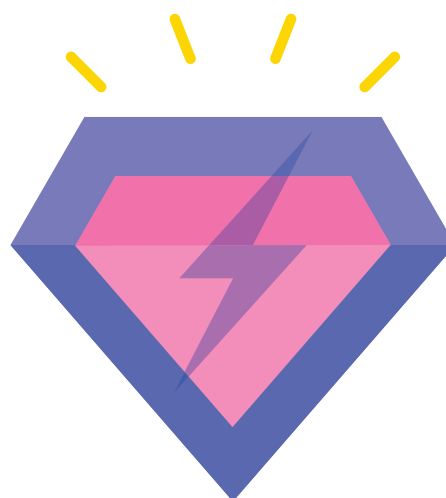
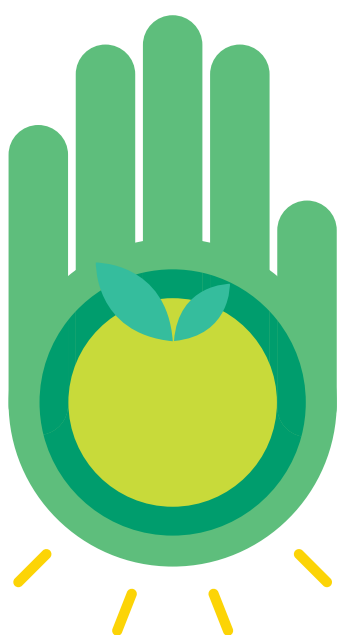
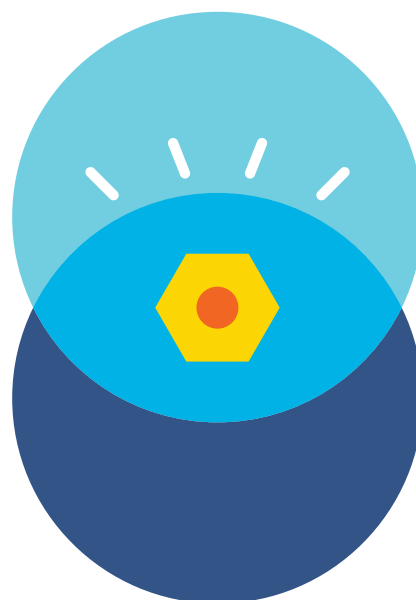


World Cancer Day 2014



**MEMBERS'
TOOLKIT**



ON FEBRUARY 4TH

**DEBUNK
THE MYTHS**

WORLD Cancer DAY.ORG



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“The Dutch Cancer Society considers World Cancer Day as an excellent opportunity to enhance cancer control, including prevention, treatment and care. Cancer is a global disease that requires global collaboration to save as many lives as possible.”

Michel.T. Rudolphie Msc, MBA
CEO, Dutch Cancer Society

Photo credits:

Pg 7: © 2007 Joydeep Mukherjee, Courtesy of Photoshare

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Pg 15: © G.Corre/SanofiEspoir Foundation

Pg 28: CIAN Agency © François Struzik - Simply Human - Tdh



Introduction

After the success of the 2013 World Cancer Day campaign theme “Cancer - Did you know?” and the great feedback we received from our members, we have chosen to continue dispelling damaging myths and misconceptions about cancer, under the new 2014 campaign tagline of **“Debunk the myths!”**

World Cancer Day represents a unique opportunity for us to collectively debunk some misconceptions about cancer by presenting real facts.

This toolkit is designed to provide you with guidance on what can be done to mark this important day, a set of template media materials and other tools for you to use, as well as strategic and implementation support.

Please note that all template materials within this toolkit are approved by UICC for adaptation and use by all member organisations at their discretion. In 2013, the World Cancer Day Toolkit was downloaded more than 10,135 times and 547 events took place in 115 countries. Together with your help, we can increase these numbers!

UICC would like you, our members, to support us in using the Day to encourage everyone affected by cancer (individuals, civil society organisations, industry and governments) to ensure that they recognise the role they can place in reducing the burden of cancer. Our ultimate aim is to help reduce premature deaths from cancer by 25% by 2025.

We hope that your organisation will join us on 4 February in raising awareness of what can and must be done to dispel public myths and misconceptions about the disease.

Background To World Cancer Day



What is World Cancer Day?

World Cancer Day is a unique day in the year when the world can unite under a single theme to highlight the on-going fight against cancer. **It takes place every year on 4 February.**

World Cancer Day aims to save millions of preventable deaths each year by raising cancer awareness in the general public and pressing all governments to take action against the disease.



Why World Cancer Day is so important

Put simply, because the global cancer epidemic is huge and is set to rise.

In 2012, 8.2 million people died from cancer worldwide, out of which, 4 million people died prematurely (aged 30 to 69 years). If urgent action is not taken to raise awareness about the disease and, globally, we do not implement strategies to address cancer, then by 2025, this is projected to increase to an alarming 6 million premature cancer deaths per year.

It has been estimated by the World Health Organization (WHO) that 1.5 million lives could be saved every year if we achieve the '25 by 25' target agreed by all countries in May 2013 at the World Health Assembly in Geneva. If we are to succeed in

this, we have a collective responsibility to support low- and middle-income countries that are tackling a cancer epidemic with insufficient resources and where the majority of cancer burden growth is anticipated.

There is now an urgent need for a global commitment to implement comprehensive National Cancer Control Plans in all countries.

World Cancer Day is the ideal opportunity to raise the profile of cancer in people's minds through the world's media and word of mouth.

Cancer Community

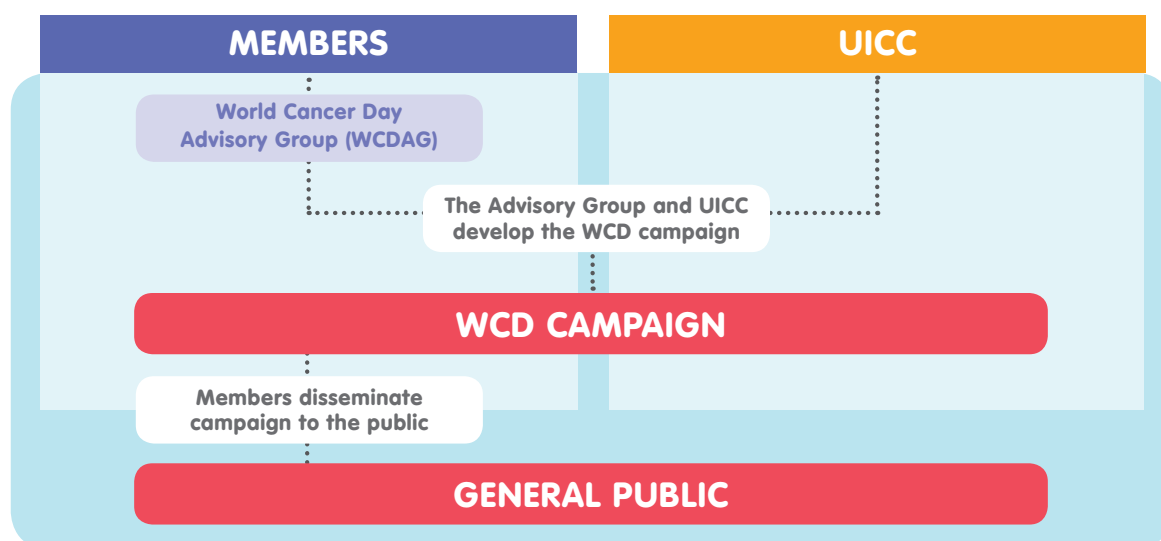
World Cancer Day is an initiative of the Union for International Cancer Control (UICC) and an official, internationally recognised 'day' since 2005. As custodians of the day, UICC's role is to coordinate the global campaign as the largest annual public awareness initiative dedicated to cancer.

We continue to expand on the success and impact of the day and are committed to ensuring that year-on-year the event is seen and heard by more people around the world.

As the world's leading global cancer organisation, UICC is uniquely placed to do this, with a network of over 800 members in more than 155 countries (including the world's major cancer societies, ministries of health, research institutes and patient groups); **we have the capacity to reach millions of people directly, and billions indirectly, through a strategically designed campaign.**

We do this through working very closely with our members to develop a campaign that serves their differing organisational priorities; which is achieved through a two-pronged strategic approach:

- UICC provides support through the development of tools and guidance to encourage its member organisations to run local cancer awareness campaigns that are aligned and adapted to the global World Cancer Day message.
- On an above-country level, we work to secure and support digital, traditional and social media opportunities to raise public awareness of the day. Through the continued support of our membership and key partners, World Cancer Day is now a crucial annual event for many people around the world.



