in the fight against cancer.

## World Cancer Day 2023

The second year engaged the entire cancer community to unify our voices, take action, and forge stronger alliances through innovative collaborations. It was about the fact that together we are unstoppable in our mission to close the care gap and in ensuring equitable access to cancer care for all and that our collective efforts can bring about the change we seek.

## World Cancer Day 2024

In the final year the campaign will focus on challenging leaders and policymakers to address the root causes of inequities in cancer care. Everyone deserves access to quality health services, regardless of their income, education, location or other factors. This means that leaders must take a proactive role in implementing policies and programmes that ensure equitable access to cancer prevention, diagnosis and treatment for all.



# Unstoppable together

**On 4 February, the ‘Close The Care Gap’ campaign continued with great enthusiasm, bringing together the global cancer community for the second year in a row to raise awareness about equity in cancer care.**

The numbers reflect the impact of World Cancer Day: The Map of Activities recorded over **850 activities and events in 102 countries and territories**. The hashtag **#WorldCancerDay** trended globally on Twitter throughout the day. Over **430,000 social media posts** were shared, including messages from influential figures such as **Queen Letizia of Spain, Prime Minister of Spain Pedro Sanchez, the British Royal Family, international athletes such as Rafael Nadal, Andres Iniesta, Sebastian Haller** and actors like **Sofia Vergara** and **Ricky Gervais**.

More than **95,000 campaign materials** were downloaded and over **560 people registered for the World Cancer Day 5k Challenge**. Over **25,000 press mentions in 170 countries** and territories helped generate discussions around equity in cancer care and control.

As night fell on World Cancer Day, cities around the **world illuminated 125 iconic landmarks**, including the Niagara Falls, the CN Tower in Toronto, the National Mosque and National Ecumenical Center in FCT Abuja, Nigeria, the Sultan Haji Omar Ali Saifuddien Bridge in Brunei, to mark the day with the colors orange and blue.

World Cancer Day truly unites from top to bottom. While it is important to see influential personalities and heads of state mark the day, it is especially thanks to the tens of thousands of people worldwide who constitute the powerful grassroots movement that makes World Cancer Day such a global phenomenon for change. The motto ‘Strong Alone, Unstoppable Together’ truly reflects the power of the global cancer community.





# A look at World Cancer Day's global reach

**850+** activities and events in **102** countries

**#WorldCancerDay** trended globally on Twitter

**430,000+** social media posts

**740+ million** social media impressions

**11,500** World Cancer Day Instagram filter uses

**95,000+** downloaded campaign materials


**560+** registered entries for the World Cancer Day **5k Challenge**

**25,000** press mentions in **170** countries

The world illuminated **125** iconic landmarks

**60+** governments worldwide marked World Cancer Day



A photograph of a man and a woman smiling outdoors. The man is in the foreground, wearing a green and white t-shirt, and has a beard. The woman is behind him, wearing a pink headscarf and a blue floral patterned top. They are standing in front of green foliage with purple flowers.

# UICC members drive change



# UICC members drive change: Africa\*

## Breast Care International – Ghana

Breast Care International (BCI) organised the ‘World Cancer Day Meet Press Edition’ in partnership with other stakeholders in the health sector, including cancer survivors, health professionals and the media. The event raised awareness about the importance of early detection and treatment of cancer, particularly breast cancer. The event featured panel discussions on various cancer-related topics, including the latest advances in cancer treatment, the role of the media in cancer awareness campaigns and the importance of community involvement in the fight against cancer. Cancer survivors shared their stories and experiences, thus inspiring hope and encouraging others to seek treatment.



## Coalition des organisations de lutte contre le cancer - Côte d'Ivoire

The Coalition des organisations de lutte contre le cancer (COLCC, or Coalition of organisations against cancer) organised a press conference to advocate for more equitable cancer care. The conference aimed to highlight the disparities in cancer care and treatment in Côte d'Ivoire and to call for action to improve access to quality cancer care for all. Speakers at the conference called for increased government investment in cancer care, better access to cancer screening and diagnosis and more affordable cancer treatment options. The press conference received significant media coverage, raising public awareness about the importance of addressing cancer disparities.

## Thinking Pink Breast Cancer Foundation – Sierra Leone

The Thinking Pink Breast Cancer Foundation organised the ‘Glitz Night’ to raise awareness about breast cancer and the importance of early detection. Attendees were treated to a spectacular evening of glamour and entertainment, featuring performances from top artists and musicians. The night also included speeches from medical professionals and breast cancer survivors.

## Medicaid Cancer Foundation – Nigeria

The Medicaid Cancer Foundation in Abuja, Nigeria, illuminated the National Mosque and the National Ecumenical Center in orange on 4 February, highlighting the importance of cancer care and control in Nigeria. In addition, the Foundation organised a virtual seminar on cancer prevention and control, a cancer screening programme for women and a poetry competition with the title ‘The Love You Fight Against: Close The Care Gap.’ The activities aimed to empower and educate individuals to take action to improve access to care and close the gap for underserved and marginalised communities.



\* Regions as defined by the World Health Organization (WHO)

# UICC members drive change: Americas

## Abrale, Associação Brasileira de Linfoma e Leucemia – Brazil

Abrale shared cancer prevention initiatives and organised an event to encourage patients, health professionals, institutions and the general population to wear a scarf marked with '#vádelenço' ('go with the scarf'), referring to the fact that cancer patients undergoing chemotherapy lose their hair and cover their heads with scarves. Abrale invited influential personalities, philanthropic associations, non-governmental organisations and private companies to participate in the event. The organisation leveraged its social networks, celebrity endorsements, institutional supporters and press publications to reach 70 million people. Additionally, Abrale distributed 2,000 scarves throughout Brazil to hospitals, clinics and support centres.

### No Dia Mundial do Câncer, famosos participam da campanha 'Vá de Lenço', que estimula prevenção e homenageia pacientes

Há sete anos, iniciativa da Abrale mobiliza população para conscientização sobre a doença

Por Redação Quem  
09/12/2022 10:16 - @quemem1311.um.me



## FUNCA, Fundación Unidos contra el Cáncer - Paraguay

FUNCA organised 'Unidos por la Salud y la Vida: Transporting Hope, Bridging Gaps' to raise awareness about cancer and provide support to people living with cancer and their families during their cancer journey. The event involved a convoy of cars, each decorated with messages of hope and support. The convoy travelled to different hospitals and cancer centres to deliver care packages, which included food, toiletries and other essentials.

## Know Your Lemons – United States & worldwide

Know Your Lemons staged several events to raise awareness about breast cancer and the importance of early detection. A breast cancer education class taught participants how to identify symptoms and risk factors and explained the importance of self-examination and early detection. A **TEDx Bountiful talk**, where attendees could learn from expert speakers and discuss strategies to improve early detection rates.



## Unifying voices across the region

UICC Board Members from Mexico and Brazil worked together to encourage UICC members from various Latin American countries to produce a video in Spanish and Brazilian Portuguese, unifying the region's voice for World Cancer Day. The initiative aimed to raise awareness about cancer in the region and emphasised the need for continued efforts to prevent and treat the disease. The collaboration of UICC Board Members and member organisations from various Latin American countries represented a significant achievement in the global fight against cancer. The video was a powerful tool for raising awareness about the need for continued efforts to prevent and treat the disease.



# UICC members drive change: Europe

## Switzerland

ESCA CancerSupport, La Ligue Genevoise contre le cancer, Association Savoir Patient and Fondation OTIUM organised a joint event in Geneva, Switzerland to raise awareness about the impact on individuals and society. A series of activities featured talks, workshops and interactive sessions with experts in the field, as well as cancer survivors who shared their experiences to inspire others affected by the disease. Participants also learned about the latest developments in cancer research and treatment. This event marked the first time these organisations worked together to stage an event for World Cancer Day. This joint effort demonstrates the power of collaboration to address critical issues with a positive impact on the community.

**JOURNÉE MONDIALE CONTRE LE CANCER**  
Samedi 4 février 2023 de 9h00 à 17h00  
Auditoire Champendal - CMU, Centre Médical Universitaire

**AVEC VOUS pour co-construire et donner la parole aux patient·e·s et proches**  
Tables rondes et ateliers participatifs  
Promenade des associations en lien avec le cancer

Adresse: Rue Lombard 23, 1205 Genève    Entrée gratuite sur inscription:  
info@lgc.ch / 022 322 13 33

Journée mondiale contre le cancer  
4 février  
worldcancerday.org

Comité d'organisation

asap | association savoir patient comité patient·e·s    Ligue genevoise contre le cancer    ESCA CancerSupport    CENTRE OTIUM SAUVENIR CANCER

Avec le soutien de :  
REPUBLIQUE ET CANTON DE GENÈVE    UNIVERSITÉ DE GENÈVE FACULTÉ DE MÉDECINE

## The Hungarian League Against Cancer – Hungary

The Hungarian League Against Cancer organised a press conference and presentation of e-learning modules on cancer prevention and early detection. The League also hosted a charity yoga event, 'Let's Do Yoga Together for a Good Purpose', to encourage physical activity and support people living with cancer. In addition, they launched the 'Move Your Health – Take Care of Yourself' campaign to promote healthy lifestyle choices and regular cancer screenings. There were also 'Walking Awareness' involving several walks in different regions in Hungary to encourage people to take proactive steps towards cancer prevention by promoting physical activity, and supporting those affected by cancer.



# UICC members drive change: Europe

## The Portuguese League Against Cancer – Portugal

The League Against Cancer orchestrated almost 50 World Cancer Day events across the country to raise awareness about an array of cancer topics including prevention, causes and treatment. One of the most prominent events was the World Cancer Day 5K challenge. The Portuguese League Against Cancer actively promoted the challenge, encouraging people to walk or run to complete the 5K distance through social media but also by being present at the Portuguese Football League Final Four Fan Zone. The response was overwhelming, with participants covering a distance of more than 350km in total. Additionally, schools were encouraged to lend their voices to “The Same Home”, a song created by Escola Secundária de Penafiel based on the World Cancer Day manifesto. The Cancer League also inspired students to adopt cancer prevention attitudes in the classroom and learn “The Same Hope” song. To further spread awareness, teachers distributed “We have 10 million reasons to fight cancer... what’s yours?” stickers, which prompted each student to answer the question and display their responses on billboards in the school’s lobby. Finally, on 4 February the League held several activities for cancer survivors and the general population, including a gala with the motto “Joining Voices”.



## World Bladder Cancer Patient Coalition (WBCPC) – Belgium

WBCPC joined the international cancer community on World Cancer Day, taking several steps to reduce the global impact of cancer, including following and participating in the World Cancer Day 5K challenge, creating social media resources for people to get involved and share within their network, and publishing two news articles to motivate people to participate during World Cancer Day 2023.

**World Bladder Cancer Patient Coalition**  
630 followers  
49m · 🌐

Alex, Executive Director from the World Bladder Cancer Patient Coalition took on the 5K challenge for World Cancer Day 🙌

Together we can **#CloseTheCare** Gap in quality cancer care for all cancer patients around the world 🌍🌍🌍

We invite you to follow **Union for International Cancer Control (UICC)** challenge for World Cancer Day and help to spread the word!

Watch the video (with bloopers)! 📺 <http://ow.ly/upib50MHATO>

**#WorldCancerDay #bladdercancer #bladdercancercare #cancercare #bladdercancersupport #bladdercanceraware**

# UICC members drive change: Eastern Mediterranean

## Fadia Survive & Thrive – Kuwait

Fadia Survive & Thrive organised an event at the Boulevard Mall with the slogan ‘Together we can close the care gap’ The event featured an international online seminar about communication between patients and oncologists, in collaboration with Onco School in Uzbekistan, as well as the training of the Fadia’s volunteers on awareness and advocacy in cancer. The event received media coverage by the Kuwait Ministry of Information.

