

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

# 2024 Impact Report



Close [red square]  
[white square] the care  
gap [white square]



# Foreword

For 90 years, UICC has led the global charge to improve the prevention, treatment and care of cancer, for everyone, working with its members, partners and supporters to reduce disparities in cancer outcomes and close the gap in cancer care.

As I think about World Cancer Day 2024, I am filled with reflections on the remarkable strides we've collectively taken in the area of cancer control. Simultaneously, the pressing need to address health equity remains paramount. The 'Close The Care Gap' campaign, now concluding its third and final year, persistently spotlighted this critical issue—a longstanding focus for UICC's members and partners.

The COVID-19 pandemic has underscored the imperative of ensuring universal access to quality healthcare. It laid bare the existing disparities in healthcare, particularly in cancer care, emphasising the urgency to close the care gap. This report illustrates the transformative impact achievable through the combined efforts of individuals, organisations, and governments, all working towards ensuring that everyone, irrespective of their circumstances, accesses the care they require and deserve.

In the spirit of our shared commitment, UICC spearheaded a global Call to Action for World Cancer Day 2024. This initiative urged individuals worldwide to champion equitable healthcare by reaching out to their respective health ministers. The resonance was palpable, as citizens globally united to demand fair and inclusive cancer care for all.

My gratitude extends to the members, partners, and supporters of the global cancer community whose contributions enriched World Cancer Day 2024 and sustained efforts to prevent and control cancer. Let us persist in our collaborative efforts to realise equity in cancer care and healthcare on a broader scale. Together, we have the collective power to make a meaningful difference in the lives of millions of people across the globe.

