

# World Cancer Day 2015

## Campaign Report



## Introduction

On 4<sup>th</sup> February 2015, the Union for International Cancer Control (UICC) marked World Cancer Day collaboratively with its many members, partners and supporters around the world, breaking previous records and culminating in 10.7 billion opportunities to see, hear or read about World Cancer Day in 2015.

The campaign focused on taking a positive and proactive approach to the fight against cancer using the tagline **'Not beyond us'**.

It explored how we can implement what we already know in the areas of prevention, early detection, treatment and care, and in turn, open up to the exciting prospect that we can impact the global cancer burden – for the better.

Through the hundreds of activities and initiatives that took place around the globe, we were able to show that there is much that can be done at an individual, community and governmental level to harness and mobilise these solutions and catalyse positive change.

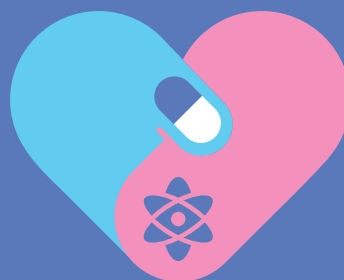
This year's campaign was articulated around four key areas of focus:



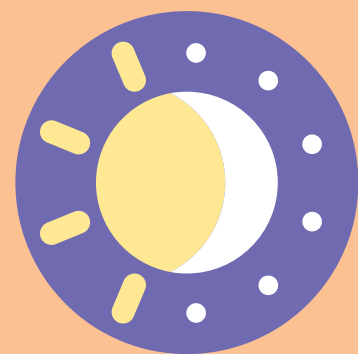
Healthy Life Choices



Early Detection



Treatment For All



Quality Of Life

# The Figures

**10.7 billion**

Opportunities to see, hear or read about World Cancer Day

**8.7 billion** in 2014  
**4.7 billion** in 2013  
**3.8 billion** in 2012



**375,120**  
Page views

**40,131**  
Resource downloads

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



**159,578** Unique visitors

**128,553** in 2014  
**82,614** in 2013  
**8,930** in 2012



**6,607**  
Press mentions

Map of events



**>715**  
Events



**117**  
Active countries



**674** events in 2014  
**547** events in 2013

**934,745,914**

Total social media impressions

**365,827,287** in 2014  
**297,000,000** in 2013  
**20,000,000** in 2012



**204,582** tweets  
#WorldCancerDay

**21,445** tweets  
#NotBeyondUs



**30,396**  
Likes

**21,265**  
People active

**1,945,070**  
Impressions

# Success Stories - Showcasing ways to engage

UICC is committed to ensuring that year-on-year, World Cancer Day appears on the global agenda as a key milestone during which the world unites under one message to stress the importance of the fight against cancer.

We are proud to share the tremendous success of World Cancer Day 2015 by highlighting some key activities and figures that showcase the impact of this global awareness day.

## UICC MEMBERS

### France

More French cancer institutes, societies and hospitals than ever before engaged in World Cancer Day 2015, collectively increasing awareness of the Day amongst the country's population. To name a couple: The Bergonié Institute in Bordeaux, a member of UNICANCER, was visited by the French Minister of Health, Marisol Touraine, to monitor progress on the implementation of the national cancer plan that was launched on World Cancer Day 2014. And the French League against Cancer (La Ligue) partnered with national television and radio outlets to raise the profile of cancer throughout the week, harnessing the opportunity to reach a large public audience and provide a platform to engage with cancer and health experts.

“

“World Cancer Day provides a global platform where all cancer advocates around the world unite to adhere to one great cause. This year, Friends of Cancer Patients, along with other cancer advocacy entities joined UICC's efforts to present a collage of diverse inspirational events worldwide and spread hope and awareness.”

Ameera Abdul Rahim Binkaram,  
President, Friends of Cancer Patients

### India

At least 74 events were promoted in India on the 2015 World Cancer Day Map of Events, many of which focused on cancer prevention. Activities focused on empowering communities to raise awareness of healthy lifestyle choices such as healthy diet and physical activity as ways to encourage and promote positive change.