## National Cancer Institute – Libya

The National Cancer Institute in Misrata organised an event entitled ‘An overview of cancer care services of National Cancer Institute, Misrata,’ with a diverse group of attendees, including representatives from the Libyan Ministry of Health, medical and paramedical staff and the general public. Dr Muhammad Bin Saud gave a lecture on global and local statistics on cancer and another was given by students from the Faculty of Pharmacy in Misrata. The event also showcased statistics compiled by the National Institute for Cancer Treatment for 2022. The event was held in cooperation with the Faculty of Human Medicine, Misrata and sponsored by [Misrata Free Zone](#).

## Shaukat Khanum Memorial Cancer Hospital and Research Centre – Pakistan

The Shaukat Khanum Memorial Cancer Hospital and Research Centre organised the ‘Ride to Close The Care Gap’, as part of UICC’s 5k Challenge. 130 cyclists, including 25 women and 35 children participated in the event to highlight the challenges faced by people living with cancer and their families in accessing quality care, particularly those living in remote areas. The hospital also arranged a motorcycle rally that travelled through various towns and cities in Pakistan, stopping at hospitals and medical centres. In addition, 100 volunteers participated in on-campus activities such as educational sessions for healthcare providers, patient support groups, and the public to promote cancer prevention and early detection. The event raised a total amount of PKR 3,500,000 / USD 13,300 for the construction of their third and the country’s largest cancer hospital in Karachi. The event received extensive press coverage, with 10 newspapers and five media channels covering the event.



## The Zahra Breast Cancer Association - Saudi Arabia

The Zahra Breast Cancer Association organised a workshop for people living with cancer and survivors to raise awareness about available cancer care options. They also posted social media messages online and illuminated various towers in the Riyadh region in the colours of World Cancer Day.



# UICC members drive change: Southeast Asian Region

## National Cancer Society - India

The National Cancer Society conducted hundreds of outreach sessions in regional hospitals throughout the country to provide general information about cancer signs and symptoms, prevention, screening and treatments. The widely attended public meetings incorporated the World Cancer Day theme for greater equity in accessing cancer services.



## The Indonesian Cancer Information and Support Center Association – Indonesia

The Indonesian Cancer Information and Support Center Association hosted a talk show on 4 February called 'Patient's Voice: The Heart of Cancer Control'. Participants discussed how to bridge the gap in cancer care by combining cancer patient experiences with data, current medical technological developments and cancer legislation. The event featured art performances by people living with cancer, including poetry and a fashion show. The event took place in Jakarta and was accessible online.

## Nepal Cancer Relief Society - Nepal

An awareness rally program to mark World Cancer Day. Around 1,000 people from different sectors participated in the awareness rally program organised by Nepal Cancer Relief Society – NCRS. The mid-city road of Kathmandu was the main route for the rally, during which leaflets and booklets were distributed, and every participant held plaque cards, banners, posters, flags and symbolic eye caps. The NCRS Cancer song was also played throughout the event.



## Pink Rose Breast Cancer Patients Support Group - Myanmar

In collaboration with Shwe Yaung Hnin Si Cancer Foundation, Pun Hlaing Hospitals and Roche Myanmar, the Pun Yaung Hnin Si Breast Cancer Patients Support Group organised a 5k walk and run. The activity was followed by group work to create online education materials focused on the prevention and early detection of common cancers and spreading key messages on social media.



# UICC members drive change: Western Pacific Region

## Fiji Cancer Society – Fiji

To mark World Cancer Day, the Fiji Cancer Society organised a series of health walks in the cities of Suva, Lautoka, and Taveuni. An enthusiastic team of volunteers distributed educational materials on cancer prevention and early detection, walked through the cities, encouraging people to take charge of their health and reduce their risk of cancer.

Meanwhile, the Grand Pacific Hotel in Fiji showed its support for World Cancer Day by lighting up the building in vibrant orange hues. The eye-catching display highlighted the importance of cancer prevention, detection and treatment. The hotel also offered special deals to guests who made donations to the Fiji Cancer Society.



## National Cancer Center Korea (NCCK) – South Korea

NCC Korea and the regional community participated in the World Cancer Day 5K challenge at Ilsan Lake Park. NCC Korea invited policymakers, including current and past members of Congress, the Mayor of Goyang City, where NCC Korea is located, cancer survivors and leaders of public organisations in the region. Despite the cold weather, over 100 participants, including NCC Korea staff and guests, joined the 5K Challenge to draw public attention to the 'Close the Care Gap' campaign.



# UICC members drive change: Western Pacific Region

## Pancreatic Cancer Coalition and Pancare Foundation – Australia

The Foundation made the song “Impressions of You,” a World Cancer Day anthem. It has gained worldwide recognition in 49 countries, with large screen presentations at football clubs in various locations such as England, Scotland, Denmark, Ireland, Australia, and New Zealand. It was written by Tony Hughes in memory of a close friend’s son who tragically passed away due to pancreatic cancer in March 2022. The song was first selected as the World Pancreatic Anthem and released on November 17, 2022, for World Pancreatic Cancer Day. The anthem was created by a team of talented performers and technicians, including renowned singer and actor Amy Manford, who donated their time and skills to support cancer programs. All the proceeds from the royalties go directly to cancer programs.

The central message of the song is to raise awareness, and the World Pancreatic Cancer Coalition unanimously voted to share it with the UICC as a World Cancer Day anthem. This way, the anthem can be used by everyone associated with cancer to spread the message that no one should face cancer alone.



## Philippine Foundation for Breast Care, Inc. (Kasuso) – the Philippines

Kasuso leveraged World Cancer Day by celebrating its 22nd anniversary and organising an event alongside donors and partners.

They invited 50 new beneficiaries, their spouses and children. The guest of honor was Emmanuel Malibiran, who wrote the song and lyrics to Kasuso’s theme song ‘Embrace Yourself’. They also invited Malibiran’s sister, Maloi Salumbides, who is a broadcaster, motivational speaker and author. The Kasuso Choir, composed of patients and survivors, entertained the audience with a rendition of song ‘Embrace Yourself’ and other songs.







# Partnerships in action

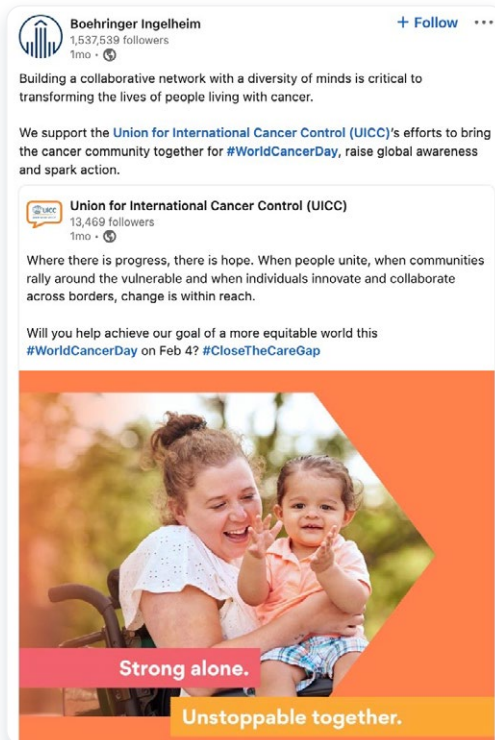




# Partnerships in action: Visionary sponsors

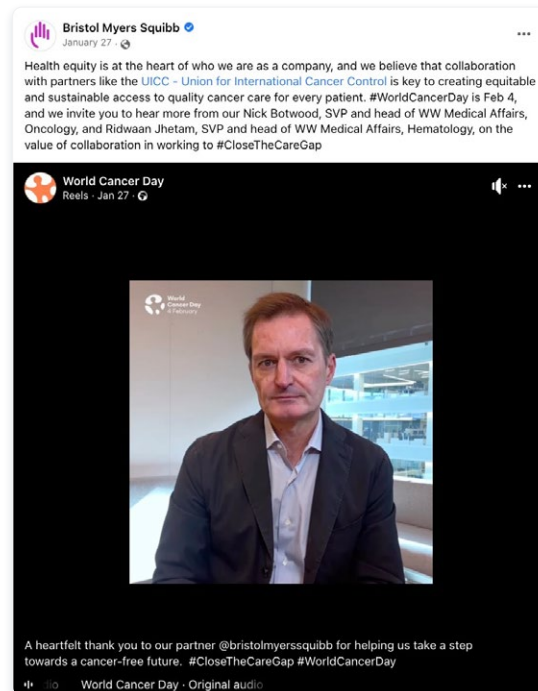
## Boehringer Ingelheim

Boehringer Ingelheim marked World Cancer Day by releasing a video featuring the testimony of a lung cancer survivor who took an unconventional path to recovery after losing his left lung. The company also interviewed him on their podcast 'Taking Cancer On,' and shared numerous social media posts to showcase their dedication to cancer research and support for the cause.



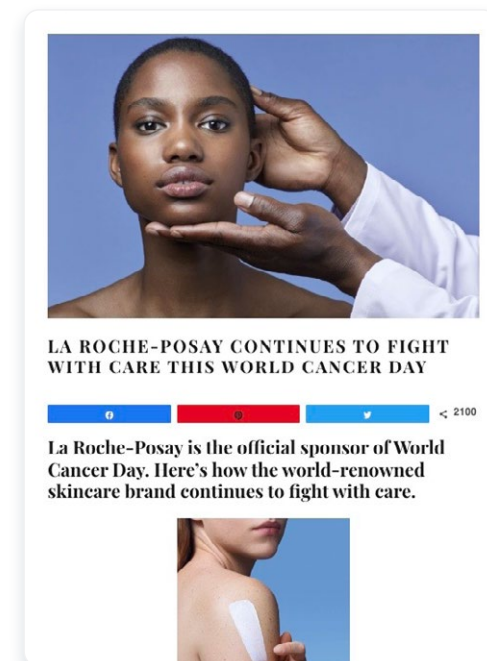
## Bristol Myers Squibb

Bristol Myers Squibb observed World Cancer Day by emphasizing the importance of collaboration to address and eventually overcome barriers to access in healthcare around the world. Bristol Myers Squibb released a video featuring senior leaders Nick Botwood SVP and head of WW Medical Affairs Oncology and Ridwaan Jhetam, SVP and head of WW Medical Affairs, Hematology, discussing their efforts to close the care gap.



## La Roche-Posay

La Roche-Posay highlighted their new partnership with World Cancer Day, sharing heartfelt messages from senior leadership. They also produced an engaging video featuring Benjamin Brunschwig, International Sustainability & Foundation Director, who provided valuable insights into their 'Fight with Care' campaign and La Roche-Posay's efforts to bridge the care gap. La Roche-Posay promoted the World Cancer Day messages and the 5k Challenge on social media and via social media influencers.

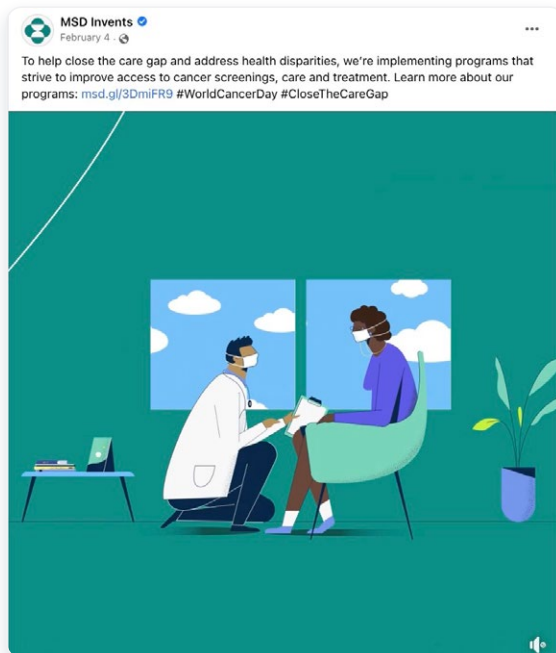




# Partnerships in action: Visionary sponsors

## MSD

MSD shared a series of social media posts that shed light on their persistent efforts to enhance access to cancer screenings, care and treatment, including their ground-breaking work with the human papillomavirus (HPV) and their contribution to the European Cancer Forum. Moreover, the company released a compelling video showcasing their global team members and their collective efforts to bridge the gap in cancer care.