'WORLD CANCER DAY' TRANSLATED

| | | | |
|-----------|-----------------------------------|-----------------|------------------------------------|
| Arabic | ناطرسلل يملاعلا دويل | Italian | Giornata mondiale contro il cancro |
| Bosnian | Međunarodni dan borbe protiv raka | Japanese | 世界対がんデー |
| Dutch | Wereld Kanker Dag | Korean | 세계 암의 날 |
| English | World Cancer Day | Polish | Światowy Dzień Walki z Rakiem |
| French | Journée mondiale contre le cancer | Portuguese | Dia Mundial do Cancro |
| German | Welt Krebs Tag | PRT (Brazilian) | Dia Mundial do Câncer |
| Greek | Παγκόσμια Ημέρα κατά του Καρκίνου | Russian | Всемирный день борьбы против рака |
| Hebrew | ימלועה נטרסה מוי | Romanian | Ziua Mondiala a Cancerului |
| Hindi | वश्व केन्सर दविस | Spanish | Día Mundial contra el Cáncer |
| Hungarian | Rákellenes Világnap | Swedish | Världscancerdagen |
| | | Turkish | Dünya Kanser Günü |

A CAMPAIGN DIRECTLY ALIGNED WITH GLOBAL ADVOCACY

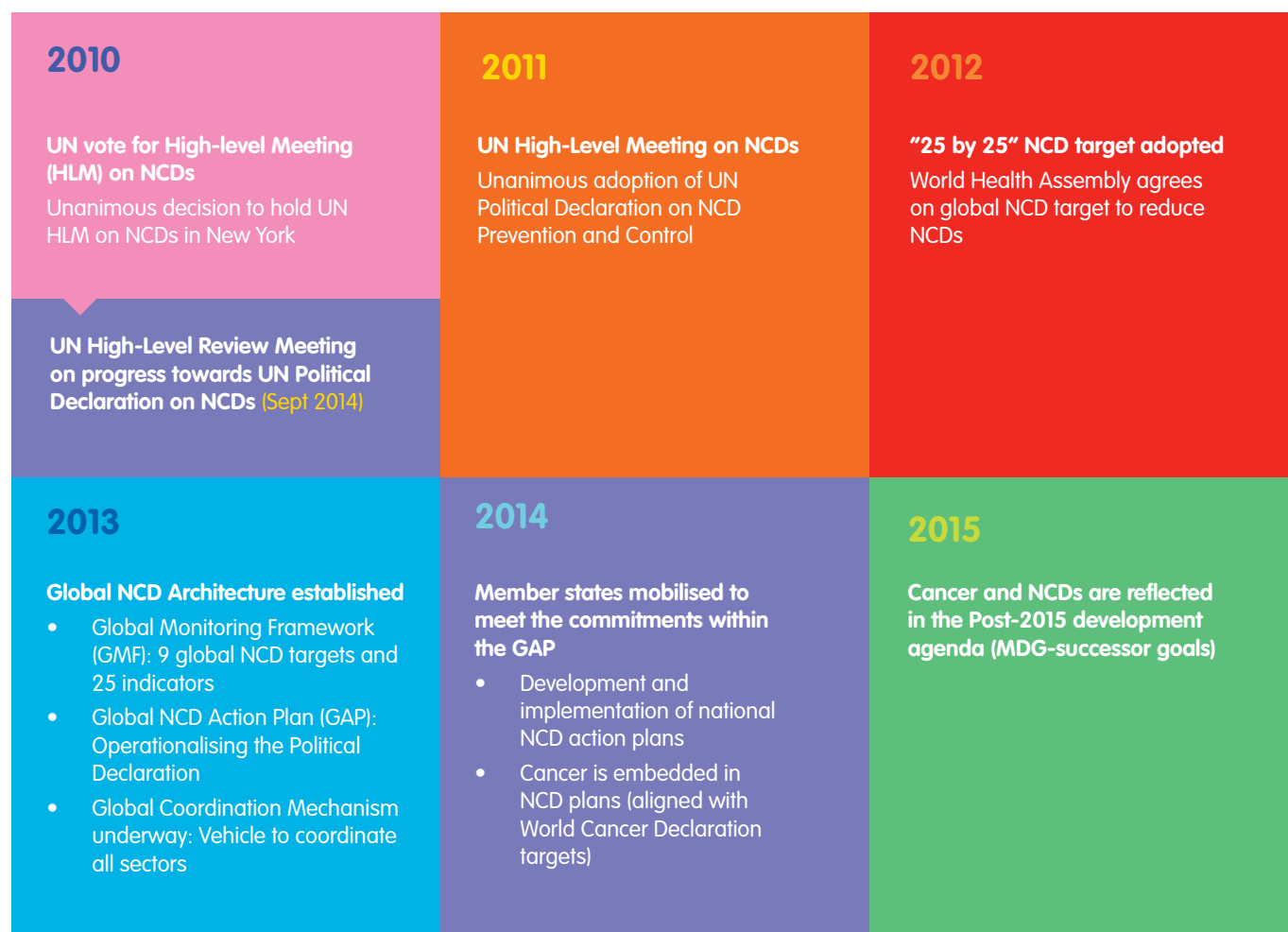
In 2011, heads of state and governments adopted the United Nations Political Declaration on the Prevention and Control of Non Communicable Diseases (NCDs), which recognised cancer and the other NCDs as a global health and development priority. Success followed in 2012 with the adoption of a global target to reduce premature deaths from NCDs by 25% by 2025 (the so-called '25 by 25' goal).

In May 2013, the foundations of a new global NCD architecture were put in place with the adoption of a Global Monitoring Framework for NCDs (GMF), an NCD Global Action Plan 2013-2020 (GAP), and a Global Coordination Mechanism for NCDs at the World Health Assembly in Geneva. UICC members and partners welcomed the inclusion in the GMF and GAP of cancer specific targets, indicators, and actions; it represented a significant win for the cancer community.

In light of these ground-breaking developments in the fight against NCDs, UICC is seeking to once again mobilise the cancer community and galvanise efforts to drive progress towards the ambitious target of delivering the '25 by 25' goal which would result in 1.5 million cancer deaths being avoided.

The first priority must be to mobilise member states to meet the commitments within the GAP through the development and implementation of national NCD action plans that take into account the voluntary targets in the GAP and GMF to reduce exposure to common modifiable cancer risk factors as well as cancer specific targets, indicators, and actions that are closely aligned with the World Cancer Declaration.

World Cancer Day is the opportunity to not only raise our collective voices and showcase our advocacy successes but also raise awareness about what still needs to be done to firmly position cancer on the global health and development agendas.



2014 THEME

World Cancer Day 2014 will focus on the revised Target 5 of the World Cancer Declaration 'Reduce stigma and dispel myths about cancer'.

There are still so many global myths about the disease and this Day is the perfect opportunity to make people aware of them and hopefully dispel them. Greater awareness and education about cancer can lead to positive change at an individual, community and policy level and across the continuum of cancer care.

For World Cancer Day 2014 we will again focus on four key myths and we aim to 'debunk' them through the various educational materials we will be distributing through our members and directly to the world's media. These have been developed for our members to use, adapt and share, so we can improve the understanding of cancer in as many people as possible and thus dispel these global myths.

World Cancer Day is a chance to raise our voices and collectively dispel misconceptions around the disease by sharing the facts.

Who is the audience for World Cancer Day 2014?

Everyone! It is only with everyone doing their part that the world will reduce the burden of cancer.

World Cancer Day is a truly global event, so to enable us to reach as much of the world's population as possible, we work closely with our members to develop a campaign that resonates across borders and cultures, so that as many people as possible participate in the World Cancer Day initiative online and in their own communities.

We appreciate that different countries and cultures all have different needs and priorities, so whilst we greatly encourage people to incorporate the Day (and the theme) into existing outreach programmes, we also welcome you to create your own policy/awareness raising campaign which is aligned with the specific area(s) of focus within your organisation.

World Cancer Day is a chance to raise our collective voices in the name of better sharing of actual cancer facts and dispelling misconceptions around the disease.



WORLD CANCER DAY KEY MESSAGES



To achieve the objectives of the 2014 World Cancer Day campaign, it is essential that we all use 'one voice' when we talk or write about the initiative.

The following World Cancer Day 2014 messaging suggestions are provided for your use and adaptation. Please feel free to use these as a part of all press and social media platforms. Our goal is to spread the message worldwide and make a global impact on World Cancer Day.

FURTHER INFORMATION

Please see the World Cancer Day 2014 Evidence Sheets for all supporting references to the facts and figures listed in this toolkit.

PRIMARY WORLD CANCER DAY MESSAGING

- World Cancer Day is the only global initiative which unites UICC, its members, partners, supporters and the entire world in the fight against the global cancer epidemic.
- World Cancer Day aims to help save millions of preventable deaths each year by raising awareness of the disease, and pressing governments and individuals across the world to take action against it.

PRIMARY GLOBAL CANCER MESSAGES

It is a disease that knows no boundaries and has, or will, affect us all either directly or indirectly during our lifetime.