### Brazil

FEMAMA, a federation of breast cancer organisations in Brazil, used the full 'Not Beyond Us' campaign and adapted it to their own needs in Brazilian Portuguese. Dr Maira Caleffi, FEMAMA's President, participated in a webinar on Breast Cancer Screening and Early Detection organised by the Pan American Health Organization (PAHO) in collaboration with the Global Breast Cancer Alliance to commemorate World Cancer Day, which provided an important platform to advocate for improved breast cancer measures in Latin and Central America. Her contribution to the webinar included presenting the experiences of the Bahamas in implementing a breast cancer screening programme and the growth of community mobilisation in Brazil, both of which were supported by FEMAMA.

## HARNESSING A NETWORK FOR BIGGER IMPACT

### International Society of Nurses in Cancer Care

The Asian Oncology Nursing Society (AONS), Canadian Association of Nurses in Oncology (CANO/ACIO), Cancer Nurses Society of Australia (CNSA), European Oncology Nursing Society (EONS), International Society of Nurses in Cancer Care (ISNCC), and Oncology Nursing Society (ONS) developed a new position statement, 'The Role of Cancer Nurses in the World' in honour of World Cancer Day 2015. The statement emphasises the importance of implementing sustainable policies, nursing in the healthcare and political system and focuses on what cancer care and cancer nursing education should be.

### NCD Alliance

The NCD Alliance (NCDA) harnessed their online communications channels to promote World Cancer Day through news and videos posted on their website frontpage, eBlasts about the preparation and build-up of the campaign, as well as a strong social media presence. Messaging was also reinforced during webinars and conference calls which included participants from the NCD Alliance network which includes over 2,000 civil society organisations.

“

“Stand Up To Cancer is honoured to participate in World Cancer Day again this year. Almost everyone around the globe has been affected by this disease but when we stand up as one movement, we are unstoppable. Through amazing progress in innovative, life-saving cancer research, the solution to the cancer problem is truly Not Beyond Us.”

Sung Poblete, President and CEO,  
Stand Up To Cancer

## INFLUENTIAL CORPORATES

### Amgen

Having produced a video featuring testimonials from staff around the world explaining why they believe that cancer is 'Not Beyond Us', Amgen showcased the importance of awareness raising within companies, particularly amongst employees, who's understanding and feeling part of what their organisation supports is crucial to spreading the cancer awareness message even further.

### Lilly

On the eve of World Cancer Day, PACE, a Lilly Oncology initiative, launched the PACE Continuous Innovation Indicators, an evidence based tool for policy makers and other key oncology stakeholders to review progress against cancer over time for 12 cancer types. On 4<sup>th</sup> February, the Lilly Foundation also announced a commitment of US\$1 million to AMPATH Oncology Institute in Kenya to help Kenyans receive quality care.

### CASE STUDY

#### Pfizer Oncology Launch of a new grants programme



Pfizer Oncology used World Cancer Day as a platform to announce a grant to UICC for a first-of-its-kind initiative to address the unique challenges facing metastatic breast cancer (MBC) patients. Aligned with the World Cancer Day 'Not Beyond Us' theme, these grants aim to encourage implementation of solutions for the care and support of metastatic breast cancer patients who often cope with their illness with a sense of isolation and stigma.

While great progress has been made in the management of breast cancer, it remains a significant and growing global health issue and patients are commonly diagnosed in the advanced stages of the disease. The Seeding Progress and Resources for the Cancer Community (SPARC): Metastatic Breast Cancer Challenge will provide grants to support initiatives worldwide that encourage sustainable change in addressing the specific needs of people living with metastatic breast cancer.

The two organisations worked on a joint campaign for the launch, including a co-branded multimedia news release and supporting materials for social media and the communications executives throughout the Pfizer global network. A dedicated article was also circulated on Pfizer World which is distributed to over 78,000 employees around the world. This is the perfect example of how companies and organisations alike can use the Day as a platform to launch new initiatives.

## GOVERNMENTAL ACTIONS

### Afghanistan

Rula Ghani, the First Lady of Afghanistan, was the official keynote speaker at a meeting organised jointly by the Afghan Society Against Cancer (ASAC), the Afghanistan National Public Health Association (ANPHA) and the Ministry of Public Health of Afghanistan. An ideal platform to press for the inclusion of cancer in the country's agenda, the meeting raised awareness about cancer among the community and addressed the need for the government of Afghanistan to establish a national cancer control programme.