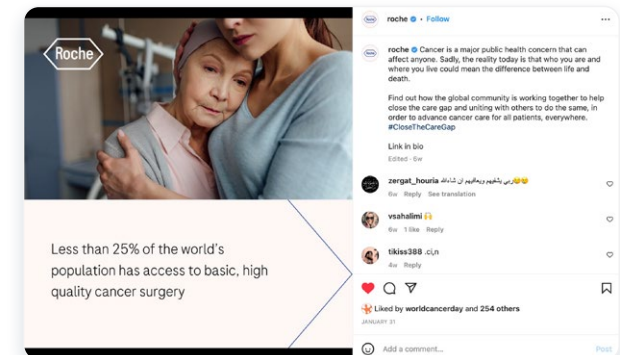
## Novartis

Marie-France Tschudin, President of Innovative Medicines International & Chief Commercial Officer at Novartis and other leaders, emphasised the need to focus on cancer care and bridging the gap. She stated, “Beyond World Cancer Day, it is essential that we prioritise cancer care and work towards closing the care gap. At Novartis, we are unwavering in our commitment to bringing life-changing medicines to more people, regardless of where they are located. We remain dedicated to supporting organisations like UICC, and all those striving to ensure that geography doesn’t determine the outcome of a cancer diagnosis.” Furthermore, Novartis shared its panel event on social media, highlighting the importance of communication between breast cancer patients and oncologists through their campaign, ‘Moments That Count’.



## Roche

Roche released a video showcasing how the company is collaborating with others to bridge the gap in cancer care. The video features diverse voices from across the company, sharing how they are taking action to enhance cancer care for patients worldwide. In this video, Roche underscores its unwavering commitment to improving cancer care for all, irrespective of location or background. Roche brought attention to the disparities in access to basic, high-quality cancer surgery across its global and regional social media channels. The engagement with their campaign in 27 countries truly highlights the interest and commitment in pushing for more equitable access to cancer care across the world.





# Partnerships in action: Champion sponsors

## Amgen

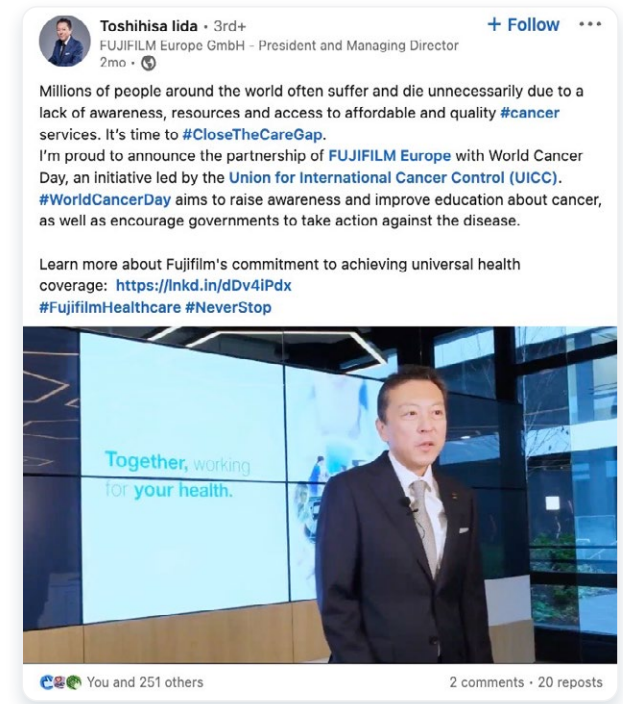
Amgen invited its employees to write pledges on how they will contribute to closing the care gap through their work, fostering a collective commitment to improving cancer care. Amgen compiled these pledges into a video shared across their social media channels, further spreading awareness about the importance of closing the care gap and inspiring others to take action. Additionally, the company shared poignant stories from cancer patients, shedding light on the significant barriers they face when accessing cancer care.



## Fujifilm

Fujifilm Europe launched a campaign to encourage people to share messages of hope and support for those affected by cancer while also highlighting the crucial role that advanced imaging technologies play in early cancer detection and diagnosis.

As part of the awareness campaign, Fujifilm Europe worked with multiple newspapers and editors to promote their partnership with World Cancer Day and their campaign 'We Will Never Stop Innovating For A Healthier World' underscoring their commitment to creating innovative technologies and solutions that contribute to a world with improved health outcomes. This powerful statement demonstrates Fujifilm's dedication to making a positive impact on people's lives. The company also posted various messages in support of World Cancer Day across its channels.

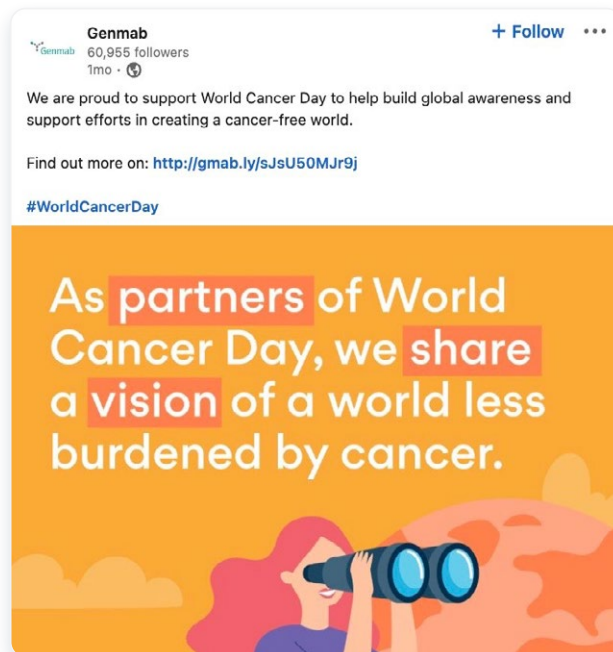




# Partnerships in action: Champion sponsors

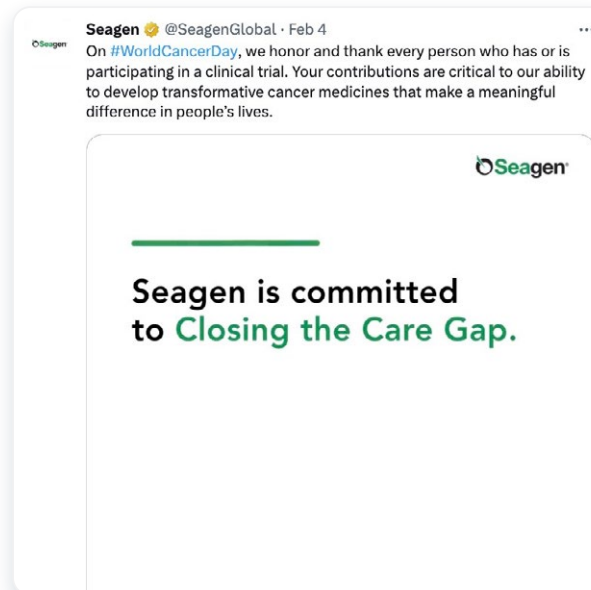
## Genmab

Genmab marked World Cancer Day by supporting the awareness day on their social media channels. In a recording, Mark Peters, Senior Director of Patient Advocacy at Genmab shared his thoughts about the impact of innovation on cancer research, stating that Genmab’s hope is that “all patients can live the life they want to live.” He shared Genmab’s unwavering hope that every patient can lead the life they desire, unencumbered by disease.



## Seagen

Seagen honoured and thanked every person with cancer participating in a clinical trial on World Cancer Day, stressing the fact that their contributions are critical to Seagen’s ability to develop transformative cancer medicines that make a meaningful difference in people’s lives. They also organised a town hall with their international workforce. The event included an interview with Cary Adams, CEO of UICC, who talked about the importance of World Cancer Day and the need to close the care gap.



## Sanofi

Sanofi showcased its recent collaboration with Gustave Roussy, Inserm, the Institut Polytechnique de Paris and the University of Paris-Saclay, through the ‘Paris Saclay Cancer Cluster (PSCC)’ programme. PSCC aims to revolutionise biomedical oncology research to improve cancer care. Zsuzsanna Devecseri, Head of Global Oncology Medical Affairs at Sanofi, emphasised the uniqueness of each person’s experience living with cancer and how Sanofi is committed to supporting organisations that benefit cancer patients directly. She stated, “Sanofi stands in solidarity with the global oncology community on this awareness day, as we work towards addressing care inequities worldwide.”

## Viatrix

Viatrix issued a statement from Nagendra Ramanjinappa, M.D., Global Medical Lead - Oncology Head of Medical Affairs Asia and Sub-Saharan Africa. Dr. Ramanjinappa acknowledged that those who have experienced cancer personally understand the critical importance of access to cancer medicines and scientific advancements in cancer care. While progress has been made, there is still much work to be done to raise public awareness and ensure that available cancer interventions are accessible to all.



**Other cancer**

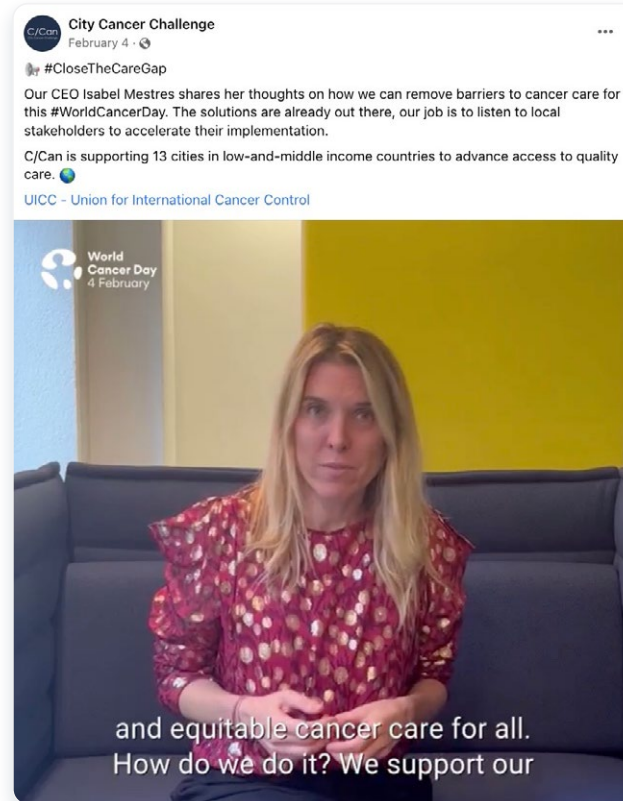
**community activities**

# UICC sister organisations



## City Cancer Challenge (C/Can)

Isabel Mestres, CEO of C/Can, voiced her vision for how to eliminate barriers to cancer care. She emphasised that the solutions are readily available and that it's up to the cancer community to engage with local stakeholders and expedite their implementation. The video message was shared widely across social media channels. Furthermore, C/Can provided its network of 13 cities with World Cancer Day materials. One of the most active cities, Porto Alegre, Brazil, illuminated Piratini Palace, the Legislative Assembly, the Beira-Rio Stadium and the City Hall in World Cancer Days. Porto Alegre also organised a webinar on cervical cancer with a focus on Latin America. In the wake of World Cancer Day, they took part in a high-level meeting on the improvement of early cancer diagnosis in Brazil.



## McCabe Centre for Law & Cancer

On World Cancer Day, McCabe Centre renewed its pledge to bridge the care gap in cancer by leveraging legal strategies to guarantee universal access to secure and affordable treatment, and empowering others to do the same. Hayley Jones, the Director of the McCabe Centre, underlined the importance of ensuring equitable access to care for all in a video message, and encouraged policymakers to utilise the law as a tool to reduce disparities in cancer care.