- Action taken by every person, organisation and government individually will reduce the burden of cancer and premature deaths from NCDs by 25% by 2025.
- World Cancer Day represents an opportunity for UICC, its members and the public to join a global movement of targeted, locally relevant and achievable actions which will reduce the burden of cancer.
- We must act now because the global cancer epidemic is huge and set to rise.
- Cancer is a leading cause of death worldwide, causing 8.2 million deaths in 2012. However, we know that a third of these deaths is preventable, and if detected early enough, many cancers are curable.
- Until cancer awareness is improved globally and actions are taken to prevent and treat the disease, millions of people around the world will die unnecessarily every year.
- The global cancer epidemic is huge and is set to rise. It is predicted to increase to 19.3 million cases per year 2025, compared to 14.1 million in 2012.



MYTH-RELATED MESSAGES





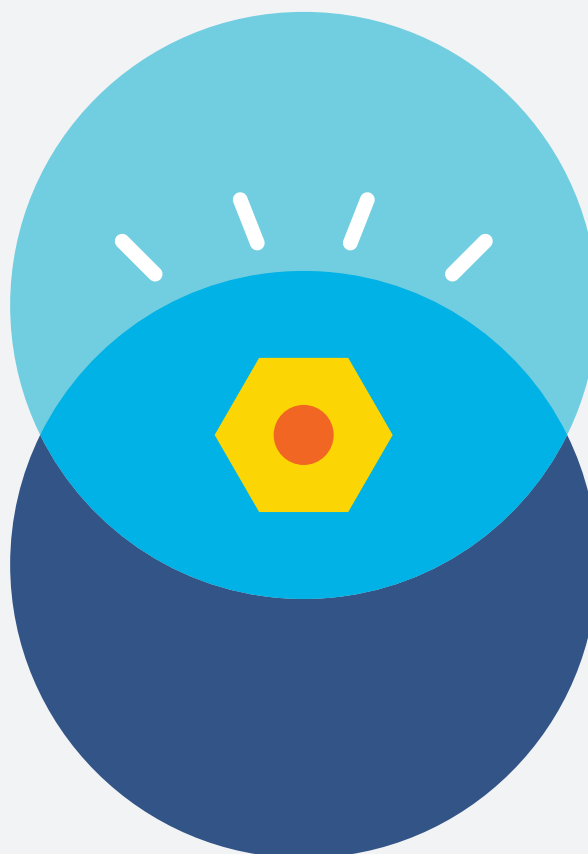
WE DON'T NEED TO TALK ABOUT CANCER

TRUTH

Whilst cancer can be a difficult topic to address, particularly in some cultures and settings, dealing with the disease openly can improve outcomes at an individual, community and policy level.

KEY FACTS

- Talking about cancer to partners, family members, friends and colleagues can help to alleviate feelings of fear, anger, sadness, loneliness and anxiety.
- In most settings, cancer remains taboo and people with cancer are even subject to stigma and discrimination that may stop them from seeking care.
- Even within highly engaged communities, the level of knowledge of cancer and the willingness to talk about it with friends and family can be low.
- Support groups can provide a caring and supportive environment for people living with cancer to express their feelings and reduce anxiety and fear. They also provide a space to share information about cancer treatment options and their side effects.
- A return to work is an important step in restoring stability, social contact and income. For both patients and their carers, receiving support in the workplace can be of great benefit. A supportive approach from employers can reduce anxiety and provide the skills and confidence to deal with cancer at work.
- The impact on sexual wellbeing is, for many, one of the most devastating consequences of a cancer diagnosis.
- The cost of cancer is estimated to reach USD 458 billion per year in 2030.
- The World Health Organization (WHO) estimates that a basic package of cost effective strategies to address the common cancer risk factors (tobacco use and harmful use of alcohol, unhealthy diet and physical inactivity) would cost only USD 2 billion per year.



THERE ARE NO SIGNS OR SYMPTOMS OF CANCER

TRUTH

For many cancers, there are warning signs and symptoms and the benefits of early detection are indisputable.

KEY FACTS

- Awareness is the first step to early detection and improving cancer outcomes.
- For many cancers, including breast, cervical, skin, oral and colorectal cancers, and some childhood cancers, the benefits of early detection are indisputable.
- With few exceptions, early stage cancers are more treatable than late stage cancers.
- Recognition of early warning signs of some cancers is particularly relevant in low resource settings – it is cost-effective and in some cases does not require any specialist diagnostic technologies.
- For many developing countries, the provision of a skilled cancer workforce to diagnose and manage cancer remains a challenge, with most facing a severe shortage of oncologists and other specialists including pathologists.
- For cervical cancer, studies have shown that even a single screening between the ages of 30 and 40 can reduce a woman's lifetime risk of cervical cancer by one third.



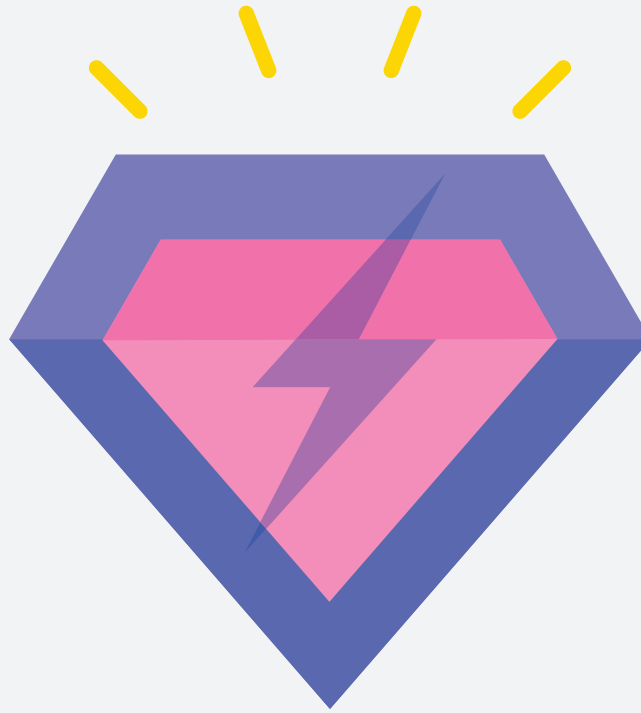
THERE IS NOTHING I CAN DO ABOUT CANCER

TRUTH

There is a lot that can be done at an individual, community and policy level and with the right strategies; a third of the most common cancers can be prevented.

KEY FACTS

- The conditions in which people live and work and their lifestyles, influence their health and quality of life.
- Tobacco use, the most common risk factor, is linked to 71% of lung cancer deaths and accounts for at least 22% of all cancer deaths. Based on current trends, tobacco use is estimated to kill one billion people in the 21st century.
- Alcohol is a known risk factor for cancer. It is strongly linked with an increased risk of cancers of the mouth, pharynx, larynx, oesophagus, bowel and breast, and may also increase the risk of liver cancer and bowel cancer in women.
- Overweight and obesity is also strongly linked to increased risks of bowel, breast, uterine, pancreatic, oesophagus, kidney and gallbladder cancers.
- There are easy ways for organisations of all sizes to create environments that protect and promote the health of their employees.
- The World Health Organization (WHO) estimates that 177,000 cancer deaths each year are related to occupational exposure to selected carcinogens, with one in every three deaths estimated to be caused by asbestos.
- Chronic infections are estimated to cause approximately 16% of all cancers globally, with this figure rising to almost 23% in developing countries.



I DON'T HAVE THE RIGHT TO CANCER CARE

TRUTH

All people have the right to access proven and effective cancer treatments and services on equal terms, and without suffering hardship as a consequence.

KEY FACTS

- Disparities in cancer outcomes exist between the developed and developing world for most cancers.
- Patients in low resource settings whose cancer may be curable in the developed world, often suffer and die unnecessarily due to a lack of awareness, resources and access to affordable and quality cancer services.
- Over 85% of the 275,000 women who die every year from cervical cancer are from developing countries.
- More than 70% of the 160,000 newly diagnosed cases of childhood cancer worldwide each year lack access to effective treatment. The result is an unacceptably low survival rate of ~10% in some low- and middle-income countries compared to ~90% in some high-income countries.
- In many cases the largest and most unacceptable gap in cancer care is the lack of adequate palliative care and access to pain relief.
- A short list of medications can control pain for almost 90% of cancer patients including children, yet little to no access to adequate pain treatment is the norm in many countries.
- Inequities in access to cancer services are closely associated with socioeconomic status with poor and vulnerable populations unable to afford expensive cancer medicines, as well as experiencing other obstacles to access, such as distance to quality treatment facilities.
- Differences in occupation, gender, ethnicity and in particular education, are also linked with common cancer risk factors e.g. poor nutrition, tobacco use and second-hand smoke, and harmful use of alcohol, regardless of the resource setting.
- In many countries, irrelevant of their resource setting, lack of health insurance and other barriers prevent people from getting access to even basic healthcare.
- Universal health coverage to ensure that all people have access to health services without financial hardship is a critical component of sustainable development and poverty reduction, and a key element of any effort to reduce social inequities in cancer outcomes.