**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.**

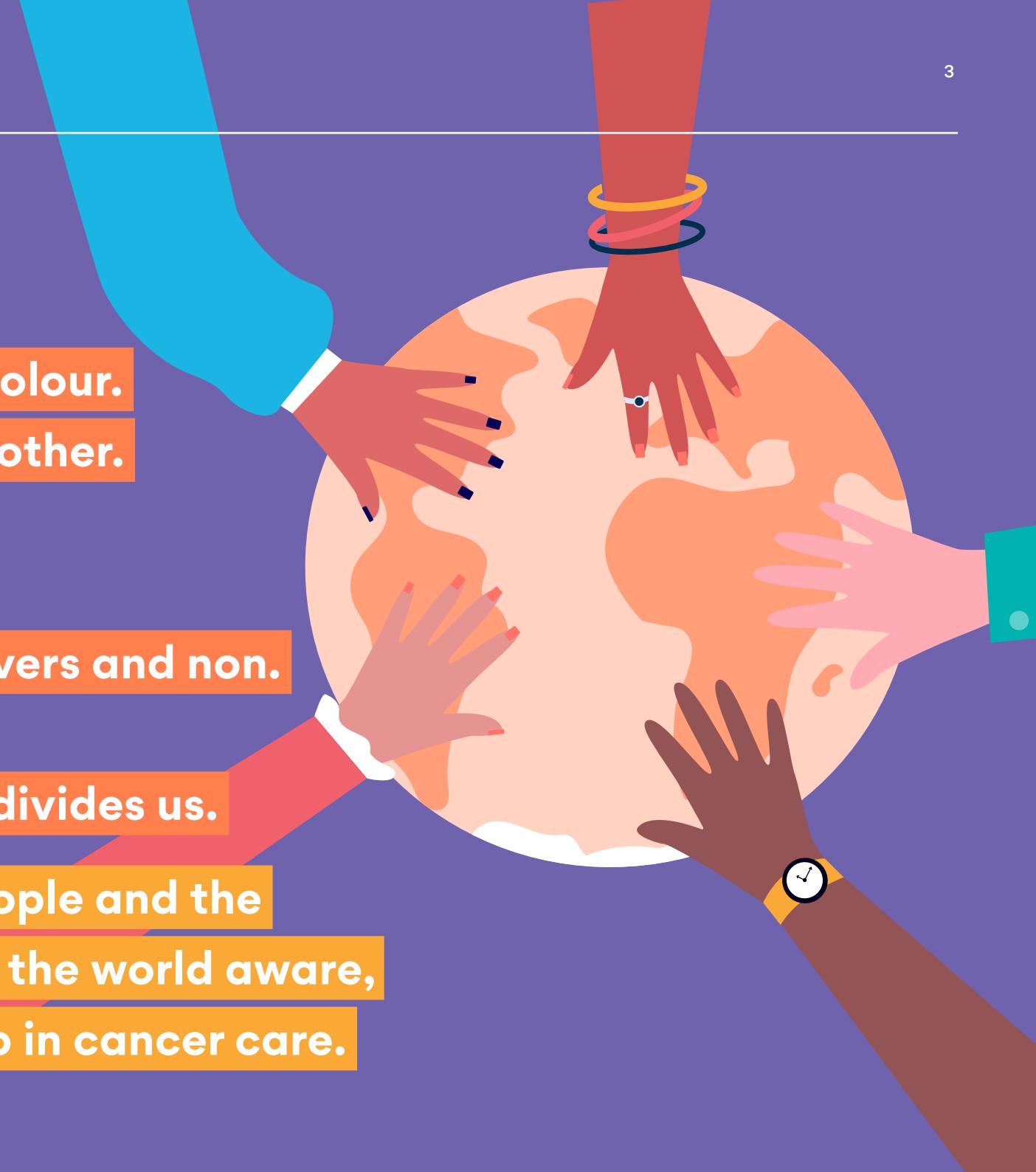
**East and West.**

**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 significant progress in cancer prevention, diagnosis, and treatment, access to essential health services is still not universal. Nearly half of the global population faces this challenge.**

Inequities in cancer care continue to impact lives adversely, as many people face obstacles to accessing basic care. Factors such as income, educational level, geographic location, and discrimination based on ethnicity, race, gender, sexual orientation, age, disability, and lifestyle contribute to these disparities, affecting particularly the most

marginalised communities. These groups are also often more exposed to risk factors like tobacco, alcohol, unhealthy diets, and environmental pollutants.

The divide in cancer care is more pronounced in low- and middle-income countries; however, disparities are also evident in higher-income nations, revealing that identity and location significantly influence health outcomes.

In 2022, the 'Close The Care Gap' campaign was launched specifically with the aim of closing this divide and reducing these disparities, affirming a commitment to health equity. The belief that drives this initiative is the potential to foster meaningful improvements in this area.



# Inspiring change: a three-act narrative

Over its 24-year history, World Cancer Day has become much more than just another health awareness day in the busy global agenda. It has grown into a worldwide campaign for enduring change and continuous engagement, offering a comprehensive three-part, multi-year strategy to expand engagement and awareness. It has built strong support around the world to ease the impact of cancer and improve the prevention and treatment of cancer, and quality of life of those living with cancer, their families and caregivers.

The 2022-2024 campaign, centred on the theme of equity, orchestrated targeted actions designed to educate, inspire, and encourage individuals to become agents of change. By involving a wide range of people, 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.



## 2022

### Inspiring with knowledge

At the core of the 'Close the Care Gap' campaign lays a steadfast belief in the transformative power of knowledge. The inaugural year focused on enhancing the understanding of global inequities in cancer care. Encouraging everyone to approach the issue with an open mind, challenge assumptions, and scrutinise hard facts, this phase laid the groundwork for substantive change and progress in the work against cancer.



## 2023

### Unifying voices, taking action

The second year rallied all participants to harmonise their voices, take decisive action, and foster robust alliances through innovative collaborations. Recognising that collective efforts are essential to close the care gap and ensure equitable access to cancer care for all, this phase emphasised the transformative potential when working together.



## 2024

### Challenging leaders, catalysing change

In its final year, the campaign turned its focus to challenging leaders and policymakers, urging them to address the root causes of health inequities in cancer care. Everyone deserves access to quality health services, irrespective of income, education, location, or other socioeconomic and cultural factors. This requires leaders to proactively implement policies and programmes that ensure equitable access to cancer prevention, diagnosis, treatment, and care for everyone.



# Taking it to the highest level

**On 4 February 2024, the third and final year of the World Cancer Day ‘Close The Care Gap’ campaign showed its success in advocating for greater equity and prompting action from individuals, organisations and governments around the world.**



The numbers reflect the impact of World Cancer Day: The Map of Activities recorded over **900 activities and events in 127 countries** and territories. The hashtag **#WorldCancerDay** trended globally on X on the day. Almost **500,000 social media posts** were shared, including messages from political figures such as **Queen Letizia of Spain**, the Ukrainian President Volodymyr Zelenskyy, the **British Royal Family**, US Politician **Mike Bloomberg**, and the President of the European Commission **Ursula von der Leyen**.