# UICC sister organisations



## NCD Alliance (NCDA)

NCDA was very active on social media, amplifying messages about the importance of Universal Health Coverage for cancer and other non-communicable diseases and sharing stories from individuals affected by cancer. The NCDA newsletter featured World Cancer Day and the NCDA staff joined the 5k World Cancer Day Challenge, further contributing to the campaign's visibility.





# United Nations agencies



## World Health Organization (WHO)

WHO amplified cancer awareness messages through its various channels, spotlighting cancer prevention data and statistics, with a particular emphasis on cervical and breast cancers. Furthermore, Dr Tedros Adhanom Ghebreyesus, Director-General of WHO, urged all governments in a video message to take action by promoting early detection, more timely diagnosis and improved treatment for breast cancer.

The release of the new **Global Breast Cancer Initiative Framework**, which coincided with Tedros Adhanom Ghebreyesus's message, provides a clear roadmap to save 2.5 million lives from breast cancer by 2040. WHO called on governments, development partners, industries and individuals to collaborate and address the care gap, ultimately putting an end to the generational harms of cancer.

In addition, various regional offices of WHO, such as WHO Botswana, WHO Europe, WHO Cambodia and WHO African Region posted numerous prevention messages on their platforms, contributing to the campaign's widespread reach.

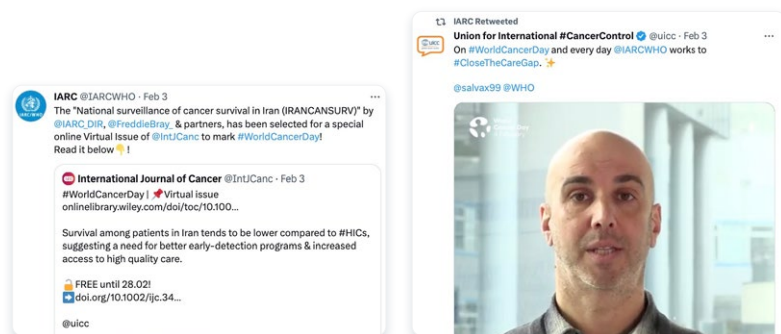
## International Agency for Research on Cancer



## International Agency for Research on Cancer (IARC)

IARC and the Lalla Salma Foundation for Cancer Prevention and Treatment in Morocco launched a new report that addresses common system-level barriers to implementing cervical cancer screening in sub-Saharan Africa. The report provides solutions that could help overcome these challenges.

In addition, IARC amplified messages promoting global cancer prevention and showcasing its efforts with national cancer registries to reduce health disparities. Dr Salvatore Vaccarella, a scientist and member of the Cancer Inequalities Team, produced a video message emphasising IARC's commitment to closing the cancer care gap as a top priority.



## International Atomic Energy Agency (IAEA)

IAEA marked one year of 'Rays of Hope - Cancer Care for All', a plan to tackle a severe shortage of cancer care capacity in many poorer countries. The initial focus is on Africa, where people often die from the disease because they lack access to potentially life-saving medicine and radiotherapy. IARC also published a video, a news article and podcast.

Since the launch of Rays of Hope, more than 50 countries have expressed interest in participating in the initiative. To date, a total of 37 million euro have been pledged.

A photograph of a woman with her hair in a bun, smiling broadly and clapping her hands. She is holding a young child who is also smiling and clapping. They are outdoors, with a blurred background of green foliage and sunlight filtering through the trees. The image is partially overlaid by a teal and purple geometric shape on the left side.

# When leaders and governments take action

# Governments

On World Cancer Day 2023, governments from around the world delivered powerful messages and announced decisive actions to improve the health of their nations. Among these were the governments of Kenya, Slovakia, Cuba, Bhutan and many more.

## Bhutan

World Cancer Day holds a personal significance for Health Minister Dasho Dechen Wangmo, who lost her mother to cancer. To honour her memory and the countless other lives affected by the disease, Minister Wangmo and a small group of supporters gathered at the Thimphu Chorten memorial as in past years to light butter lamps and offer prayers for survivors and those who have died. This observance served as a reminder of the importance of continued advocacy, research and support for people living with cancer and their loved ones.



## Canada

The Public Health Agency of Canada issued a statement highlighting the unfortunate reality that cancer remains the leading cause of death in the country. The Government of Canada acknowledges the continued work needed in the fight against cancer and has committed close to \$50 million annually to the Canadian Partnership Against Cancer. The partnership has already made a significant impact on the lives of Canadians, focusing on cancer prevention, early detection, treatment, and support for those affected by the disease. In addition to supporting these critical efforts, the government urges Canadians to take an active role in reducing their risk of cancer by adopting a healthier lifestyle.



## Cuba

The Minister of Public Health of Cuba has released a statement commemorating World Cancer Day. In addition, Dr. Carlos Alberto Martínez Blanco, the head of the Cancer Control Section of the Ministry of Public Health, emphasised that cancer has been one of the top three causes of death in Cuba since 1970, and the leading cause of potential years of life lost since 2000. To promote public awareness and encourage self-care and early detection, activities took place across all provinces of the country. A national screening campaign was also launched to increase awareness of the incidence of skin cancer and the importance of early diagnosis.



# Governments

## Greece

Prime Minister Kyriakos Mitsotakis took to Twitter to talk about how the fight against cancer is a collective challenge that requires the united efforts of both citizens and the State. He said that cancer is a priority issue for Greece and that the country is committed to implementing an integrated response plan, with prevention as a key focus.

Prime Minister GR  
@PrimeministerGR

Η μάχη απέναντι στον καρκίνο είναι μια υπόθεση που αφορά όλους μας. Είναι μια μάχη που δίνουμε μαζί, πολίτες και πολιτεία. Γι' αυτόν τον λόγο έχουμε εξαρχής θέσει ως προτεραιότητα και εφαρμόζουμε ένα ολοκληρωμένο σχέδιο αντιμετώπισης, με αιχμή την πρόληψη.  
#WorldCancerDay

Translated from Greek by Google

The fight against cancer is an issue that concerns us all. It is a battle that we fight together, citizens and the state. For this reason, we have made it a priority from the beginning and are implementing an integrated response plan, with prevention at the forefront. #WorldCancerDay

Εφαρμόζουμε ένα ολοκληρωμένο σχέδιο κατά του καρκίνου

04/02  
Παγκόσμια ημέρα κατά του καρκίνου

- Πρόγραμμα προληπτικών εξετάσεων για τον καρκίνο του μαστού, του παχέος εντέρου και του τραχήλου της μήτρας
- Εφαρμογή του αντικαπνιστικού νόμου
- Οργανωμένο πλαίσιο για την κατ' οίκον νοσηλεία για ογκολογικούς ασθενείς
- Ανακουφιστική Φροντίδα για πρώτη φορά στη χώρα μας

## Hong Kong

The Department of Health (DoH) issued a press release urging the public to take action in support of World Cancer Day 2023. Emphasising the critical importance of early detection and a healthy lifestyle, a spokesman for the DoH stated that cancer is a pressing public health concern. The spokesman further advised individuals to prioritise their health and reduce the risk of developing cancer by avoiding tobacco smoking, refraining from alcohol consumption, staying physically active, maintaining a balanced diet, and keeping a healthy body weight and waist circumference.

The Government of the Hong Kong Special Administrative Region  
Press Releases

GovHK 香港政府一站通 繁體版 簡體版

Public urged to lead healthy lifestyle in support of Wc... GO

Public urged to lead healthy lifestyle in support of World Cancer Day 2023

The Department of Health (DH) today (February 4) urged members of the public to support World Cancer Day 2023 by adopting a healthy lifestyle and initiating early detection of disease.

World Cancer Day has been designated on February 4 every year by the Union for International Cancer Control since 2000 to increase community understanding of the challenges posed by cancer and to bring the world together in the fight against the disease. Under the theme "Close the Care Gap", World Cancer Day 2023 is about recognising the progress in enabling more people to access relevant health care for the prevention and control of cancer.

## Ireland

The Minister for Health, Stephen Donnelly, celebrated Ireland's progress in cancer prevention and treatment, as highlighted in a recent report from the Organisation for Economic Co-operation and Development (OECD) for the European Cancer Inequalities Registry. The report noted that Ireland's increased five-year cancer survival rates are a testament to the country's high-quality care. Speaking to the theme of the 'Close The Care Gap' campaign, Minister Donnelly emphasised the importance of working together to reduce the global impact of cancer. He acknowledged that inequity in cancer care can cost lives and reiterated the government's commitment to ensuring timely access to high-quality care for everyone.

Stephen Donnelly @DonnellyStephen · Feb 4

On this #WorldCancerDay we acknowledge the progress that has been made in cancer treatment and prevention.

gov.ie/en/press-relea...

It's a good opportunity to talk about how our cancer services in...

5,773 views 0:05 / 2:37

26 5 21 16.4K

# Governments

## Kenya

On World Cancer Day the Cabinet Secretary of Health Dr Nakhumicha S. Wafula opened the Garissa Regional Cancer Center in Northern Kenya. The launch of the centre is a significant step forward in the fight against cancer in Kenya, providing specialised care to those in need. The Ministry of Health has also established regional cancer centres of excellence in other 10 counties aiming to ensure access to quality, affordable cancer care across the country.

## North Macedonia

The First Lady of North Macedonia, Elizabeta Georgjevska Pendarovska, as well as David Geer, EU Ambassador in North Macedonia, Nikola Brzanov, President of the Young Doctors Society and Emanuela Dodeva, President of the Association for Initiatives for Health Development, Improvement of Health Services and Patient Advocacy (EZRA), organised a panel discussion in Skopje and raised the importance of immediate action to help overcome inequalities in cancer patient care, access to innovative and timely treatments and improvement of health care services in Macedonia.

## Qatar

The Ministry of Public Health together with its partners observed World Cancer Day with the slogan 'Bridge the care gap: Uniting our voices and taking action.' The Ministry of Public Health emphasised that bridging the care gap requires collective effort, while individual actions can also make a difference. They also reiterated that the cancer care gap is not inevitable and that systems can be reimagined to improve the situation. By increasing knowledge about cancer and providing easier access to services, significant progress can be made in the fight against cancer.



## Samoa

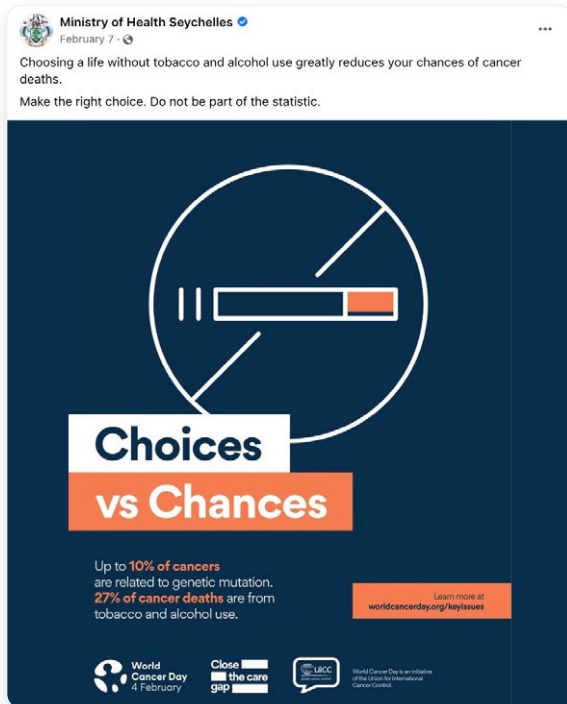
Throughout February, the Ministry of Health of Samoa joined forces with the Samoa Cancer Society to bridge the gap in cancer care through a series of events and activities. From health workshops to community outreach initiatives, the Ministry spearheaded a range of cancer-related efforts, demonstrating its commitment to improving public health.



# Governments

## Seychelles

On World Cancer Day, the Ministry of Health took a strong stance against tobacco and alcohol, emphasising that avoiding these substances can dramatically lower the risk of cancer-related fatalities. Encouraging citizens to make informed decisions and steer clear of harmful habits, the Ministry urged individuals to take control of their health and defy the grim statistics.