SUPPORTING WORLD CANCER DAY MESSAGING



- UICC unites the cancer community to reduce the global cancer burden, to promote greater equity and to integrate cancer control into the world health and development agenda.
- UICC is the leading international non-governmental organisation dedicated to the prevention and control of cancer worldwide.
- UICC is the largest cancer-fighting organisation of its kind, with over 800 member organisations across 155 countries representing the world's major cancer societies, ministries of health, research institutes, treatment centres, and patient groups.
- UICC is dedicated to continue working with world leaders to increase their support for cancer control measures and hold them accountable for the cancer commitments made in the UN Global Action Plan on NCDs.
- UICC uses World Cancer Day to lobby to:
 - Develop targets and indicators to measure the implementation of policies and approaches to prevent and control cancer
 - Raise the priority accorded to cancer in the global development agenda
 - Promote a global response to cancer.



GET INVOLVED

World Cancer Day is a truly global event. In order for us to achieve our objective of reaching as much of the world's population as possible, we need your help.

EVERY ACTION COUNTS

There are so many ways for individuals and organisations to get involved in World Cancer Day - from the basic engagement activities aimed at the general public, to a more engaged level involving UICC member organisations and partners and even “super engaged” activities, which are aimed at coordinating a global Advocacy Push.

We have outlined several ways a person/organisation can get involved and recommend various platforms and suggested messaging for you to use or to help encourage others to do something on the day to support our grassroots objective of dispelling cancer myths.

WANT TO DO YOUR OWN THING?

We appreciate that you have different needs and priorities, so whilst we greatly encourage you to incorporate the day (and the theme ‘Debunk the myths’) into existing outreach programmes you have, we also welcome you creating your own policy/awareness campaigns which are in-line with the specific area(s) of focus within your organisation.



SOCIAL MEDIA

Engage with your network via your Twitter and Facebook pages, and share your World Cancer Day images on Instagram. Please use #WorldCancerDay #DebunkCancerMyths

Please see the complete social media guide later in the toolkit.



E-CARD

Help debunk some cancer myths and raise awareness about World Cancer Day, by sending our specially designed eCards to your colleagues, friends and family.



THUNDERCLAP

UICC has created a Thunderclap campaign for World Cancer Day 2014.

What is Thunderclap?

Thunderclap is a tool that facilitates the mass dissemination of a message via Facebook, Twitter and Tumblr by simultaneously posting to the accounts of those who support the campaign. This is a great way to give the campaign visibility and increase the chances of 'trending' on social media platforms. For our Thunderclap to go live, we need the support of a minimum of 250 individuals for the message to be broadcast. Come sign up to Thunderclap for Facebook, Twitter and Tumblr and join the WCD 2014 Campaign: www.thndr.it/1jpsKhZ



MAP OF EVENTS

Add to the World Cancer Day online map of events and activities - please share what you will be doing on/around World Cancer Day. WorldCancerDay.org is visited by media, individuals and organisations worldwide - therefore this is a great place to let the world know what you have planned, no matter how big or small.

www.worldcancerday.org/events-map



SHARE AND/OR ADAPT FACT/EVIDENCE SHEETS

We have developed campaign Fact Sheets to provide readers with a general overview of the key messages, facts and figures around each of the four overarching myths. Each Fact Sheet is then accompanied by a detailed Evidence Sheet, which outlines further references and resources.

The Fact Sheets can be used as stand alone resources, but they can also form the basis on which you can build your own versions that might be more appropriate to your needs at a regional, national or local level.

Should you wish to adapt the Fact Sheets, the Evidence Sheets are designed to assist you with this task.



POSTER

We have 6 different posters available for your use which have been designed specifically for the 2014 campaign. You can use them digitally or as printed posters to promote the Day and the theme. Be sure to share them within your organisation and wider network.



WEBSITE

Make sure that the World Cancer Day logo is present on your website, link to www.worldcancerday.org and even better, upload a small article onto your site about the Day.



ADAPT POSTERS

Use the posters we have designed as a template and add your organisation's logo before you disseminate it. Design files are available upon request.

TRANSLATE MATERIALS

We would like all the World Cancer Day resources to be accessible to as many people as possible. As a start, all materials are available in English, French and Spanish, however, we would appreciate your help to translate them into other languages. Please contact us at **communication@uicc.org**, if you think you could contribute to additional translations.



ALIGN YOUR PLANS WITH WORLD CANCER DAY

Are you planning an event between January and February? Will you be releasing a new publication? Do you have any other important announcements scheduled for that period? Why not use World Cancer Day to have your event, release your publication or make your announcement? It will simultaneously have a larger impact and raise awareness of World Cancer Day.



ENGAGE CORPORATE AND EXTERNAL PARTNERS

For World Cancer Day 2014, we have prepared a separate Toolkit specifically targeted to corporates. We have included guidance for how they can help support the Day, such as promoting the campaign amongst their employees, as well as ways in which employers can help cancer patients cope within the workplace.

Feel free to download the Toolkit for corporates from worldcancerday.org and share it with your external partners.



PRESS/MEDIA CAMPAIGN

As in previous years, we have prepared some 'quotable quotes' and media soundbytes, to help you promote the day to media in your region. A template press release will be available in late January 2014 for your use and adaptation. See section 'Stop The Press' for more information.





ADVOCACY PUSH

Engage with your government to work in partnership to meet the Global Action Plan on NCDs commitments based on systematic and effective cancer control planning within the context of delivering an operational national NCD action plan.

To help you respond to this challenge, we have three core resources to support you in your efforts:

- The Advocacy Toolkit (2nd Edition, 2013)
- 2013 World Cancer Declaration
- International Cancer Control Partnership (ICCP) Portal.

Please visit:

www.uicc.org/advocacy/our-campaigns

for more information and supporting documents.

Advocacy Toolkit

On World Cancer Day 2014, we will launch an updated version of our Advocacy Toolkit, closely aligned with the refreshed World Cancer Declaration and its targets and priority actions.

The first version of this toolkit was launched around the 2011 UN High-level Meeting on NCDs to better equip members to advocate around commitments made in the Global Action Plan on NCDs

Following the successes of the last two years, it is timely to refresh this resource as the cancer community comes together once more to drive progress towards 2025.

The practical tools and resources presented in the new edition, including a guide to mainstreaming cancer in the post-2015 agenda and a series of evidence sheets that support each of the World Cancer Declaration targets, are designed to facilitate this collective action.

It is time to raise a united voice to make cancer and NCDs a priority for governments and to ensure that it is addressed as part of a coordinated global effort – a unique opportunity to ensure that governments receive the adequate technical, human and financial resources to mitigate the social and economic burden of cancer on future generations.

On 4 February 2014, download and become familiar with the new Advocacy Toolkit and help us disseminate it.

World Cancer Declaration

World Cancer Day 2014 will be a unique opportunity for UICC members and partners to promote the refreshed World Cancer Declaration, recently launched at the 2013 World Cancer Leaders' Summit in Cape Town, South Africa.

Originally developed in 2006, the World Cancer Declaration has helped to bring the growing cancer crisis to the attention of government leaders and health policy-makers, and to drive new government commitments in the global fight against cancer and other non-communicable diseases (NCDs).

In light of the ground-breaking developments in the fight against NCDs, and with the expiration of the Millennium Development Goals (MDGs) fast approaching in 2015, UICC saw a growing need to more closely align the World Cancer Declaration with the emerging global NCD framework and the dialogue on the post-2015 development agenda.

The 2013 World Cancer Declaration, launched in November at the 2013 World Cancer Leaders' Summit, includes a set of 9 visionary targets and immediate actions to be implemented by governments and other stakeholders in order to achieve the Declaration's overarching goal: "There will be major reductions in premature deaths from cancer and improvements in quality of life and cancer survival rates."

**Check out the refreshed Declaration here:
www.uicc.org/world-cancer-declaration and promote it within your organisation!**

UICC encourages the World Cancer Declaration to be used:

- To urge governments to implement policies and programmes that the cancer community knows will be successful if they are adequately resourced and embedded within national cancer and NCD plans.
- To reach out beyond health ministries to gain the political backing of all sectors of government. Using the Declaration together with resource-appropriate and culturally relevant examples of successful implementation of policies outside of health is critical to ensuring a whole-of-government response to the cancer crisis.
- To continue pressing for cancer and other NCDs to be embedded within the next generation of internationally agreed development goals.
- For more information on how to use the World Cancer Declaration, see the updated Advocacy Toolkit.

Contribute Material To The ICCP Portal

The International Cancer Control Partnership Portal, is a newly launched website offering a One-Stop-Shop Web Portal of resources and best practices in national cancer control planning. There are many useful resources and cancer control plans available, but we would value your help to make sure the best and latest material is there.

Please visit the website and send us resources you feel are missing: www.iccp-portal.org

SOCIAL MEDIA GUIDE



We have compiled all of the key information to help you increase World Cancer Day's presence on social media.