**Over 4,000 people from 167 countries joined and signed the Call to Action. And over 27,000 press mentions in 159 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 138 iconic landmarks**, including the Atakule tower, in Ankara, Turkey, the National Palace of Culture in Sofia, Bulgaria, the Suncorp Stadium in Brisbane, Australia, the Sharjah Museum in the United Arab Emirates and the Sultan Haji Omar Ali Saifuddien Bridge in Brunei to mark the event with the colours orange and blue.

While the presence of influential figures and leaders acknowledging the day is significant, the true driving force behind its global impact lies with the countless individuals worldwide who contribute to the robust grassroots movement. It is their collective efforts that transformed this World Cancer Day into a powerful catalyst for global change.



# A Look at World Cancer Day's global reach



**900** activities and events in **127** countries



**4000+** people signed the World Cancer Day Call to Action



**#WorldCancerDay** trended globally on X



**45,000+** campaign materials downloaded



**500,000+** social media posts



**27,000+** press mentions in **159** countries



**750+ million** social media impressions



**138** illuminated landmarks





# UICC member spotlights





**The Union for International Cancer Control's  
1150 members across 170 countries are working  
relentlessly against cancer worldwide. Their active  
participation in World Cancer Day is fundamental to  
its success. Without their unwavering commitment,  
World Cancer Day would not have achieved its status  
as one of the leading global health awareness days.**



**We extend our heartfelt thanks to each member  
for their invaluable contributions this World Cancer  
Day and every day. What matters most is our shared  
ambition to support everyone affected by cancer,  
regardless of who they are or where they live.**



# UICC members drive change: Africa\*

## Ligue Africaine pour la lutte contre le cancer du sein – Democratic Republic of the Congo

The Ligue Africaine pour la lutte contre le cancer du sein in Kinshasa conducted a workshop aimed at enhancing care for breast cancer patients. Over two days, health professionals at the Ndjili General Hospital in Kinshasa received training on the proper admission, treatment, and referral procedures for women affected by or vulnerable to breast cancer.



## Pink Africa Foundation – Nigeria

The Pink Africa Foundation organised a Cancer Language Training for professionals in the African cancer community. The goal was to close the care gap by providing complimentary training focused on the use of language that is respectful, inclusive, and devoid of stigma and blame. Based on guidelines developed by the International Association for the Study of Lung Cancer (IASLC), the training was designed for a diverse array of individuals, including doctors, nurses, other healthcare professionals, front desk officers, and volunteers – both clinical and non-clinical – involved in the field of oncology.



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



# UICC members drive change: Africa\*

## Uganda Women's Cancer Support Organisation (UWOCASO) - Uganda

The UWOCASO, in collaboration with the Uganda Mission Project, hosted a medical and awareness camp in Jinja, Eastern Uganda. This event aimed to educate and provide medical assistance to the local population. Over 500 individuals participated in the event.

UWOCASO emphasised the importance of community education in the early detection and screening of various health problems, particularly cancer. The comprehensive range of services included cancer health education, HPV vaccination information, HIV counseling and testing, Hepatitis B screening, general disease prevention, general medicine consultations, medical male circumcision, family planning guidance, and dental health services.



## Women's Coalition Against Cancer (WOCACA) - Malawi

WOCACA hosted a series of media programmes centred on World Cancer Day and its campaign theme 'Close The Care Gap'. The main objective of these programmes was to provide a platform for cancer survivors and advocates to share their experiences and insights on the substantial burden of cancer. Attendees were invited to participate in discussions aimed at promoting education and advocacy, while also sharing perspectives from individuals who have been diagnosed with cancer or have been actively involved in supporting cancer patients.



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



# UICC members drive change: Americas

## Femama – Brazil

Femama drafted a letter to the Brazilian Ministry of Health, asking authorities to prioritise the implementation of Brazil's National Policy for Cancer Prevention and Control. The letter emphasised the importance of prompt action to ensure early detection and broadened access to treatment. Femama collected 4,725 signatures nationwide in support of this letter. The organisation also promoted the 'Close The Care Gap' campaign through social media and its official website, featuring videos from notable figures in the cancer community to underscore the need for more equitable cancer care.