## Trinidad and Tobago

The Ministry of Health in Trinidad and Tobago released a statement on World Cancer Day 2023, highlighting the impact of cancer on individuals, families, and communities. The statement emphasized the importance of cancer prevention, early detection and access to quality care for those affected by the disease. It also highlighted the government's efforts to improve cancer services in the country and called for continued support and collaboration from stakeholders to combat cancer.

## Tunisia

The Tunisian regional health administration in Manouba organised free clinics for the early detection of breast, cervical and colon cancers, along with nutrition and smoking cessation clinics. Additionally, a health and wellness caravan was organised at the university, offering screening for chronic diseases, reproductive health, nutrition and mental health to students and staff at the Faculty of Arts and Humanities.

## European Union

The European Commission highlighted Europe's Beating Cancer Plan as a crucial component of the **European Health Union** announced by President Ursula von der Leyen. The plan outlines ten flagship initiatives and multiple actions aimed at addressing every stage of the disease pathway.

Members of the National and European Parliamentarians for Cancer Action voiced their support for collective action to raise awareness for cancer care in Europe and globally. Additionally, the EU delegation in the United States reaffirmed its commitment to World Cancer Day by showcasing how the EU Cancer Plan is helping to bridge the care gap. They emphasised the need to eradicate inequalities and ensure universal access to preventative measures, early diagnosis, high-quality cancer care and treatment for all.





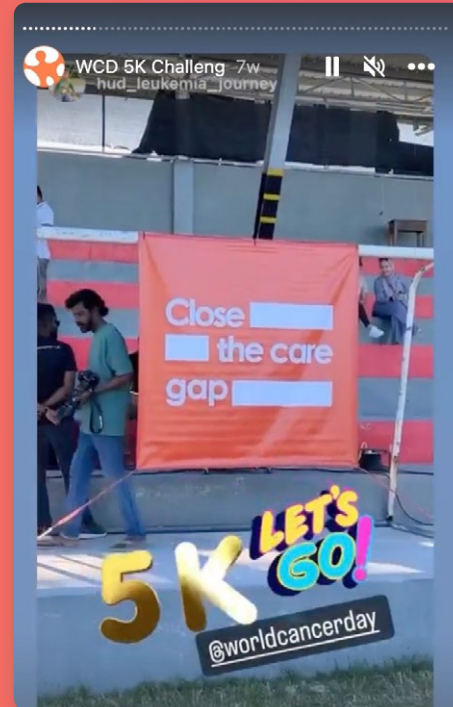
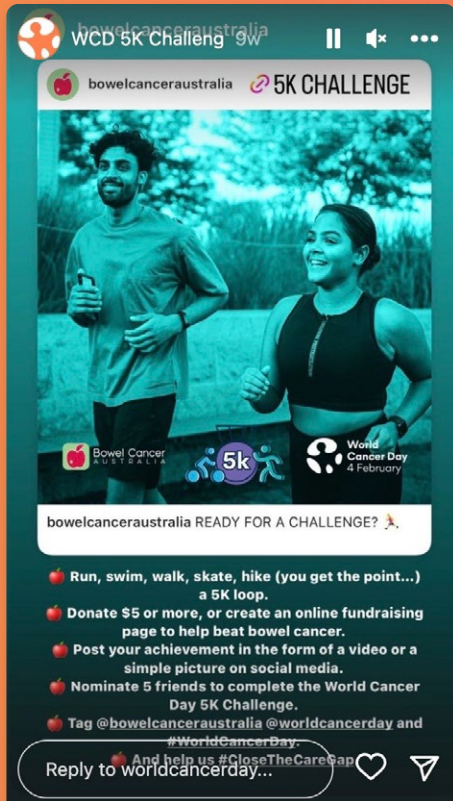
# Getting active and closing the loop 5 kilometres at a time



For the second year of the ‘Close The Care Gap’ campaign, UICC launched the World Cancer Day 5k Challenge. The goal of this challenge was to bring awareness to the global issue of cancer care inequities. The Challenge inspired people worldwide to not only join the call to action to close the care gap but to also adopt an active lifestyle.

To do so, UICC invited individuals and groups to participate in a variety of activities, such as running, cycling, swimming, hiking, or any other preferred form of exercise, and complete a 5-kilometer loop, symbolising the closing of the care gap.

While UICC received a great response of over 560 5k Challenge entries, many more participants remain unaccounted for. This includes individuals who shared their accomplishment on their social media stories, those with private accounts, or those who took part in a larger 5k Challenge event organised by another entity. UICC staff also walked the talk and staged their own 5k Challenge in the lead up to World Cancer Day.







# Speaking up for an important cause: World Cancer Day 2023 5k Challenge Ambassadors

**World Cancer Day influencers lent their voice to help spread the need to close the care gap and encouraged people from all walks of life to join in on the 5k Challenge. Ambassadors included Wu Chun, Paula Radcliffe, Kelly Crump, and Carly Moosah.**



**Paula Radcliffe**

Former British long-distance runner, three-time winner of the London Marathon, three-time winner of the New York Marathon, and 2002 Chicago Marathon winner.



**Wu Chun**

Bruneian actor, singer, model, health activist and philanthropist.



**Kelly Crump**

42-year-old model and living with stage IV breast cancer, a thriver who believes in body confidence.



**Carly Moosah**

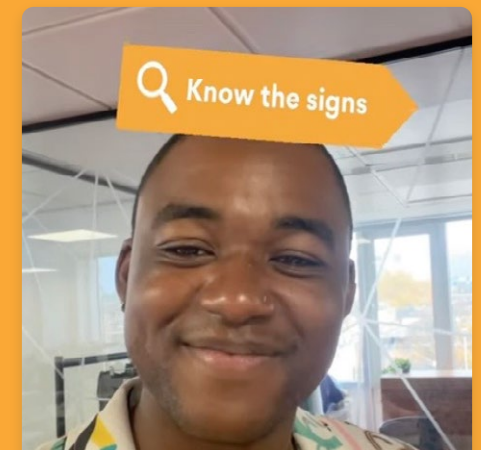
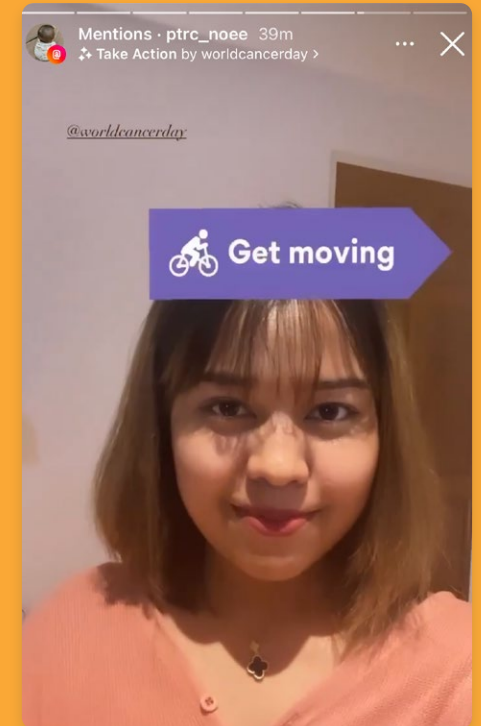
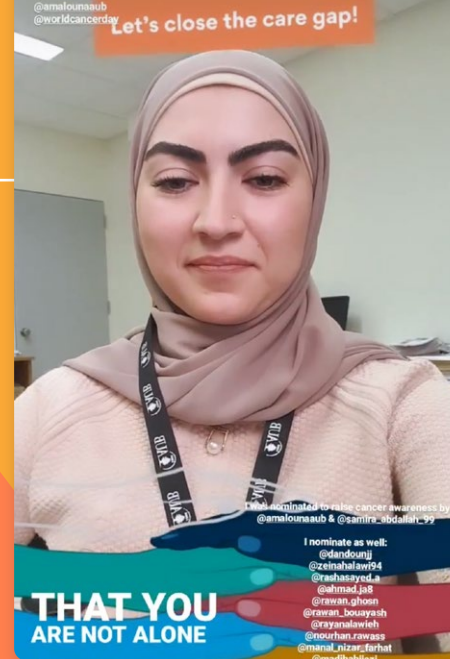
Breast cancer survivor, writer and mother of two.



# World Cancer Day Instagram filters

Amplifying essential cancer prevention and 'Close The Care Gap' campaign with a splash of creativity.

As part of the 2023 World Cancer Day celebration, Instagrammers were treated to two custom-made filters: one presenting actionable steps to reduce cancer risks and the other allowing users to symbolically bridge the gap in cancer care.





# A relay around the world

The World Cancer Day team at UICC checked in throughout 4 February via Instagram Live with members in different parts of the world, who were symbolically closing the care gap by organising a community 5k Challenge:

- Cancer Association of South Africa (CANSA)
- Project Pink Blue in Nigeria
- Hope Foundation for Cancer Care in Taiwan
- Fundación Donde Quiero Estar in Argentina
- Children Cancer Center Lebanon (CCCL)
- Former UICC President HRH Princess Dina Mired of Jordan.

The live check-ins each lasted about 10 minutes, showcasing what committed organisations and individuals were doing in these locations to spotlight the 5k Challenge and the 'Close The Care Gap' campaign and gave the audience the chance to interact with the hosts and the guests.





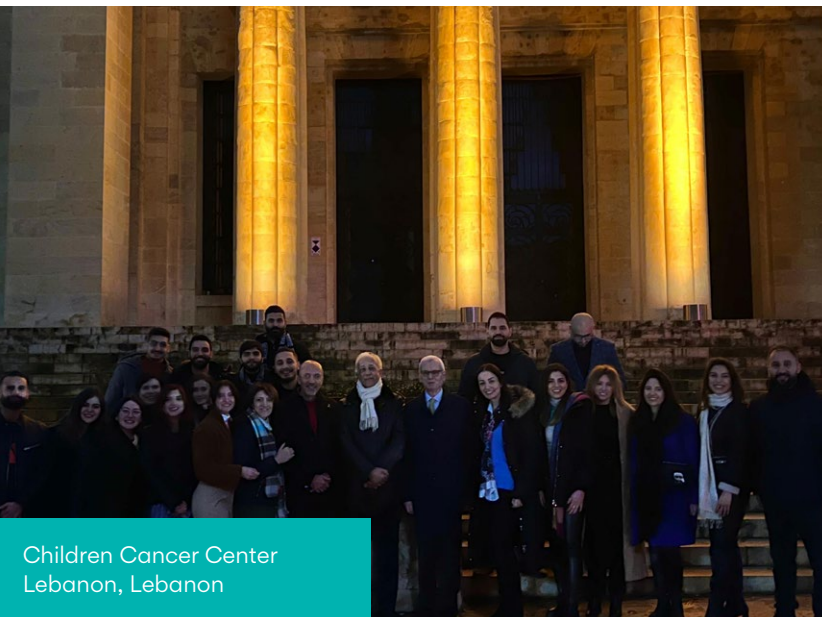
Fundacion Donde Quiero Estar, Argentina



Project Pink Blue, Nigeria



HRH Princess Dina Mired of Jordan, former President of UICC



Children Cancer Center Lebanon, Lebanon



Hope Foundation for Cancer Care, Taiwan



Cancer Association of South Africa, South Africa

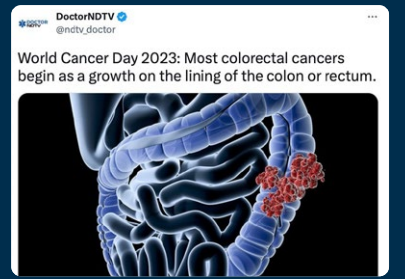
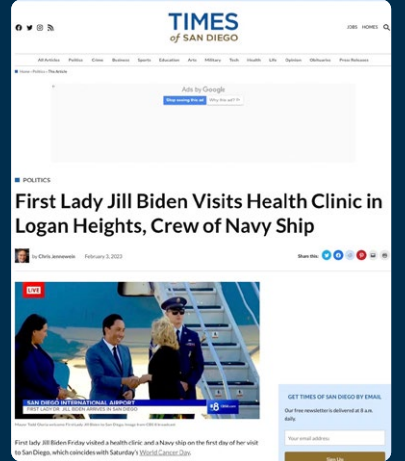
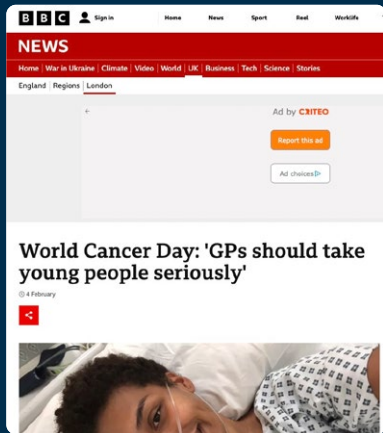


# Making headlines around the world



# In the press

World Cancer Day 2023 once again made global headlines, receiving over 25,000 mentions in press articles, TV broadcasts, and radio programmes across 174 countries, with the most popular topics being UICC's leadership of World Cancer Day, innovative approaches to cancer prevention and treatment, inequities in cancer care, and local and regional activities aimed at tackling the disease. Some of the world's most influential news outlets picked up World Cancer Day, including CNN, BBC, AFP, Times of India, Yahoo US, as well as Sohu and NetEase in China.