TOP TIP

When inserting links into Tweets and Facebook posts, use a free link-shortening service such as bit.ly.

eg <http://bit.ly/WCD2014> = www.worldcancerday.org



TWITTER

Use Twitter to be part of the conversation leading up to and on World Cancer Day.

Topic hashtags:

#25by25 #BreastCancer
#breastcancerawareness
#Cancer #Cancers #CancerDivide
#CancerInformation #CancerPatients
#CancerPrevention #CancerTreatment
#CervicalCancer #DebunkCancerMyths
#Health #HPV #MDG #NCDs
#NCDmomentum #Post2015 #Smoking
#Stigma #SocialJustice #Tobacco
#TIL #Truth #WomensCancers
#WorldCancerDay



#World Cancer Day translated:

| | | | |
|------------------|---------------------------------|------------------------|--------------------------------|
| Arabic | #ناترس لى لى لى لى لى لى لى | Japanese | #世界対がんデー |
| Bosnian | #Međunarodnidanborbeprotivraka | Korean | #세계암의날 |
| Dutch | #WereldKankerDag | Polish | #SwiatowyDzienWalkizRakiem |
| English | #WorldCancerDay | Portuguese | #DiaMundialdoCancro |
| French | #Journeemondialecontrelecancer | PTG (Brazilian) | #DiaMundialdoCancer |
| German | #WeltKrebsTag | Romanian | #ZiuaMondialaaCancerului |
| Greek | #ΠαγκόσμιαΗμέρακατάτουΚαρκίνου | Russian | #Всемирныйденьборьбыпротиврака |
| Hebrew | #ימלועהנתרסהמ | Spanish | #DiaMundialcontraelCancer |
| Hindi | #वश्वकेन्सरदविस | Swedish | #Varldscancerdagen |
| Hungarian | #RakellenesVilagnap | Turkish | #DunyaKanserGunu |
| Italian | #Giornatamondialecontroilcancro | | |

TWITTER-READY TWEETS FOR WORLD CANCER DAY

World Cancer Day 2014

Generic Messaging

- Today is #WorldCancerDay! Help us #DebunkCancerMyths! Visit worldcancerday.org and spread the #truth
- It's time to #DebunkCancerMyths Today is #WorldCancerDay. Join the fight & spread the #truth <http://www.worldcancerday.org>

Myths overview messages

#TIL = Today I learnt

- #TIL that although difficult, talking about #cancer can improve outcomes at an individual, community and policy level #WorldCancerDay
- #TIL that for many cancers, there are warning signs & symptoms #WorldCancerDay #DebunkCancerMyths bit.ly/WCD2014
- #TIL that for many cancers, the benefits of early detection are indisputable. #WorldCancerDay #debunkthemyths bit.ly/WCD2014
- #TIL that with the right strategies, a third of common #cancers can be prevented #WorldCancerDay #DebunkCancerMyths bit.ly/WCD2014
- #TIL that everyone has the right to cancer care. Access equals #socialjustice #WorldCancerDay #DebunkCancerMyths bit.ly/WCD2014

Myth 1 related tweets

- #TIL that in most settings, cancer remains taboo & in some cases people are discriminated against #WorldCancerDay #DebunkCancerMyths
- #TIL that negative public perception perpetuates stigma and misinformation #WorldCancerDay #DebunkCancerMyths bit.ly/WCD2014
- #TIL that in some cases, stigma & discrimination prevent some people with #cancer from seeking care #WorldCancerDay #DebunkCancerMyths
- #TIL that support in the workplace for #cancerpatients can restore stability, reduce anxiety & provide confidence for dealing with cancer

Myth 2 related tweets

- #TIL that awareness is the first step to early detection & improving cancer outcomes. When was your last PAP test? #WorldCancerDay
- #TIL that awareness is the first step to early detection & improving cancer outcomes. Have your breasts checked #WorldCancerDay #prevention
- #TIL that awareness is the first step to early detection & improving cancer outcomes. Have your balls checked! #WorldCancerDay #prevention
- #TIL that awareness is the first step to early detection & improving cancer outcomes. Have your prostate checked! #WorldCancerDay
- #TIL that with few exceptions, early stage #cancers are more treatable than late stage cancers. #WorldCancerDay bit.ly/WCD2014
- #TIL that recognising early warning signs of cancer is particularly relevant in low resource settings – it is cost-effective #WorldCancerDay

Myth 3 related tweets

- #TIL that with a healthier diet and lifestyle a third of the most common #cancers can be prevented. #WorldCancerDay #DebunkCancerMyths
- #TIL that tobacco use, the most common risk factor, is linked to 71% of #lungcancer deaths & accounts for at least 22% of all #cancerdeaths
- #TIL that based on current trends, tobacco use is estimated to kill 1 billion people in the 21st century. #WorldCancerDay #DebunkCancerMyths
- #TIL that alcohol is a known risk factor for #cancer (pharynx, larynx & oesophagus cancers among others) #WorldCancerDay #DebunkCancerMyths
- #TIL that chronic infections are estimated to cause 16% of all #cancers globally. #WorldCancerDay #DebunkCancerMyths
- #TIL that chronic infections are estimated to cause 23% of all #cancers in developing countries. #WorldCancerDay #DebunkCancerMyths
- #TIL that most premature deaths from cancer are preventable by influencing policy in sectors outside of health #WorldCancerDay

Myth 4 related tweets

- #TIL that disparities in #cancer outcomes exist between the developed and developing world for most cancers #WorldCancerDay
- #TIL that over 85% of the 275,000 women who die every year from #cervicalcancer are from developing countries #WorldCancerDay
- #TIL that >70% of the 160k newly diagnosed cases of childhood cancer worldwide each year lack access to effective treatment #WorldCancerDay
- #TIL that a short list of medications can control pain for almost 90% of all people with #cancer pain #WorldCancerDay <http://www.worldcancerday.org>
- #TIL that in many countries lack of health insurance & other barriers prevent access for people to even basic healthcare #WorldCancerDay



FACEBOOK

To stay up-to-date on what UICC does to support World Cancer Day please 'like' us on Facebook.



TEMPLATE POSTS

Use the World Cancer Day template posts below to update your Facebook status and educate your friends on cancer.

Myth 1 related posts

- Today I learnt that whilst cancer can be a difficult topic to address, particularly in some cultures and settings, dealing with the disease openly can improve outcomes at an individual, community and policy level.
- Today I learnt that talking about cancer to partners, family members, friends and colleagues can help alleviate feelings of fear, anger, sadness, loneliness and anxiety.
- Today I learnt that in most settings, cancer remains taboo and people with cancer are even subject to stigma and discrimination that may stop them from seeking care
- Today I learnt that even within highly engaged communities, the level of knowledge of cancer and the willingness to talk about it with friends and family can be low.
- Today I learnt that support groups can provide a caring and supportive environment for people living with cancer to express their feelings and reduce anxiety and fear. They also provide a space to share information about cancer treatment options and their side effects.
- Today I learnt that a return to work is an important step in restoring stability, social contact and income. For both patients and their carers, receiving support in the workplace can be of great benefit. A supportive approach from employers can reduce anxiety and provide the skills and confidence to deal with cancer at work.
- Today I learnt that the impact on sexual wellbeing is, for many, one of the most devastating consequences of a cancer diagnosis.
- Today I learnt that the cost of cancer is estimated to reach USD 458 billion per year in 2030.
- Today I learnt that the World Health Organization (WHO) estimates that a basic package of cost effective strategies to address the common cancer risk factors (tobacco use and harmful use of alcohol, unhealthy diet and physical inactivity) would cost only USD \$2 billion per year.

TEMPLATE POSTS CONTINUED

Myth 2 related posts

- Today I learnt that for many cancers, there are warning signs and symptoms and the benefits of early detection are indisputable.
- Today I learnt that for many cancers, including breast, cervical, skin, oral and colorectal cancers, and some childhood cancers, the benefits of early detection are indisputable.
- Today I learnt that awareness is the first step to early detection and improving cancer outcomes.
- Today I learnt that with few exceptions, early stage cancers are more treatable than late stage cancers
- Today I learnt that recognition of early warning signs of some cancers is particularly relevant in low resource settings – it is cost-effective and in some cases does not require any specialist diagnostic technologies.
- Today I learnt that for many developing countries, the provision of a skilled cancer workforce to diagnose and manage cancer remains a challenge, with most facing a severe shortage of oncologists and other specialists including pathologists.
- Today I learnt that for cervical cancer, studies have shown that even a single screening between the ages of 30 and 40 can reduce a woman's lifetime risk of cervical cancer by one third.