## Fundación Edificando Vidas – El Salvador

The Foundation Edificando Vidas launched a nationwide campaign to reduce disparities in cancer diagnosis and treatment, emphasising the importance of equitable access to healthcare for all individuals affected by cancer. Additionally, a series of billboards featuring the 'Close The Care Gap' branding were strategically placed across the country to amplify the campaign's reach and impact. A complimentary awareness breakfast event was also organised to further disseminate the message and encourage widespread participation, inviting individuals from diverse backgrounds to unite in support of this crucial cause.





# UICC members drive change: Americas

## National Association Against Cancer (ANCEC Panama) – Panama

The National Association Against Cancer in the town of San Francisco, Panamá organised a family walk under the theme ‘For Fairer Care’ to increase awareness around issues of prevention and the timely treatment of cancer. More than 300 people walked along the main street of Via Porras and ended at the dome of the Omar Torrijos Recreational Park, where participants enjoyed various physical, cultural, and health activities to promote cancer awareness.



## Rethink Breast Cancer – Canada

Rethink Breast Cancer invited the public to a brunch at its headquarters in Toronto, where attendees were encouraged to write letters to their elected officials asking them to establish a transparent process to prioritise breakthrough drugs and to accelerate the professionalisation of the pan-Canadian Pharmaceutical Alliance (pCPA) to improve access to cancer treatment.





# UICC members drive change: Europe

## Asociación Española Contra el Cáncer - Spain

The Asociación Española Contra el Cáncer organised a high-profile event centred on uniting different relevant stakeholders to mitigate the impact of cancer on individuals and survivors in the workplace. It shed light on the challenges faced by people who had experienced cancer as they transitioned back into work life post-recovery. Queen Letizia of Spain, the Honorary President of the organisation, delivered a poignant speech advocating for the rights of cancer patients.

Furthermore, the association ran awareness campaigns with the support of local governments and municipalities across the country, involving information stands, walks and public speeches.

Moreover, the organisation joined forces with several Spanish sports teams to enhance visibility and promote healthy lifestyles, with players wearing green bracelets as a symbol of solidarity for the #TodosContraElCáncer (#AllAgainstCancer) initiative. Notable participants included FC Barcelona, Real Valladolid, FC Cartagena Cantera, Mallorca Futsal, and the Lioness Team Basketball.





# UICC members drive change: Europe

## Bulgarian Cancer Scientific Society - Bulgaria

The Bulgarian Cancer Scientific Society launched a new initiative called 'About Cancer Directly', encompassing a series of virtual dialogues to address pressing issues and latest developments in cancer care in Bulgaria. The series of videos featured leading experts from various fields of oncology and health care and was screened in 11 separate episodes. The organisation also lit up the National Palace of Culture in Sofia in orange and blue.

“

Остава 1 ден до Световния ден за борба с рака. Заедно можем да спасим човешки живот!

”

 World Cancer Day 4 February [#CloseTheCareGap](http://worldcancerday.org)

## The Kazakh Institute of Oncology and Radiology - Kazakhstan

The Kazakh Institute of Oncology and Radiology arranged a complimentary medical examination featuring basic check-ups and consultations for the public. National media was able to conduct interviews with the Institute to shed light on the organisation of cancer care in Kazakhstan. Additionally, the Institute orchestrated a flash mob on ice with the help of volunteers to raise awareness about inequities in cancer care.



## Association of Cancer Patients - Finland

The Association of Cancer Patients, the Finnish Cancer Center (FICAN) and iCAN collaborated to organise a public event at Oodi's Maijansali in Helsinki. The event aimed to discuss the present and future of cancer research and care in Finland. It was streamed globally, although the majority of the event was conducted in Finnish. The programme included talks from various experts, including patient perspectives, updates on the cancer mission in Finland, insights on European cancer research, and discussions on living with cancer. A panel discussion featuring prominent figures in cancer treatment and research in Finland explored future prospects.