# World Cancer Day

## Equity Report highlights

## barriers to cancer care



Framing the inequities in cancer care, globally

The World Cancer Day Equity Report, published by UICC with the support of Novartis, provides national perspectives and experiences from past and present UICC Board Members on inequities in cancer care in their respective countries and regions.

These encompass Western Pacific (Australia, Mainland China and Hong Kong), Southeast Asia (India and Malaysia), Europe (Sweden and the UK), Eastern Mediterranean (Lebanon, Turkey), Africa (Kenya, Nigeria and South Africa) and Latin America (Brazil and Mexico).

The report drives home with stark examples the sad reality that who a person is and where they live can mean the difference between life and death if they get cancer. The authors also offer solutions to closing the care gap by 2030. Only when every person, everywhere, can access quality cancer care, can health equity be achieved.

Inequities in cancer care can be found in every country. However, the cancer burden is often highest in countries, or in regions within countries, where health systems are least able to cope with the impact of a disease that is the leading cause of death worldwide.

For some, the disparities are far greater – at least half of the world's population still cannot access essential health services.

For some, the injustices speak even more loudly – around 90% of new cervical cancer cases and mortalities occur in low- and middle-income countries.

And for some population groups, such as women and girls and people with disability, barriers to accessing cancer care are compounded, leading to poorer cancer outcomes.

For refugee populations, cancer is more likely to be diagnosed at an advanced stage; in New Zealand, Māori are twice as likely to die from cancer as non-Māori and globally, older populations face disproportionate barriers to effective and personalised treatment, with some 70% of global cancer deaths occurring in people aged 65 or older.

The reality is if you have cancer, who you are and where you live could mean the difference between life and death.

To understand the impact of this reality, the World Cancer Day Equity Report provides local perspectives and experiences from past and present UICC Board Members on inequities in cancer care in their respective countries and regions.

They also offer solutions as to how the gaps can be closed by 2030 to achieve health equity.

Throughout UICC's 90-year history, equity has been a red thread woven through the very fabric of the organisation and its efforts to unite the global cancer community to fight cancer.

Together as a community, we are building a future where every person, everywhere, can access quality cancer care.





# JCO special issue dedicated to World Cancer Day

JCO Global Oncology published a special issue of articles addressing a range of disparities in access to quality cancer care around the world.

The issue is prefaced with a guest editorial by UICC President, Prof. Jeff Dunn AO, and the articles were selected by UICC staff. They provided an overview of how inequities in cancer care play out in various ways, in different sectors and regions of the world – and how the challenges are being addressed.

Articles focus on expanding access to radiotherapy, an essential component of cancer treatment; essential and affordable cancer medicines in India; the efficacy of educational videos to empower patients and improve knowledge of cancer to better prevent it; reducing financial toxicity in Mexico; engaging people with cancer as advocates to increase equitable access to care; inequities in Europe; strategies used by Native American cancer survivors to restore quality of life; and developing culturally sensitive models of care.

### Closing the Gap in Global Cancer Care

The increase in cancer cases and deaths has expanded existing inequities in cancer treatment and care services

**These inequities affect:**

- Access to cancer care services
- Chance of survival
- Financial and social impact of cancer diagnosis on individuals and families

Variations in cancer mortality, incidence, and prevalence

Socioeconomic status

**How do we address this global challenge?**

- World Cancer Day
- Health awareness campaign by UICC\*
- Launched February 4, 2000
- Global reach with >900 activities across 105 countries
- Raise cancer awareness
- Foster cancer education
- Persuade governments to intervene

\*Union for International Cancer Control

#### THREE-YEAR "CLOSE THE CARE GAP" CAMPAIGN

**Plan of action**

- 2021: Understand inequities in global cancer care
- 2022: Build stronger alliances and new collaborations
- 2023: Persuade those in power to eliminate healthcare inequities

**Toward strong cancer care**

- Universal health coverage (UHC)
- Strengthen healthcare infrastructure
- Develop and implement national cancer control plans
- Integrate cancer services into UHC
- Cancer outcomes
- Develop unbiased support care systems
- Create cancer registries and repositories on risk factors and treatment outcomes
- Cost burden
- Train and retain healthcare personnel
- Ensure access to essential anti-cancer medicines

**The world must unite in the quest for equity in cancer care to achieve better outcomes and quality of life for cancer patients around the world**

It is time to close the gap in cancer care  
Dunn (2023)

JCO Global Oncology

World Cancer Day  
4 February



A photograph of two young women embracing. The woman on the right is smiling broadly with her eyes closed, wearing a light blue ruffled top. The woman on the left has her back to the camera, wearing a dark top. The background is bright and out of focus, suggesting an outdoor setting with plants.

**Influential voices**

**from around the world**



# People everywhere shared their World Cancer Day message

**Unitaid** @UNITAID

Ahead of #WorldCancerDay, Unitaid reiterates its commitment to ensuring that women in low-resource contexts have access to life-saving preventive care for cervical cancer.

Unitaid's model is advancing progress towards global cancer elimination targets: [unitaid.org/news-blog/worl...](https://unitaid.org/news-blog/worl...)



**Swiss Re** @SwissRe

On #WorldCancerDay, we're celebrating the strides that oncology treatment has made. For re/insurers, these medical advances inspire us as powerful drivers behind insurance #innovation. Read more from Swiss Re's EMEA Medical Officer: [ow.ly/1n3v50MIW8F #health](https://www.swissre.com/press-releases/2023/02/01/innovation-in-oncology.html)

**Arlene Harris** @ArleneHarris11

It's #WorldCancerDay and in today's @Independent.ie this woman urges people not to be embarrassed about going to the doctor as she delayed seeking advice before being diagnosed with bowel cancer @IrishCancerSoc @bowelcanceruk @PVCR\_Ireland

**Borussia Dortmund** @BVB

! Ein Griff ist die beste Verteidigung!

Wir nutzen #BVBSCF am #Weltkrebstag auch dafür, um auf die Früherkennung und Behandlung von Hodenkrebs aufmerksam zu machen.

Geht regelmäßig zur Krebs-Früherkennung! Das kann Leben retten.

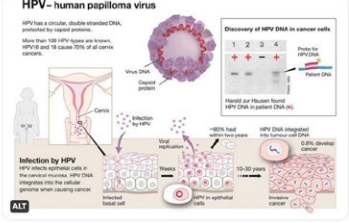
Translate Tweet

**The Nobel Prize** @NobelPrize

Virologist Harald zur Hausen discovered how cervical cancer is triggered by virus infections. His work led to the creation of the HPV vaccine which cuts the risk of developing cervical cancer.

#WorldCancerDay

**HPV – human papilloma virus**



8:36 AM · Feb 4, 2023 · 12.7K Views

**ASCO** @ASCO

On #WorldCancerDay, Dr. @Sharonchoo123 shares how palliative care education in Malaysia has helped her colleagues increase their confidence providing palliative care most notably w communication, pain assessment & symptom mgmt [fal.cn/3vCCA](https://fal.cn/3vCCA) #CloseTheCareGap #pallonc

**World Cancer Day**  
4 February



[Course] participants reported that they were able to provide and use the skills they learned in their daily practice and ... many colleagues reported an increase in confidence providing palliative care.


Sharon Choo, MD, MRCP

**The Nobel Prize** @NobelPrize · 4h

This isn't just a cancer therapy. This is a way of liberating people from the burden of having a disease that could come back and kill you.

On #WorldCancerDay, our 2018 medicine laureates reflect on the hope their remarkable cancer therapy gives to patients around the globe.

**JAMES ALLISON**



My mother died when I was about 10 years old

1:07 · 4,000 views · 13 retweets · 82 replies · 200 likes · 212K views

**Ricky Gervais** @rickygervais

Today is #WorldCancerDay. I support many cancer charities, but if I'm allowed to have a favourite, it's @macmillancancer

Please RT to let people know Macmillan is here to do whatever it takes to support those affected by cancer.

Support Line 0808 808 00 00 (open 8am – 8pm) 🍀

**World Cancer Day**

**Temí Marcella A** @TemíMarcella

On this #WorldCancerDay, excited to finally share some exciting news about @TealHealth, which has announced its \$8.8 million seed round to build the first FDA-approved at-home cervical cancer screening.




techcrunch.com  
Teal unwraps \$8.8M to build out a telehealth platform for women — starting ... Female-focused telehealth start-up, Teal Health, is popping up today to announce an \$8.8 million seed round with a roster of heavy hitting investors ...

**DW Sports** @dw\_sports · 11m

Sebastian Haller scores his first goal for Borussia Dortmund on #WorldCancerDay.

What a moment.



**NASA** @NASA

#WorldCancerDay is only once a year, but we're studying cancer around the clock. Using data collected protecting crews from space radiation, we're supporting the @WhiteHouse goal to cut America's cancer death rate by at least 50% over the next 25 years: [go.nasa.gov/3HAUPl2](https://go.nasa.gov/3HAUPl2)



**Make-A-Wish UK** @MakeAWishUK

At five-years-old, Isla was diagnosed with a Wilms' tumour - a kidney cancer which affects about 70 children a year in the UK.

♥ Mum told us that her wish 'to be a YouTuber' spurred Isla on and helped her refocus on something positive: [bit.ly/3jjiEOV](https://bit.ly/3jjiEOV)

#WorldCancerDay



**Leeds United** @LUFC

This #WorldCancerDay, we teamed up with @YorkshireCancer to show our support to those affected and help raise vital awareness



**Arlene Harris** @ArleneHarris11

It's #WorldCancerDay and in today's @Independent.ie this woman urges people not to be embarrassed about going to the doctor as she delayed seeking advice before being diagnosed with bowel cancer @IrishCancerSoc @bowelcanceruk @PVCR\_Ireland






**movember** • Follow

**movember** World Cancer Day is significant for Movember and our community. Regardless of location or background, we aim to ensure that world-class cancer care should be accessible to all men.

For more information visit Movember's True North online support tool. [Truenorth.movember.com](http://Truenorth.movember.com)

**silva\_one** Why not just say second most diagnosed cancer in men?

**ehvink\_box** WORLD CLASS CANCER CARE FOR ALL MEN ... which means a better quality of life for those living beyond cancer and also those poor souls living with cancer. My mission until I leave this mortal coil is clear and succinct; STOP MEN DYING OF PROSTATE CANCER.

**BBC Sport** @BBCSport

On 4 February, World Cancer Day, @HallerSeb scored his first Borussia Dortmund goal against Freiburg 🎯

This week he spoke to BBC Sport's @sistoney67 about his testicular tumour diagnosis, treatment and comeback 📺

#BBCFootball #BVB

**FC Barcelona** @FCBarcelona

On World Cancer Day, we want to send a message of strength and positivity to everyone, as well as their families, fighting to overcome the disease.