"World Cancer Day is a special day to join together in the global fight against cancer. This year's theme, 'Not Beyond Us' highlights the fact that there are many practical things that can be done as individuals and as communities to reduce the burden of cancer. Cancer is something that affects us all. Countries in the developing world such as Timor-Leste grapple with scant resources, poverty and low levels of education in efforts to raise awareness of cancer's causes and the importance of early detection. By doing simple things like encouraging loved ones to get screened, we will make a big difference in the long run."

Kirsty Sword Gusmão,  
Goodwill Ambassador for Education, Timor-Leste

### Canadian Partnership Against Cancer

The Canadian Partnership Against Cancer hosted an invitational meeting on World Cancer Day with nearly 100 Canadian experts to take stock of their shared progress to advance cancer control. The Partnership presented the results of a national public opinion poll that showed 94% of respondents support a national strategy to reduce the burden of cancer.

Minister of Health Rona Ambrose attended and expressed her gratitude for the work being done on behalf of Canadians in the fight against cancer. She also highlighted the Partnership's landmark study – the Canadian Partnership for Tomorrow Project.



"One in three New Zealanders will have some experience of cancer, either personally or through a relative or friend. Significant progress has already been achieved in ensuring all New Zealanders have timely access to excellent cancer services that enable them to live better and longer lives. To build on this we recently launched the New Zealand Cancer Plan 2015-2018 outlining what now needs to be done, across whole cancer patient journey – from prevention and early detection, to diagnosis and treatment and follow-up care - to ensure people with cancer receive even better, faster care. World Cancer Day is the perfect opportunity to put those plans into action. I'm confident that together we can achieve this. It is 'Not beyond us!'"

Andrew Simpson, National Clinical Director Cancer,  
New Zealand Ministry of Health

## NOTABLE INDIVIDUALS

Many celebrities and well-known individuals threw their support behind the campaign, particularly on social media by using [#WorldCancerDay](#) and [#NotBeyondUs](#), helping to increase worldwide visibility.

## THE POWER OF SOCIAL MEDIA

Whilst the English hashtags were a phenomenal success, the hashtag [#DiaMundialContraElCancer](#) also took on a life of its own trending for many hours on Twitter and giving extra visibility to the campaign in Spanish-speaking countries.

The World Health Organization held a live Twitter Q&A that gave people the opportunity chat to a cancer expert and have their questions answered. As a trusted advisory body, this effort helped increase the impact and influence of [#WorldCancerDay](#).

## PRESS

World Cancer Day was covered by a number of leading global publications including:

THE  
HUFFINGTON  
POST

BBC  
NEWS

CBS  
NEWS

REUTERS

YAHOO!