# UICC members drive change: Eastern Mediterranean

## Children's Cancer Center of Lebanon (CCCL) - Lebanon

CCCL brought together NGOs, hospital officials, WHO representatives, and Minister of Public Health Dr Firas Abiad at its headquarters. Attendees were invited to sign the World Cancer Day Call to Action, either manually or digitally. Additionally, CCCL joined the 5K challenge, urging its followers to support childhood cancer patients while promoting physical activity, and encouraged multiple schools nationwide to participate with their students. CCCL also launched its second annual HPV campaign, highlighting the importance of HPV and cervical cancer awareness and prevention, organised art activities with patients. The activities attracted substantial media coverage on Lebanese TV and radio.





# UICC members drive change: Eastern Mediterranean

## Friends of Cancer Patients - United Arab Emirates

The Friends of Cancer Patients organised the illumination of the Sharjah Archaeology Museum and staged a 20km bicycle ride. As part of this event, Pink Caravan, a Pan UAE breast cancer initiative, offered free breast cancer screenings at Rixos Marina.



## MAHAK - Iran

MAHAK organised a press conference in Shiraz with three other childhood cancer charities, which was attended by over 25 journalists. At the event, the CEO of MAHAK and counterparts from other charities exposed the challenges and opportunities in childhood cancer support, and provided updates on their activities over the past year.





# UICC members drive change: Southeast Asian Region

## Indonesian Radiation Oncology Society (IROS) - Indonesia

To raise awareness about cancer prevention and promote greater physical activity, IROS initiated a walking event named 'Close The Care Gap – Ten Million Steps for Cancer Control'. This event invited all IROS members, the radiation oncology and radiotherapy community, and the general public to increase their daily step count. Participants were encouraged to track and log their progress using the 'StepUp' app. The aim was to motivate individuals to achieve a daily step goal of 7,100, as studies indicate its effectiveness in reducing the risk of heart disease and developing cancer.



## Mahatma Gandhi Cancer Hospital & Research Institute - India

The Mahatma Gandhi Cancer Hospital & Research Institute led a walkathon aimed at amplifying cancer awareness under the theme 'Close The Care Gap' in Visakhapatnam, Andhra Pradesh. The event attracted 2,500 participants and involved several key stakeholders including cancer organisations such as the Shreya Cancer Foundation, numerous medical colleges, and various local organisations. The participation of local politicians further underscored the importance of the cause.





# UICC members drive change: Southeast Asian Region

## Pantai Jerudong Specialist Centre – Brunei

The Pantai Jerudong Specialist Centre orchestrated a series of awareness-raising initiatives about the importance of early detection. A mobile medical unit traversed the Bandar Route, making multiple stops to offer complimentary cancer screenings. The organisation also hosted a cancer awareness walk called ‘Unite Against Cancer’ at the Open Plaza, Yayasan Sultan Haji Hassanal Bolkiah Complex, in Bandar Seri Begawan. In the evening, the Centre illuminated the Sultan Haji Omar Ali Saifuddien Bridge in Brunei Bay with shades of orange and blue.



## Shwe Yaung Hnin Si Cancer Foundation – Myanmar

Young volunteers from different cancer organisations including Project NextGen of Shwe Yaung Hnin Si CF, Pink Rose BC patient support group, and Pun Hlaing Hospitals, engaged in a ‘Close The Care Gap’ event sporting themed orange vests. They gathered at Pun Hlaing Hospital, Yangon, where they participated in a word-building challenge, forming words with their bodies.

The Foundation also recorded a video with the volunteers on early detection and cancer, which was shared on YouTube. Another one-minute video was released, featuring interviews with breast cancer survivors about their experiences with the disease.





# UICC members drive change: Western Pacific Region

## Cancer Council SA - Australia

Like every year, Cancer Council SA organised the Marilyn Jetty Swim in Adelaide. Participants, adorned in Marilyn Monroe attire from head to toe, plunged into the sea and swam or paddled 400 metres around Brighton Jetty beach. Over 300 Marilyns participated in the swim and raised AUD 338,829. These funds will be allocated to cancer research, prevention education, and providing essential support to everyone affected by cancer.



## The Hong Kong Anti-Cancer Society (HKAS) - Hong Kong

HKACS organised a regional symposium on cancer survivorship and patient outcomes, which brought together international and regional experts, clinicians, researchers, healthcare professionals, social workers, and other stakeholders. With over 250 participants, the symposium served as a crucial platform advocating for improvements in cancer survivorship services and policies from at global and regional levels.