Myth 3 related posts

- Today I learnt that there is a lot that can be done at an individual, community and policy level and with the right strategies a third of the most common cancers can be prevented.
- Today I learnt that the conditions in which people live and work, and their lifestyles, influence their health and quality of life.
- Today I learnt that tobacco use, the most common risk factor, is linked to 71% of lung cancer deaths and accounts for at least 22% of all cancer deaths. Based on current trends, tobacco use is estimated to kill one billion people in the 21st century.
- Today I learnt that alcohol is a known risk factor for cancer. It is strongly linked with an increased risk of cancers of the mouth, pharynx, larynx, oesophagus, bowel and breast, and may also increase the risk of liver and bowel cancer in women.
- Today I learnt that overweight and obesity is also strongly linked to increased risks of bowel, breast, uterine, pancreatic, oesophagus, kidney and gallbladder cancers.
- Today I learnt that there are easy ways for organisations of all sizes to create environments that protect and promote the health of their employees.
- Today I learnt that the World Health Organization (WHO) estimates that 177,000 cancer deaths each year are related to occupational exposure to selected carcinogens, with one in every three deaths estimated to be caused by asbestos.
- Today I learnt that chronic infections are estimated to cause approximately 16% of all cancers globally, with this figure rising to almost 23% in developing countries.

Honouring someone you know

Add "In honour of..." to your social media posts and name someone you know who has been affected by cancer. Why not also use the opportunity to raise awareness around a certain issue by mentioning the type of cancer they have been affected by?

TEMPLATE POSTS CONTINUED

Myth 4 related posts

- Today I learnt that all people have the right to access proven and effective cancer treatments and services on equal terms, and without suffering hardship as a consequence.
- Today I learnt that disparities in cancer outcomes exist between the developed and developing world for most cancers.
- Today I learnt that patients in low resource settings, whose cancer may be curable in the developed world, often suffer and die unnecessarily due to a lack of awareness, resources and access to affordable and quality cancer services.
- Today I learnt that over 85% of the 275,000 women who die every year from cervical cancer are from developing countries.
- Today I learnt that more than 70% of the 160,000 newly diagnosed cases of childhood cancer worldwide each year lack access to effective treatment. The result is an unacceptably low survival rate of ~10% in some low- and middle-income countries compared to ~90% in some high-income countries.
- Today I learnt that in many cases the largest and most unacceptable gap in cancer care is the lack of adequate palliative care and access to pain relief.
- Today I learnt that a short list of medications can control pain for almost 90% of all people with cancer pain including children, yet little to no access to adequate pain treatment is the norm in many countries.
- Today I learnt that inequities in access to cancer services are closely associated with socioeconomic status with poor and vulnerable populations unable to afford expensive cancer medicines, as well as experiencing other obstacles to access such as distance to quality treatment facilities.
- Today I learnt that differences in occupation, gender, ethnicity and in particular education, are also linked with common cancer risk factors e.g. poor nutrition, tobacco use and second-hand smoke, and harmful use of alcohol, regardless of the resource setting.
- Today I learnt that in many countries, irrelevant of their resource setting, lack of health insurance and other barriers prevent people from getting access to even basic healthcare.
- Today I learnt that universal health coverage to ensure that all people have access to health services without financial hardship is a critical component of sustainable development and poverty reduction, and a key element of any effort to reduce social inequities in cancer outcomes.



WORLD CANCER DAY FACEBOOK BADGE

Add the "World Cancer Day" badge to your Facebook profile photo.

You may add the World Cancer Day badge to your Facebook profile photo by using the link provided here below:



www.picbadges.com/badge/2942821

FACEBOOK COVER PAGE

Alternatively or in addition to the World Cancer Day Facebook posts and badge, you may also want to use the "World Cancer Day Cover Page Image", which can be downloaded at the following link and added to your Facebook page



www.worldcancerday.org/social-media

NEED IDEAS? BE INSPIRED BY OTHERS



Find inspiration in the past activities of UICC members and partners. See how they were involved in World Cancer Day 2013 and helped support the campaign.

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“Left unchecked, cancer is on a trajectory to cause needless human suffering and staggering economic costs. Today, cancer accounts for 1 in 8 deaths worldwide – more than HIV/ AIDS, tuberculosis and malaria combined, and is responsible for nearly \$1 trillion in economic losses from premature death and disability. That is why we are proud to partner with UICC on World Cancer Day to shine a spotlight on the growing cancer burden with advocacy resources and information to advance the global fight against this disease.”

Dr John Seffrin,
Chief Executive Officer, American
Cancer Society

“

“World Cancer Research Fund International is delighted to be supporting World Cancer Day. We urgently need to dispel the myth that there’s nothing we can do about cancer. It isn’t true. We can. A third of the most common cancers can be prevented through being a healthy weight, being physically active and eating a healthy diet.”

Dr Kate Allen, Executive Director of
Science and Public Affairs.

MEMBERS

- Launched a counselling centre hotline to inform the public about cancer and provide counselling and psychological support to people living with or affected by cancer
- Posted quotes and articles about cancer on their Facebook page
- Produced a video about the burden of cancer in their country and called for action
- Organised a press conference convening key national authorities
- Hosted a live video broadcast in honour of World Cancer Day with experts from different countries/continents providing updates on cancer in their portion of the world
- Scheduled a television programme on various cancer topics to encompass WCD
- Engaged different stakeholders of their city to raise awareness about cancer i.e. partner with the public transportation system to disseminate flyers and present videos on cancer prevention and treatment
- Organised a fundraising event to support patients with cancer and raise awareness about the disease
- Wrote a press release on the incidence of cancer in their country
- Hosted a nutrition exhibition to raise awareness about the importance of healthy food, healthy lifestyle, and exercise to prevent cancer
- Hosted a conference to talk about cancer: the myths and misconceptions
- Launched a joint action with other organisations i.e. presented a Declaration, wrote a letter to their government, etc.
- Created a twitter chat involving their Ministry of Health and doctors answering numerous questions about cancer
- Partnered with leaders and key actors of the cancer discourse in their country to organise a seminar that provided relevant information to cancer patients, policy makers, etc.
- Promoted WCD actively on their website showcasing the UICC campaign materials
- Featured a press article in their local/national newspaper
- Collected personalised messages honouring World Cancer Day and featured them on their organisation's website
- Participated in local radio programmes to provide cancer education

Friends of Max, Mumbai, India, The Max Foundation

To honour the day, MAX invited team members, patient leaders, friends and cancer survivors around the world to send in a short video message to answer the question: "What does World Cancer Day mean to you?" The response was both meaningful and inspiring! The collection of personalised messages honouring World Cancer Day was then posted on The Maximize Life Blog which is addressed to all of those who are affected by cancer and rise above the diagnosis to live life to the fullest.

Icelandic Cancer Society, Iceland

To mark World Cancer Day 2013, the Icelandic Cancer Society adapted the WCD Campaign poster into their own language, and shared it on their Facebook timeline to spread the message to all of their followers.

The GAVI Alliance, Switzerland

The GAVI Alliance created a dedicated page on their website named: "World Cancer Day: dispelling the myths" where they talked about cancer-related infections such as HPV and HBV and also promoting HPV vaccination. The web page featured a short video about the HPV vaccination, a mini Cancer Facts app, testimonials, a map showing the GAVI vaccination programmes in Africa and other cancer-related resources.

LymfklierkankerVereniging Nederland, The Netherlands

The LymfklierkankerVereniging Nederland organised a Rose distribution throughout the country to give courage to people living with cancer.

Turkish Ministry of Health, Turkey

The Turkish Ministry of Health organised a twitter chat where representatives from the Ministry and doctors answered numerous questions about cancer that Turkish people living with or affected by the disease asked.

Swiss Cancer League, Switzerland

The Krebsliga Schweiz (Swiss Cancer League) produced a massive communication campaign focusing on cancer and the way parents communicate with their children around the disease, entitled “Do you talk to your children about your disease?”. This campaign featured numerous materials such as posters, postcards, leaflets, a short video available on the Facebook timeline of the Swiss League and spread out across Switzerland. Advice for parents and teachers were also provided on the website.

Asociación Española de Afectados por Linfoma, Mieloma y Leucemia (AEAL), Spain

The AEAL created a dedicated website with a full visual identity for World Cancer Day 2013. The key message of their campaign was “Without your rights, you are naked to face cancer”. An informative bus went around big cities in Spain, branded with the purple colour and logo and webinars were organised during the week of World Cancer Day. A document explaining their rights to Cancer Patients was even drafted for the occasion: The Madrid Declaration.

Shaukat Khanum Memorial Cancer Hospital and Research Centre, Pakistan

‘Let’s Bowl Out Cancer’ is an initiative of the television and film industry celebrities and the Shaukat Khanum Memorial Cancer Hospital and Research Centre. The objective of this initiative was to help raise funds for the construction of Pakistan’s second Shaukat Khanum Memorial Cancer Hospital and Research Centre in Peshawar, by organising a series of charity cricket matches all over Pakistan. An exhibition match to mark the launch of this campaign was played between the Stars Eleven and the official cricket team of Shaukat Khanum Memorial Cancer Hospital and Research Centre.