itv NEWS

THE TIMES

USA  
TODAY

THE  
INDEPENDENT

Daily Mail

CNBC

in.com

THE TIMES OF INDIA

MNT  
SINCE 2003

## CASE STUDY

### Cancer Research UK Mobilising a nation



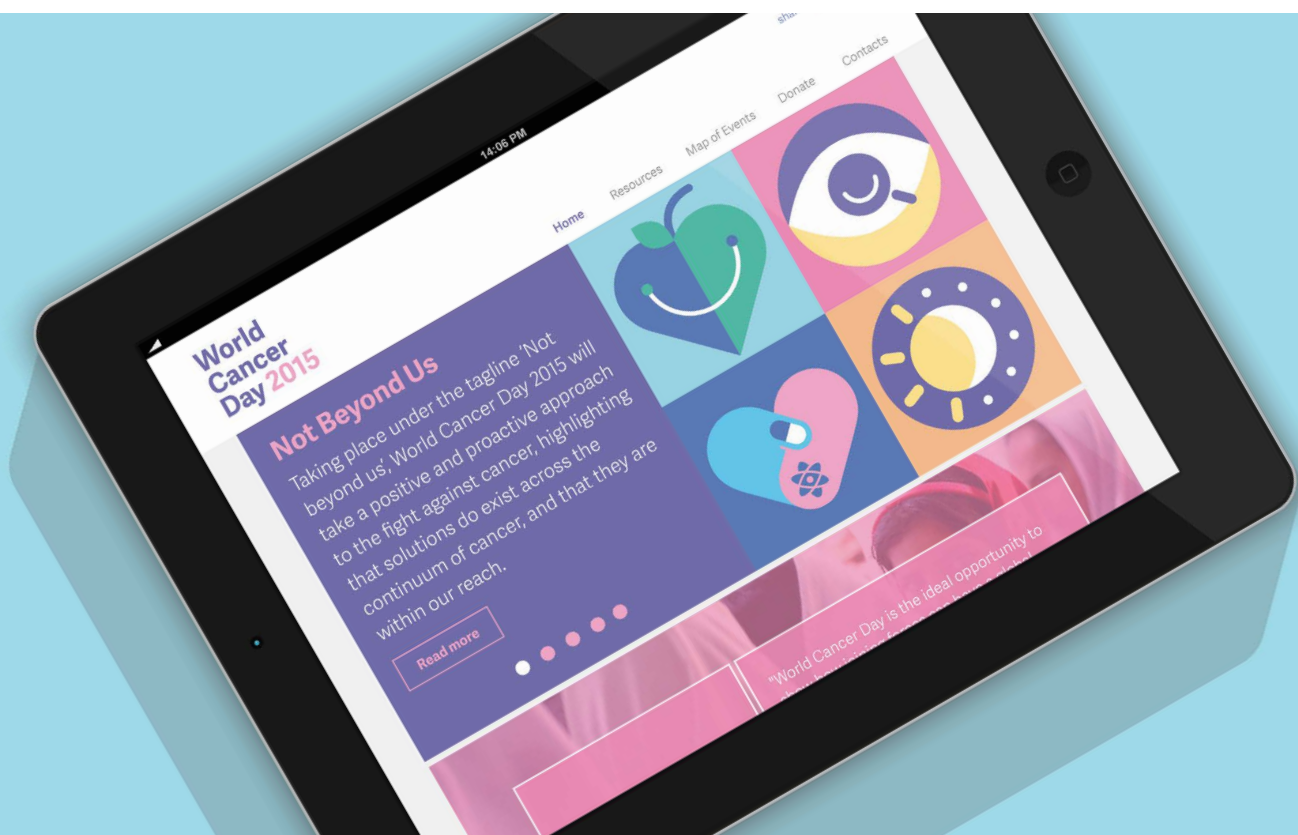
On World Cancer Day 2015, Cancer Research UK announced that one in two people in the UK will be diagnosed with cancer at some point in their lives, and that the need to accelerate progress in the fight against cancer is more acute than ever. Every action taken by individuals contributes towards Cancer Research UK's goal to bring forward the day when all cancers are cured.

On that day, over 210,000 people in Great Britain united with Cancer Research UK to remember lost loved ones, celebrate the triumphs and fight for future generations.

They did this by wearing a Unity Band, making a small donation and showing their support on social media. Featuring a classic reef knot design, the Unity Band symbolised the strength in the collective that is needed to bring forward the day when all cancers are beaten

The nation rallied together on this one day, and posted pictures on social media of themselves wearing their Unity Band with the name of the person they were personally supporting written on their hand, shared their stories and made their donations.

Public support, particularly through the use of celebrities to get the messaging through hugely helped to raise awareness of cancer and promote its prevention, detection, and treatment with all funds going towards vital research.



# Next Steps - How to get involved between now and World Cancer Day 2016

We need your help to continue raising the profile of cancer through World Cancer Day.

## See how you can contribute:

- Use and disseminate the materials produced during the 2015 campaign to continue the momentum
- Join our group of special supporters and benefit from high-impact visibility in the lead-up to and during the 2016 World Cancer Day campaign
- Plan your own World Cancer Day event/campaign for 2016
- Share expertise and support us during the development of the campaign and its resources
- Support us with translations of the new campaign materials
- Share testimonials of your past World Cancer Day activities and/or future plans

The campaign materials were translated into 26 languages



*With special thanks to the World Cancer Day Advisory Group, UICC Board of Directors and Member organisations and Partners who helped to develop, translate and disseminate the campaign around the world.*

## World Cancer Day 2015 - Proudly supported by

### Members



### Corporate Partners



For more information on World Cancer Day, please visit [worldcancerday.org](http://worldcancerday.org) or contact the UICC Communications Team

Email: [communications@uicc.org](mailto:communications@uicc.org)  
Tel: +41 22 809 1811 Fax: +41 22 809 1810

Union for International Cancer Control  
Union Internationale Contre le Cancer

62 route de Frontenex, 1207 Geneva, Switzerland  
Email: [info@uicc.org](mailto:info@uicc.org) Website: [www.uicc.org](http://www.uicc.org)



A MEMBERSHIP ORGANISATION  
FIGHTING CANCER TOGETHER