# UICC members drive change: Western Pacific Region

## Mongolian National Cancer Council - Mongolia

The Mongolian National Cancer Council organised a wrestling competition at the Wrestling Palace in Ulaanbataar, in collaboration with the Mongolian National Wrestling Association. 384 young wrestlers took part to raise cancer awareness and promote healthy habits by incorporating traditional sports, particularly Mongolian wrestling.

In addition, the National Cancer Council and other national cancer organisations, including the National Cancer Research Centre and the National Public Health Centre, celebrated the day under the slogan ‘Equal opportunities – non-discrimination’.



## Papua New Guinea Cancer Foundation Inc. - Papua New Guinea

Leading up to World Cancer Day 2024, the Papua New Guinea Cancer Foundation organised a series of informational workshops under the theme “Together we can challenge those in power”. This initiative sought to emphasise the significance of cancer awareness and the imperative for research in primary prevention across the cancer continuum and cancer control efforts in Papua New Guinea.





# The UICC Patient Group Mentoring programme supported World Cancer Day activities

Five members of the UICC Patient Group Mentoring programme were awarded a grant to implement bespoke World Cancer Day activities with a focus on sharing the stories and expertise of those with lived cancer experience.



UICC works with and supports people with lived experience – patients, survivors, and caregivers – around the world. It offers tailored mentorship opportunities to patient-driven organisations and ensures that people with lived experience are engaged and heard as key partners within the cancer community and health systems, at the local, regional, and global levels.

## Association des Malades Atteints de Leucémies AMAL - Morocco

The ‘Walk for Hope’ event organised by AMAL honoured over 100 cancer survivors to raise awareness about cancer prevention, advocate for equal access to cancer care and generate media attention about the impact of cancer on people’s lives.

**Impact:** The ‘Walk for Hope’ event increased the awareness of cancer prevention, supported survivors and caregivers, and served as a platform for advocacy. Notable outcomes include significant media coverage and increased volunteer recruitment and donations, as well as more visits to the DAR AL AMAL Facility, showcasing its significant boost in visibility and community engagement.





# The UICC Patient Group Mentoring programme supported World Cancer Day activities

## HOUSE086 - China

'100 Ways of Loving Yourself' is a video project that emphasised the importance of self-care for people living with cancer, aiming to inspire and empower them to prioritise their well-being and adopt holistic lifestyle practices, by telling the story of a lymphoma survivor named Jingjing.

**Impact:** Jingjing, the protagonist of the video, has become a role model for people living with cancer and inspired other patient organisations to increase psychological care services. HOUSE086 aims to continue highlighting role models to inspire more people living with cancer, reduce stigma, and increase social support for cancer patients in China.



## Indonesian Cancer Information and Support Center Association (CISC) - Indonesia

The project aimed to improve cancer patients' access to quality diagnosis and treatment by focusing on effective communication and ensuring that their voices are heard by oncologists and policy makers. Through educational activities, it sought to enhance awareness, improve relations with healthcare providers, and develop skills for those with lived experience to advocate for improved cancer control policies.

**Impact:** The project facilitated closer collaboration with the Ministry of Health, enhanced the communication skills of people with lived cancer experience, and strengthened the CISC's ability to influence policy decisions.

**WORLD CANCER DAY 2024**

**EDUKASI**  
"EFFECTIVE COMMUNICATION MAKES PATIENT'S VOICE MORE HEARD BY ONCOLOGISTS AND POLICY MAKERS"

**Sambutan:**  
Aryanthi Baramuli Putri, SH.,MH  
(Ketua Umum CISC)

**Keynote Speaker:**  
Bapak Budi Gunadi Sadikin - Menteri Kesehatan RI

**Narasumber:**

- Prof. Dr. dr. Soehartati Argadikoesomo Gondhowiardjo, Sp.Rad (K),Onk.Rad
- Dr. D. Chandra Kirana - Dosen Tetap Dep. Ilmu Komunikasi FISIP UI

**Moderator:**

- Lindawati Gunawan (Ketua III CISC - Chief Patient Officer)