King Hussein Cancer Foundation, Jordan

On World Cancer Day, the King Hussein Cancer Foundation held a press conference at the King Hussein Cancer Center about the prevalence of cancer in Jordan and the various myths and risk factors surrounding cancer. Posters outlining the four World Cancer Day myths were printed and distributed to local partners on the Day. At the press conference, HRH Princess Dina Mired announced the launch of two awards aimed at combating smoking in public places in Jordan.

Deutsche Krebshilfe E.V. / German Cancer Aid, Germany

The German Cancer Aid CEO and the German Health Minister honoured two scientists with the German- Cancer-Aid-Award in Bonn for their successful efforts to initiate a national clinical cancer registry in Germany. “Welt-Krebstag” (German for “World Cancer Day”) reached the number two most searched term on www.google.de. Cancer prevention and early detection of cancer were the focus of numerous films, documentaries and interviews with experts broadcast that day on the main German TV stations.

Dutch Cancer Society

Active supporters of the World Cancer Day campaign for a number of years, the Dutch Cancer Society collaborated with other Dutch-speaking members of UICC to translate all of the materials and do a large public-awareness campaign with the focal point being a dedicated WCD(.nl) website <http://www.wereldkankerday.nl/>.

ALIAM and the French League against Cancer, France & Africa

On World Cancer Day, ALIAM and la Ligue organised a zumba flashmob next to the Eiffel Tower in Paris, France. Materials produced for World Cancer Day were distributed during this event. The French League also set up a conference where they invited a small panel of people to talk about cancer myths.

Cancer Council Australia (CCA), Australia

The organisation used the event as an opportunity to promote their myth busting website – www.iheard.com.au. They also hosted the launch of the National Indigenous Cancer Network. Media highlights across all states included coverage on the national morning TV programme The Today Show, a number of metro newspapers, a blog piece from their CEO on The Punch, as well as some great radio coverage.

Cancer Association of South Africa (CANS), South Africa

As part of World Cancer Day, the Cancer Association of South Africa presented a support document signed by 16,000 people to the Deputy Minister of Health in order to ban the use of sunbeds by kids under the age of 18 and therefore help keep youth safe from skin cancer.



St Jude Cure4Kids, United States

An announcement about World Cancer Day was sent to 34,502 health professionals from 185 countries that are members of St. Jude Cure4Kids education network (www.Cure4Kids.org). They also organised a webcast that was attended by people from 33 countries, as well as an online quiz, teachers' luncheon for local schools and community groups and student activities – all based around the theme of 'Cancer – did you know', encouraging good practice to spread.

Cancer Patients Aid Association, India

The Cancer Patients Aid Association organised an open forum in Marathi on breast and cervical cancer in association with the Dilasa and Tilak Mandir care centres, attended by more than 180 people.

Liga Argentina de Lucha Contra el Cáncer (LALCEC), Argentina

LALCEC implemented a digital campaign in their social networks and disseminated communication materials provided by UICC among their network of over 120 partner institutions across Argentina.

American Cancer Society, United States

On 4 February, the American Cancer Society (@ACSGlobal) hosted a Twitter chat, participated in a live video broadcast on Google Plus (which included celebrity guest Olivia Newton-John) and one of the most visible events marking the occasion in the United States was in New York, where the Empire State Building was lit up in the World Cancer Day colours of blue and orange for the third year in a row.

CORPORATES

Roche

- Launched a 70-minute cancer documentary entitled, "The Enemy Within"
- Acknowledgment of WCD on big screen displays at Roche HQ
- An internal memo was sent to all 80,000 Roche employees

GSK

- Five-question quiz about cancer facts on www.gsk.com
- Short article on GSK intranet encouraging staff to visit the WCD site and read/sign the World Cancer Declaration
- 15 of GSK affiliates translated the article and posted it on their local intranet

Fondation Philanthropia (Lombard Odier)

- Launched a 45-page "Donor's Guide to Cancer" to help make the case as to why people should invest in/give to cancer organisations
- News article in l'Hebdo
- Media outreach in France and Switzerland
- Dedicated web page on their main site

Pfizer

- Internal memo sent to all Pfizer affiliate offices around the world

IBM

- Conducted a social media push via Twitter

TOOLKIT FOR CORPORATES

For more information about Corporate activities and how you could engage Corporates to mark World Cancer Day 2014, please download our World Cancer Day Toolkit for Corporates available here: <http://www.worldcancerday.org/corporates>

TEMPLATE WORLD CANCER DAY MATERIALS



World Cancer Day should be viewed as an opportunity to add the scale and momentum of coordinated global efforts to your local media, policy and advocacy efforts.

UICC has developed a core set of materials to support you in developing your 2014 World Cancer Day campaign. However, there are a few important points to remember before adapting / preparing your local campaign:

- All media materials provided have been developed and approved by the UICC Communications Team. However, they will need to be translated and adapted according to your local standard operating procedures.
- All template materials currently include global-level statistics and spokespeople. Where appropriate, please localise your materials by using facts and figures from your own country, in addition to your own spokespeople; these will make your materials of more value to your local media.

Map of events:

An online interactive map showing what is going on and where, on and around World Cancer Day 2014.

www.worldcancerday.org/events-map



Myth Factsheets and Evidence sheets

The Fact Sheets have been developed to give the reader a general overview of some of the myths and misconceptions that surround cancer. The Fact Sheets will provide the reader with key facts and figures that help to debunk these myths and misconceptions, as well as outlining important advocacy messages. For a more detailed look at the issues addressed in the fact sheets, including a reference list for each of the facts and figures used, we have developed supporting Evidence Sheets.

www.worldcancerday.org/fact-sheets



World Cancer Day Poster:

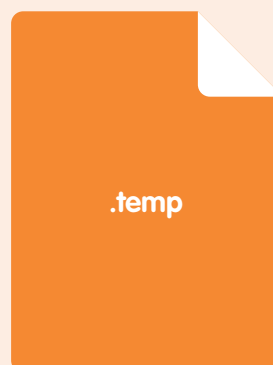
The 2014 campaign poster is available in 20 languages. Please contact us to add further translations at communication@uicc.org

www.worldcancerday.org/posters_and_postcards



Template Press Release:

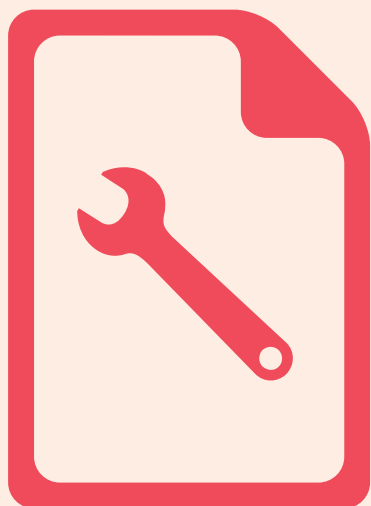
A template press release designed for your local adaptation and use on and around World Cancer Day 2014 (Under embargo), will be available in English, French, Spanish, and other languages.



Advocacy Toolkit refreshed:

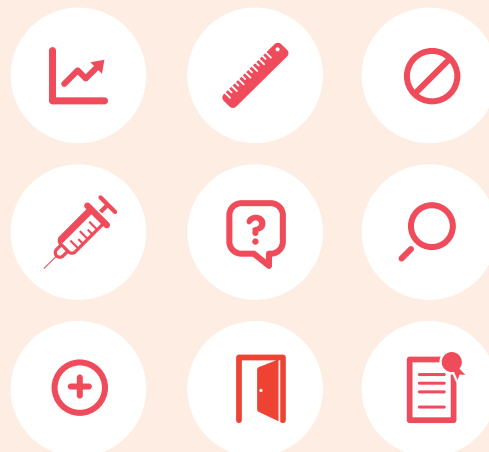
The advocacy toolkit, launching on World Cancer Day 2014 aims to respond to some of the many challenges for cancer advocates in influencing change in public perception, practice and policy. It includes how to write a letter to your health minister, how to write a position statement, Declaration icons, etc.

www.uicc.org/advocacy/advocacy-resources



Infographics, which illustrate many aspects of the global cancer burden.

www.worldcancerday.org/infographics



2013 World Cancer Declaration refreshed version and the UN Global Action Plan on NCDs:

A key action is to understand and communicate to others the promises made by governments on cancer in the Global Action Plan on NCDs and how they are linked to the World Cancer Declaration targets.

www.uicc.org/world-cancer-declaration



eCard/Postcards:

Spread the truth, help debunk the myths and raise awareness about World Cancer Day, by sending these eCards to politicians, your colleagues, friends and family.

www.worldcancerday.org/posters_and_postcards



STOP THE PRESS!



A great way to engage all audiences about World Cancer Day is through your local media. We encourage all of our member organisations to build relationships with influential/relevant journalists to help generate coverage of your local World Cancer Day activities as an integral part of the global awareness raising movement.