**Google Health** @GoogleHealth - Feb 4

Want to build a world where every person in your community can get access to cancer care? On #WorldCancerDay, we invite you to join @UICC and help #CloseTheCareGap with us.

Need ideas on how to help? [google/3JJX5c](https://www.google.com/3JJX5c)

**Make-A-Wish UK** @MakeAWishUK

At five-years-old, Isla was diagnosed with a Wilms' tumour - a kidney cancer which affects about 70 children a year in the UK.

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#WorldCancerDay

**USAID** @USAID

Did you know that Mozambique and Malawi have some of the highest rates of cervical cancer globally? This #WorldCancerDay find out how local doctors are partnering with U.S. scientists to change that.

medium.com  
Helping Prevent Cervical Cancer One Test at a Time  
USAID supports the expansion of cervical cancer screening in Southern Africa

**The Royal Family** @RoyalFamily

This #WorldCancerDay, we are highlighting the important work of The Royal Family's affiliated charities to support those with cancer.

Read more

royal.uk  
World Cancer Day

**FC Barcelona** @FCBarcelona

On World Cancer Day, we want to send a message of strength and positivity to everyone, as well as their families, fighting to overcome the disease.

#DíaMundialContraElCáncer

**Andrés Iniesta** @andresiniesta8

Luchar. Y luchar. Unidos, como un equipo, contra el cáncer. Mucho ánimo y cariño a todos los que lo sufren y pelean para salir adelante. También, por supuesto, a todas sus familias y seres queridos que siempre están ahí apoyando.

#DíaMundialContraElCáncer

**MSF South Asia** @MSFSouthAsia

Did you know that in #Malawi, #cervicalcancer accounts for 37% of new cancer cases among women? @MSF has been working to reduce the incidence of the disease and bring down related deaths since 2018.

#WorldCancerDay

**sofiavergara** Today is #WorldCancerDay. Join me in supporting @stjude and their mission to end childhood cancer

**alfredohoyosmd** 2d 42 likes Reply

**nilka\_superwoman** El CEO de St Jude James Downing gana 1.3 millones de dolares al año. Y entonces? 1d 1 like Reply See translation

**calidoso911** Sofia cuando ira a comenzar ayudar a los niños en Colombia que tanto necesitan escuelas, alimentación, equipos deportivos, etc, etc... Se la pasa pidiendo pero con toda esa fortuna se olvido de su país Colombia que la vio nacer... life is only once! 2d 1 like Reply See translation

**ana.becatti** That is awesome Sofia, bless others is the best! 2d 21 likes Reply

41,839 likes

**lucasbley92** - A pessoa mais importante da minha vida vive dentro de mim. E tenho orgulho de fazer parte dessa campanha ❤️ te amo mãe meu amor é eterno.

Hoje, 4 de fevereiro, Dia Mundial do Câncer, me junto à @abraleoficial na campanha #vãdelenço, e uso esse lenço para homenagear os pacientes e alertar para os fatores de risco do câncer!

704 mil brasileiros irão descobrir um câncer até o final deste ano. Outras milhares de pessoas estão fazendo o tratamento. Mas também são inúmeras as que já estão curadas!

**PETA India** @PetaIndia

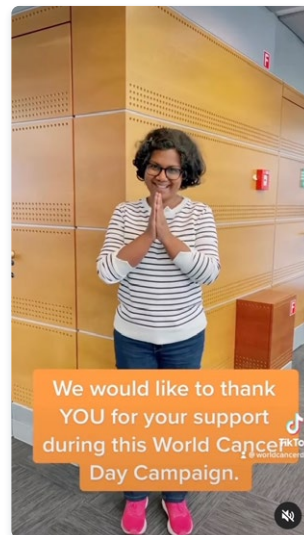
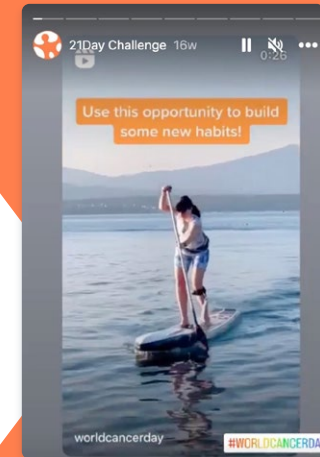
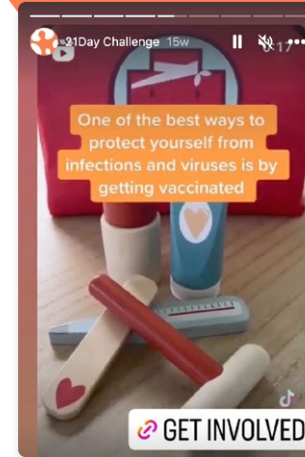
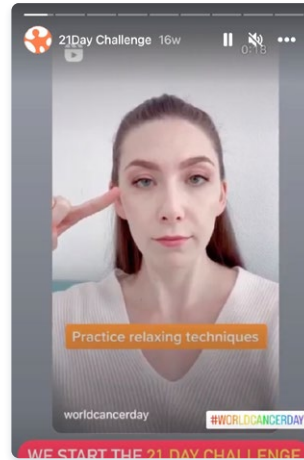
According to World Cancer Research Fund International, eating whole grains, fibre, vegetables, and fruit can help protect against certain cancers. Choose health, choose vegan! #WorldCancerDay #EatYourGreens #VeganFoods





# 21 Days to Impact Challenge

In anticipation of World Cancer Day, hundreds of advocates rose to the occasion by participating in the 21 Days to Impact Challenge. Each day, they committed to taking small but significant actions aimed at promoting a healthier lifestyle, gaining insight into health equity or learning about and contributing to the elimination of cervical cancer. Participants received daily emails filled with inspiration, guidance, and thought-provoking prompts. They embraced the challenges wholeheartedly, engaging in activities such as increased physical activity, healthy eating habits, purposeful living, vocal advocacy, emotional support, education and the sharing of knowledge.





# Supporting materials for the cancer community

Versorgungs  
lücken  
schließen

نحو رعاية  
عادلة لمرضى  
السرطان

Pour des  
soins plus  
justes

For each World Cancer Day, UICC provides an extensive range of updated supportive materials in multiple languages, carefully crafted to empower individuals and organisations to maximise their impact. Over 95,000 of these materials were downloaded from the World Cancer Day website in 2023.



→ Action toolkit, how-to guides, social media cards, statistics cards, brand guidelines, logos in a variety of languages



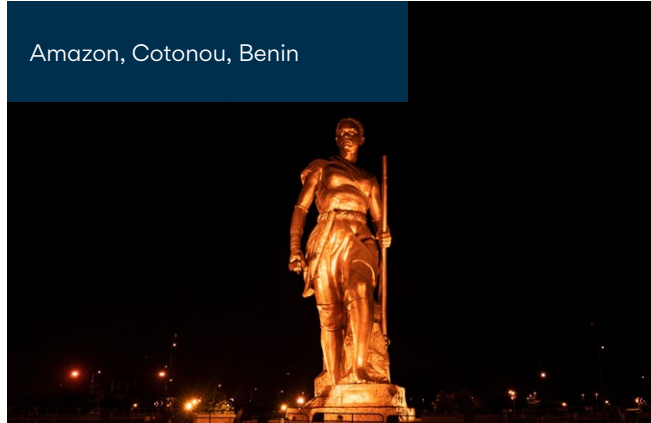


# Landmarks



As night fell across the globe, 119 landmarks, buildings, bridges, towers and monuments around the world were bathed in a display of orange and blue light, shining as beacons of hope for all those affected by cancer.

Amazon, Cotonou, Benin



Niagara Falls, Canada



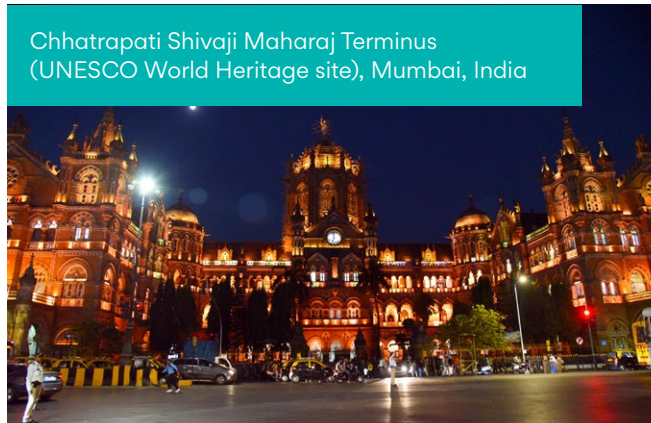
Grand Pacific Hotel, Suva, Fiji



Queensland Parliament House, Brisbane, Australia



Chhatrapati Shivaji Maharaj Terminus (UNESCO World Heritage site), Mumbai, India



Rio Stadium-Emmanuel Denau, Porto Alegre, Brazil





# The world shines in orange and blue

Jamhoryat Tertiary Hospital,  
Kabul, Afghanistan

Congreso de la Nación,  
Buenos Aires, Argentina

Punente de la Mujer,  
Buenos Aires, Argentina

sitios emblemáticos de la Ciudad  
Autónoma de Buenos Aires,  
Buenos Aires, Argentina

Adelaide Riverbank Pedestrian  
Bridge, Adelaide, Australia

Eden Park Stadium,  
Auckland, Australia

Architectural Wall at the  
Wickham Terrace car park,  
Brisbane, Australia

Reddacliff Place sculptures,  
Brisbane, Australia

Queensland Parliament House,  
Brisbane City, Australia

Guppy Park,  
Bunbury, Australia

Historic Arrol Crane,  
Bunbury, Australia

Marlston Hill Lookout,  
Bunbury, Australia

Marlston Waterfront,  
Bunbury, Australia

Richmond Reserve,  
Bunbury, Australia

The Navigators,  
Bunbury, Australia

Koombana Bay Foreshore,  
Bunbury, Australia

Historic fig trees,  
Bundaberg, Australia

The Court House on Abbott Street,  
Cairns City, Australia

Wineglass Water Tower,  
City of Logan, Australia

Big Banana,  
Coffs Harbour, Australia

Drum Theatre,  
Dandenong, Australia

Royal Australian Mint,  
Deakin, Australia

Trafalgar Bridge,  
East Perth, Australia

Geelong Catenary Lights,  
Geelong, Australia

Queens Park Theatre,  
Geraldton, Australia

Wineglass Water Tower light show,  
Hillcrest, Australia

Story Bridge,  
Kangaroo Point, Australia

Questacon,  
King Edward Terrace, Australia

AAMI Park,  
Melbourne, Australia

Federation Square,  
Melbourne, Australia

Suncorp Stadium,  
Milton, Australia

Newcastle City Hall Clock Tower,  
Newcastle, Australia

Adelaide Oval,  
North Adelaide, Australia

The National Carillon,  
Parkes, Australia

Elizabeth Quay,  
Perth, Australia

Perth Concert Hall,  
Perth, Australia

The National Carillon,  
Queen Elizabeth II Island, Australia

The Bell Tower,  
Riverside, Australia

Telfer Street Tower,  
Shailer Park, Australia

Kurilpa Bridge,  
South Brisbane, Australia

Wharton Reef Lighthouse,  
South Townsville, Australia

Townsville Sign,  
South Townsville, Australia

Central Park Boardwalk,  
Townsville, Australia

George Roberts Bridge,  
Townsville, Australia

Little Fletcher Bridge,  
Townsville, Australia

Old Magistrates Court House,  
Townsville, Australia

Jacaranda Tower,  
Underwood, Australia

Amazon statue in Cotonou,  
Cotonou, Benin

Pantai Jerudong Specialist  
Centre Building, Bandar Seri  
Begawan, Brunei

Sultan Haji Omar Ali  
Saifuddien Bridge, Bandar Seri  
Begawan, Brunei

Halifax City Hall, Halifax,  
Nova Scotia, Canada

Monumento al Divino Salvador del  
Mundo, San Salvador, El Salvador

Government House, St. John's,  
Newfoundland and Labrador,  
Canada

Ottawa Sign,  
Ottawa, Canada

CN Tower,  
Toronto, Canada

The Toronto Sign,  
Toronto, Canada

CN Tower,  
Toronto, Canada

Canada Place Sails of Light,  
Vancouver, Canada

Vancouver Convention Centre,  
Vancouver, Canada

The Forks Winnipeg Sign,  
Winnipeg, Canada

Egyptian ministry of health,  
Cairo, Egypt

Grand Pacific Hotel Lighting,  
Suva, Fiji

Chhatrapati Shivaji  
Maharaj Terminus (UNESCO  
World Heritage Site), Mumbai, India