**MC:**

- Mastiar Dumayanthi (Penyintas Kanker Payudara)

Didukung oleh: Patient Group Mentoring Programme - Union for International Cancer Control (UICC)

Sabtu, 03 Februari 2024  
09.30 - 12.10 WIB  
Auditorium Lantai 2, Perpustakaan Nasional Republik Indonesia, Jl. Medan Merdeka Selatan No.11, Jakarta

Link Zoom : <https://si.id/WorldCancerDay2024>  
Meeting ID: 961 4002 3172  
Passcode : ciscwcd24

YouTube : <https://bit.ly/WorldCancerDay2024>

Live IG cancerclubcisc : <https://www.instagram.com/cancerclubcisc/>

Pendaftaran: 081298267210

Close the care gap World Cancer Day A February #worldcancerday #storytellingcisc



# The UICC Patient Group Mentoring programme supported World Cancer Day activities

## Patient's Friends Society Jerusalem

- Palestine

The 'Patient's Resilience exhibition' series sought to raise cancer prevention awareness and promote equitable patient care with a focus on compassionate treatment and fostering solidarity within the cancer community.

**Impact:** The series of exhibitions featuring pictures and narratives of people living with cancer marked a pioneering effort, garnering significant interest from attendees and reaching a diverse audience through the distinct venues and social media. This unconventional approach challenged misconceptions about cancer, emphasising the possibility of resuming regular life, ultimately aiming to contribute to improved care for people living with cancer by amplifying their voices and encouraging their active participation in society.



## Philippine Alliance of Patient Organizations (PAPO) - Philippines

'Universal Health Care and Blood Cancers: A Conversation' aimed to spotlight blood cancers by facilitating meaningful engagement among those with lived experience, primary healthcare providers, and cancer care specialists. It also involved the launch of a conversation series co-hosted by PAPO and the RGL Primary Healthcare Hub to promote collaborative action across healthcare topics.

**Impact:** The event effectively raised awareness of blood cancer symptoms and inspired concrete actions such as launching MySpeak for multiple myeloma awareness and advocating for more research funding and institutional support for patient organisations. Additionally, it facilitated connections and discussions on innovative projects, including a telemedicine referral system.



# Partnerships in action





# Partnerships in action: Visionary sponsors

## Boehringer Ingelheim

Boehringer Ingelheim published an article featuring UICC president Jeff Dunn and a person living with lung cancer to emphasise the importance of patient advocacy. The article aimed to raise awareness on Boehringer Ingelheim's space in oncology and to provide external views on the topic. In addition, the company published a series of patient cancer story posts across its social media channels.

Boehringer Ingelheim  
1,735,637 followers  
3w ·   
Patient advocacy plays a pivotal role in the lives of people with cancer. Jeff Dunn, the president of the Union for International Cancer Control (UICC), explains the significance of empowering people with the knowledge and support they need throughout their journey.  
On World Cancer Day and beyond, we support the UICC's efforts to close the care gap. Through advocating for patients, we believe we can make a meaningful impact in transforming the lives of people living with cancer.  
Learn about the importance of advocacy: [#WorldCancerDay](https://bit.ly/3Ice5WR)

**"The patient perspective empowers all activities."**

Jeff Dunn  
President of Union for International Cancer Control

*Life forward*

## Bristol Myers Squibb

Bristol Myers Squibb produced a series of targeted and multilingual social media posts, sharing country-specific cancer statistics and underscoring the company's commitment to improving the quality of life for individuals affected by cancer. Notably, Bristol Myers Squibb sponsored the creation of the *World Cancer Day 2024 Equity Report*.

Bristol Myers Squibb  
1,343,829 followers  
1mo ·   
February 4th is World Cancer Day. Every year, around 45,000 people in Austria and 42,750 people in Switzerland receive a cancer diagnosis. Did you know, that the most common types of cancer are prostate cancer and breast cancer? This underlines the importance of personalized treatment choices, as different types of cancer have varying risk factors, detection rates and treatment options. Since the 1950s, our ongoing research has delved into pioneering cancer treatments, revolutionizing therapies through immuno-oncology. Today, we want to raise awareness for what matters most to us every day: the quality of life for those battling this disease!  
**#BMSAustria #BMSSwitzerland #WorldCancerDay**

Sources: Statistik Austria, Press Release 25th of January 2024  
Swiss Cancer Report 2021 by Federal Statistical Office, National Cancer Registration Center and Childhood Cancer Registry

**Bristol Myers Squibb**

February 4<sup>th</sup> is World Cancer Day.  
Let's raise awareness and fight this disease!