We encourage you to develop your own media outreach programmes at national and local levels on 4 February 2014 and also utilise the key messaging, infographics, social media hashtags, quotable quotes and other resources contained within this toolkit.

A template press release will be available mid-January for your use and adaptation to outreach to your local press and media.

We also encourage you to use the day as a hook for any media activities you may want to do around the launch of a new campaign, report or research findings.

MORE INFORMATION

Further information and support on creating media materials and communicating with media can be found on the World Cancer Day website www.worldcancerday.org/presskit

DEFINING THE STORY

Media relations efforts need to begin with clearly articulated statements and answer the following five “w’s” to define the story.

Who is central to the story?

What is the news you want to report? When answering this question think carefully about what you want this story to accomplish.

Why has it happened?

When did it happen?

What will the consequences be?

- A story must be new or offer a new angle, in order to be considered news.
- Experts must offer reporters something new, a clear opinion and an additional insight, or they may not write the story or use that expert as a resource and look elsewhere to find the facts needed to write the story. In the worst case, they may discount the story completely.

HOW TO ADAPT OR LOCALISE A PRESS RELEASE

1. Review press release and decide if there is any need or interest group in your local market/target group
2. Define your media target group e.g. wire, trade or consumer journalist
3. Develop a contact list
4. Adapt the press release with local information e.g. statements from local experts/celebrities or local data
5. Obtain approval of your press release by legal team, the communications department, CEO or relevant decision maker within your organisation.
6. Distribute press release via email, mail or fax (as required by individual journalist)

HOW TO DEVELOP OR LOCALISE A PRESS RELEASE

1. Find an interesting news angle e.g. new data, activities, important event etc.
2. Define your target group e.g. wire, trade or consumer journalist.
3. Develop a contact list.
4. Develop/write your press release and consider the following:
 - Why the release is being written?
 - Who is the audience?
 - Does the release contain invaluable or newsworthy information that will be used by the target audience?
 - What do you want recipients to take away from the press release?

Overall tone and structure

- **Content:** ensure that the release is grammatically correct and does not contain any spelling mistakes or errors, and that sources are quoted correctly.
 - **Concise:** keep it punchy and do not use unnecessary flowery language e.g. cutting-edge, revolutionary.
 - **Factual:** present the information for distribution that is true and correct.
 - **Objectivity:** virtually impossible to do, but refrain from using over hyped quotes from sources, as they will be presented as being too biased.
 - **Timing:** the press release may not be topical, but it may be possible to link the release with a more recent news event.
5. Obtain approval of press release by legal team, communications department, CEO or relevant decision-maker within your organisation.
 6. Distribute press release via email, mail or fax (as required by journalist)

THE POWER OF A GOOD QUOTE



Quotes can act as a powerful tool for reinforcing your key messages in any press or educational materials you produce. Think about compiling some quotes from key spokespeople in your organisation or external stakeholders and partners to supplement your cancer communications, and further link your efforts with the global World Cancer Day movement.

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“Cancer Council Australia uses World Cancer Day as an opportunity to highlight cancer issues relevant to Australians and promote local resources or calls for action. Last year, for World Cancer Day, the theme of myths and misconceptions allowed us to promote our [iheard \(www.iheard.com.au\)](http://www.iheard.com.au) website which addresses common cancer myths and fanciful rumours. Using the international theme, we were able to highlight common Australian myths and the real actions that Australians can take to lower their cancer risk, resulting in significant media coverage as well as a significant spike in visits to our website.”

Ms Hollie Jenkins,
Media Manager, Cancer Council
Australia

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“It has been invigorating to see how the global cancer community has come together through UICC to carry out a global awareness campaign on World Cancer Day 2014. In Canada, our social media campaign for World Cancer Day addresses some of the common myths that are still out there around appropriate screening and the link between cancer and healthy behaviours. Also, by working on this campaign in partnership with some of our pan-Canadian partners further highlights the value of coordinated efforts in cancer control both at local and global level.”

Dr Heather Bryant, VP, Cancer Control,
The Canadian Partnership Against
Cancer

EXAMPLE QUOTES

"The precedent for a meaningful role for cancer organisations in this process has been set. Norway already has an NCD action plan that was developed with significant input from the Norwegian Cancer Society (NCS) and other partners in the Norwegian NCD Alliance. "It means that the work that our organizations have done in this particular field is recognized. It will be noticed that Norway was the first country to follow up the obligations to the WHO and to prepare a joint strategy on NCDs."

Ms Anne Lise Ryel, NCS Secretary General and UICC Board Member

"Cancer knows no colour, no border, no age."

Her Excellency Dr Christine Kaseba Sata, First Lady of Zambia

"To make a difference, we need to take the hands of our partners worldwide and work together."

Sue Janse Van Rensburg, Chief Executive Officer, Cancer Association of South Africa

"It is important to speak out about cancer and raise awareness. I hope to be an inspiration for other women. Being silent is not and will never be of help in the fight against cancer."

Ms Zoleka Mandela, Cancer survivor and advocate

"We need corporates and influential leaders to help us communicate on women's cancers and reduce stigma."

Loyce Pace Bass, Livestrong Foundation

"We should think more strategically on how employers can proactively raise awareness on cancer."

Stuart Fletcher, Chief Executive Officer, Bupa

"There is a need to address the issue of psychological support with cancer and acknowledge the stress it causes for patients."

Jeff Dunn, Chief Executive Officer, Cancer Council Queensland

"The private sector can make a huge difference - A great example: the Global smokefree worksite partnership"

Dr John Seffrin, Chief Executive Officer, American Cancer Society

QUOTABLE QUOTES/MEDIA SOUNDBYTES

These quotations can be used in your internal (newsletters etc.) and external World Cancer Day communications (media materials, website copy etc.). However, please note that they must be used verbatim, without edits and must be attributed fully. Translating the following quotes into your local language is appropriate, but please do ensure that the quotes remain true to their original content and meaning. As with any other developments or successes, please share any media coverage which you generate using these quotes!

"On World Cancer Day, UICC urges world leaders to support the commitments of the UN Global Action Plan on non-communicable diseases by promoting sustainable resourcing and measurable targets for cancer control in their countries. This is critical to give the world the best chance of fighting the cancer epidemic it currently faces."

"World Cancer Day is a vital reminder that it is only by every person, organisation, and government, individually doing their part, that the world will reduce the burden of cancer and premature deaths by 25% by 2025 – a target the WHO believes to be achievable. Together it is possible; alone, lives will continue to be lost."

"Cancer will touch us all at some point in our lives. On World Cancer Day, UICC urges everyone to make simple lifestyle changes to reduce their cancer risk and that of their loved ones."

"Cancer knows no boundaries, so we all must take responsibility for beating this devastating disease. Together it is possible."

*Cary Adams, Chief Executive Officer
Union For International Cancer Control (UICC)*

NEXT STEPS



1. Translate and 'localise' materials to best meet your needs
2. Share copies of the materials (printed or electronic) with friendly local media and other stakeholders
3. Provide copies of the materials across all appropriate functions within your organisation (communications, marketing, advocacy, etc.)
4. 'Localise' and issue the World Cancer Day press release within your local media market
5. Host a World Cancer Day event or activity in your home country to highlight the local cancer burden and its contribution to the global cancer epidemic
6. Update the World Cancer Day global events map www.worldcancerday.org/events-map

FEEDBACK YOUR SUCCESSES



We hope that you find both the guidance as well as the template materials contained and referenced within this toolkit to be useful. Please do also keep the Communications and the rest of the UICC Team up to date with your local plans and how things are going – we look forward to hearing about all your successes, particularly any media coverage of your World Cancer Day activities.



Thank you in advance for your support of World Cancer Day!

WORLD CANCER DAY ADVISORY GROUP

The purpose and responsibilities of the Advisory Group is to provide input, feedback and support to develop and rollout the World Cancer Day campaign. They also review World Cancer Day materials and messaging as and when they are developed.

Members of the Advisory Group are invited to participate because of their expertise, interest and/or working knowledge of developing a marketing and communications plan for a global event.

The current World Cancer Day Advisory Group (WCDAG) consists of the following members:

- American Cancer Society, United States
- Canadian Partnership Against Cancer, Canada
- Cancer Council Australia, Australia
- Cancer Council Victoria, Australia
- Cancer Patient Aid Association, India
- Deutsche Krebshilfe, Germany
- Dutch Cancer Society, Netherlands
- Equal Right to Life, Russia
- Instituto Nacional de Câncer, Brazil
- King Hussein Cancer Foundation (Jordan)
- Liga Argentina de lucha contra el Cáncer (LALCEC), Argentina
- Ligue Nationale Contre le Cancer, France
- Lymphoma Coalition, Canada
- St Jude Children's Research Hospital, United States
- World Cancer Research Fund International, United Kingdom

UICC would like to thank them for their continued collaboration and support in the development of the 2014 World Cancer Day campaign materials.

A MEMBERSHIP ORGANISATION
FIGHTING CANCER TOGETHER