Fukuoka City Akarenga Cultural  
Center, Fukuoka, Japan

Gifu City Hal,  
Gifu, Japan

Sagara Hospital,  
Kagoshima, Japan

Ofuna Kannon,  
Kamakura, Japan

San-in Chuo Television Tower,  
Matsue, Japan

Chubu Electric Power MIRAI  
TOWER, Nagoya, Japan

Historic Villages of Gokayama  
(UNESCO World Heritage Site),  
Nanto, Japan

Yakushi-ji Temple,  
Nara, Japan

Niigata Nippo Media Ship,  
Niigata, Japan

Sendai Sky-Candle,  
Miyagi, Japan

Saitama Cancer Center,  
Ina, Japan

Metropolitan Area Outer  
Underground Discharge Channel,  
Kasukabe, Japan



# The world shines in orange and blue

Tokyo Big Sight,  
Tokyo, Japan

Sasaki Foundation Sasaki Institute,  
Tokyo, Japan

Asahikawa Machiakari,  
Hokkaido, Japan

Dewan Undangan Negeri,  
Sarawak, Malaysia

Hospital Central de Cruz Roja  
Mexicana, Mexico City, Mexico

Instituto Nacional de Cancerología,  
Mexico City, Mexico

sitios emblemáticos de la Alcaldía  
Miguel Hidalgo, Mexico City, Mexico

Cámaras de Senadores y Diputados,  
Mexico City, Mexico

Torre BBVA,  
Mexico City, Mexico

sitios emblemáticos en la alcaldía  
Álvaro Obregón, Mexico City,  
Mexico

Sitios emblemáticos en la alcaldía  
La Magdalena Contreras,  
Mexico City, Mexico

Christchurch Airport Terminal +  
Airways Tower,  
Christchurch, New Zealand

Victoria Bridge Hamilton,  
Hamilton East, New Zealand

Oamaru Opera House,  
Oamaru, New Zealand

Michael Fowler Centre,  
Wellington, New Zealand

National Mosque,  
Abuja, Nigeria

National Ecumenical Center,  
Abuja, Nigeria

Illuminación Instituto Nacional de  
Enfermedades Neoplásicas,  
Lima, Peru

Ministerio de cultura,  
Lima, Peru

Palacio de la Municipalidad de  
Lima, Lima, Peru

Palacio de la presidencia de la  
Republica de Peru, Lima, Peru

Pileta de la Plaza de la  
Municipalidad de Lima, Lima, Peru

Teatro Nacional del Perú, Lima, Peru

University of Santo Tomas,  
Manila, Philippines

The National Opera,  
Bucharest, Romania

The National Military Club Building,  
Bucharest, Romania

The Triumphal Arch,  
Bucharest, Romania

Sheraton Hotel,  
Bucharest, Romania

Sky Tower,  
Bucharest, Romania

Odeon Theater,  
Bucharest, Romania

Museum of Art,  
Bucharest, Romania

The National Library of Romania  
Bucharest, Romania

Ocean Financial Centre,  
Singapore, Singapore

Raval de Montserrat,  
Barcelona, Spain

Atakule,  
Ankara, Turkey

Neolife Oncology Center,  
Besiktas/Istanbul, Turkey

Bosphorus bridges,  
Istanbul, Turkey

Bozlu Holding's Mongeri,  
Sisli/Istanbul, Turkey

1 More London Place,  
London, United Kingdom

PECO building,  
Philadelphia, USA

Dessert Social,  
Sand Point, USA

Suntec Convention & Exhibition  
Centre, Singapore, Singapore

National Gallery Singapore,  
Singapore, Singapore

Our Tampines Hub,  
Singapore, Singapore

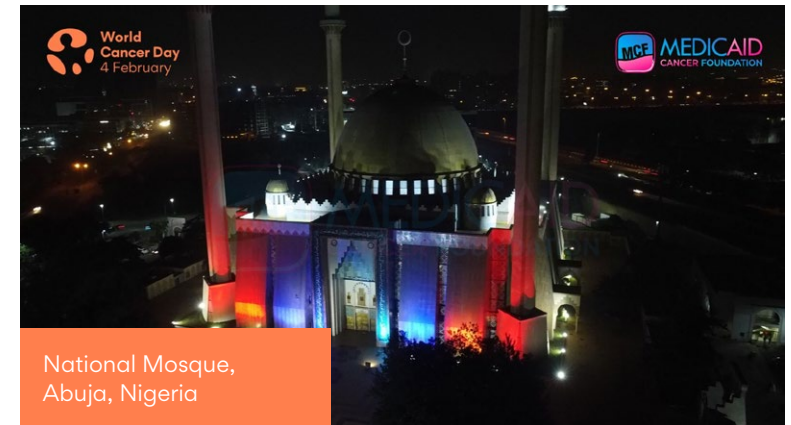
Vortex at Jewel Changi,  
Singapore, Singapore

South Beach,  
Singapore, Singapore

Orchard Gateway,  
Singapore, Singapore

Khoo Teck Puat Hospital,  
Singapore, Singapore

Yishun Community Hospital,  
Singapore, Singapore



National Mosque,  
Abuja, Nigeria



Vortex at Jewel Changi,  
Singapore, Singapore





# World Cancer Day shed a spotlight on the elimination of cervical cancer

World Cancer Day 2023 once more shed a spotlight on the global pledge to eliminate cervical cancer. The aim was to inspire supporters from around the world – governments, civil society, communities and individuals – with campaign materials and resources to understand what is at stake, speak up, raise awareness and take action towards achieving this goal. It is unacceptable for any woman to lose her life to cervical cancer, a disease that can be prevented through vaccination and routine screening with timely treatment.

The theme of ‘Close the Care Gap’ is particularly relevant to the elimination of cervical cancer. Low- and middle-income countries are most impacted by this disease, with 85% of cervical cancer cases and 90% of fatalities occurring in these regions, due largely to limited access to screening, early detection and treatment of both pre-cancerous lesions and cancer. Furthermore, women living with HIV are six times more likely to develop cervical cancer.

Women living with HIV are **6x** more likely to develop **cervical cancer**.

**We can reduce the risk.**


Integrating screening and treatment into primary care services can increase access for women.



**Le progrès est possible**

“  
Avec un accès équitable au diagnostic et à des soins de qualité, nous pouvons sauver le monde.  
”

Prof. Nayi Zongo,  
COBUCAN, Burkina Faso



**210.000 niños** se convertirán en **huérfanos** maternos en 2020 debido al cáncer de cuello de útero.





In Burkina Faso, Côte d'Ivoire and Guinea, World Cancer Day saw the screening of the Conquering Cancer documentary, released in 2022, which aims to raise awareness about the issue and how to achieve the targets for elimination through vaccination, screening and treatment of cervical cancer.

In Cameroon, the Patcha Foundation organised a workshop to raise awareness about cervical cancer and provide opportunities for HIV screening, with counselling services aimed at high school students.

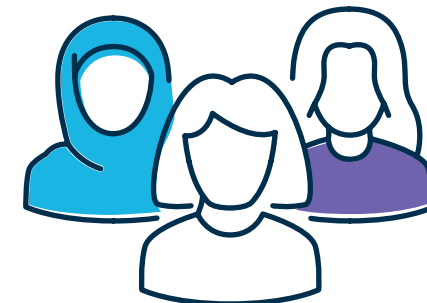
Jhpiego organised interactive TV and radio broadcasts in Burkina Faso with the message 'Unite our voices and act'. The organisation also participated in press conferences and events in Côte d'Ivoire and in Guatemala, where the Ministry of Health launched a screening programme for HPV, aimed at women between 30-49 years in rural areas. The Universidad de San Carlos in Guatemala also hosted a free talk for the general public on HPV vaccination by Dr Francisco Barrios, who shared information on HPV vaccination for children and pregnant women, HPV vaccination programmes and current progress in Guatemala with vaccination efforts.



The Teng Zhou Women and Children Hospital in China launched a free cervical cancer and breast cancer screening programme.

Many other countries used World Cancer Day as an opportunity to campaign for early detection and prevention.

The Unitaied-funded SUCCESS (Scale Up Cervical Cancer Elimination with Secondary prevention Strategy) project, which is led by Expertise France and implemented in partnership with Jhpiego and UICC, continued to support World Cancer Day, with a number of organisations raising awareness about cervical cancer and available screening and treatment services, as well as how to conduct effective advocacy. This year, building on previously developed key resources, the project also supported the creation of social media cards on cervical cancer elimination in English, French and Spanish, for use on World Cancer Day and at other opportune moments throughout the year.





# World Cancer Day 2023 Advisory Group

The World Cancer Day Advisory Group is a dynamic and diverse team of health and communications experts from UICC's membership. The group's invaluable input, feedback, insight and support helps ensure that World Cancer Day remains an inclusive and meaningful platform for everyone, everywhere. Thanks to their collective expertise and dedication, the members of the Advisory Group play a vital role in shaping the strategic direction and success of World Cancer Day every year and provide guidance on emerging issues related to cancer prevention, treatment and care. Their ongoing contributions and commitment to this global initiative highlights the importance of collaboration, innovation and community engagement in the global fight cancer.

## Eastern Mediterranean

### Qatar

Qatar Cancer Society

### Lebanon

Naef K. Basile Cancer Institute (NKBCI)  
at the American University of Beirut

## Africa

### South Africa

Cancer Association of  
South Africa (CANSA) – Head Office

### Kenya

Kilele Health Association

## North America

### USA

Basic Health International  
Know Your Lemons Foundation

## Latin America

### Brazil

Femana

### Mexico

Cancer Warriors de México

### Honduras

Asociación de Pacientes  
Fe y Esperanza

## Europe

### Sweden

Cancerfonden

### Macedonia

Borka For Each New Day

## Western-Pacific

### Philippines

Kythe Foundation

### Brunei

Pantai Jerudong Specialist Centre

### Taiwan

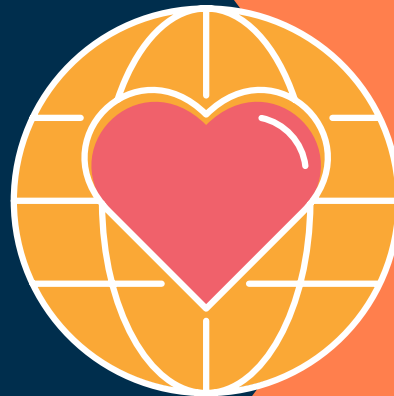
HOPE Foundation for  
Cancer Care



# Thank you, Merci, Gracias Спасибо, شكراً 谢谢你

The World Cancer Day staff at UICC give a huge shoutout to all the amazing supporters who stepped up, spoke out, rallied their communities and helped make a difference this World Cancer Day!

We couldn't have done it without the millions of supporters around the world! And let's not forget the incredible UICC members and the international cancer community – your tireless efforts on World Cancer Day and every day are bringing the world closer and closer to closing that care gap. We're pumped to be part of this amazing community! Let's keep this momentum going!



A special and heartfelt thank-you to our official World Cancer Day partners, without whom World Cancer Day would not be the same.

## Visionary Partners



## Champion Partners



## Impact partners



Have questions?

Email us at

[hello@worldcancerday.org](mailto:hello@worldcancerday.org)

Get more information and the latest

news – sign up to our newsletter at

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



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