1 repost

## La Roche-Posay

La Roche-Posay hosted an online training session accessible to all, aiming to bridge the skincare gap for cancer patients. For every completed learning session, a donation of € 1 will be made to UICC or a local association. Complementing this initiative, La Roche-Posay shared relevant social media posts across various channels, shedding light on disparities in cancer care to raise awareness.

la Roche-Posay • Follow  
la Roche-Posay Did you know that most cancer patients struggle with skin side effects during treatment? Some are so severe that patients consider reducing or stopping their treatment. That's why we're working closely with UICC for #WorldCancerDay to close the skin care gap.  
From raising awareness to sharing effective solutions or offering a holistic program for patients and their caregivers, we're fully committed to changing these statistics.   
Visit the link in our bio to learn more about how you can help too.  
All languages spoken here! Feel free to talk to us at anytime. #LaRochePosay #CloseTheCareGap  
Global official page from La Roche-Posay, France.  
1,726 likes February 3  
 Add a comment...  
  
kellymiller1814 I'm included in this percentage. It does a real number on your skin. Still trying to correct it.  
1 like Reply

80% OF CANCER PATIENTS SUFFER FROM SKIN SIDE EFFECTS

Charles L., et al. March 2021. Impact of cancer on the skin with targeted therapies on quality of life. <https://doi.org/10.1016/j.joc.2021.03.001>

la Roche-Posay • Follow  
la Roche-Posay We are proud to announce that for the 3rd consecutive year, we are partnering with the UICC for #WorldCancerDay. The Union for International Cancer Control is the largest global membership organisation dedicated to cancer.  
Together we aim to reduce the inequities in cancer care and close the care gap.   
Visit the link in our bio to learn more about our common mission.  
All languages spoken here! Feel free to talk to us at anytime. #LaRochePosay #CloseTheCareGap  
Global official page from La Roche-Posay, France.  
worldcancerday Thank you for your ongoing support   
View replies (1)  
44 1 like Reply  
Liked by worldcancerday and 1,222 others  
February 2  
 Add a comment...  
  
Close the care gap



# Partnerships in action: Visionary sponsors

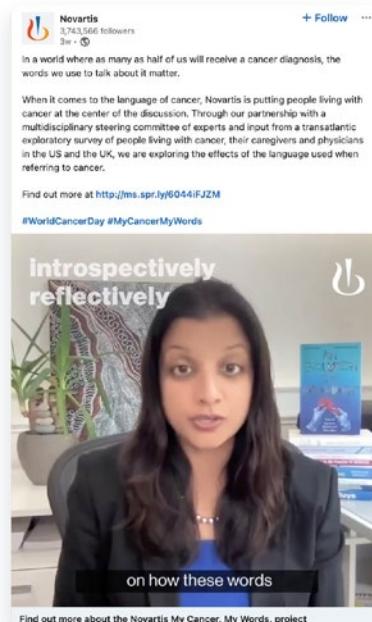
## MSD

MSD released a video featuring Marjorie Green, SVP of Clinical Research, Global Clinical Development. The video serves to spotlight MSD's dedication to innovating cancer care for the benefit of patients worldwide. Furthermore, MSD took a pivotal role in the EU Cancer Forum, actively contributing to discussions on advancing Europe's Beating Cancer Plan and shaping the future of cancer initiatives.



## Novartis

Novartis launched its initiative 'My Cancer. My Words,' to emphasise the significance of language in the context of a cancer diagnosis and treatment. A survey of people living with cancer and healthcare professionals in the US and UK revealed that specific words and phrases have a profound impact on people's perceptions and choices regarding cancer care. The project, led by Novartis and a group of experts, aims to delve deeper into understanding the role of language in shaping the cancer narrative and invites engagement from those affected by cancer.



## Roche

Joanna Sickler, Vice President and Head of Health Policy & External Affairs at Roche Diagnostics and Tamara Schudel, Vice President and Global Head Policy at Roche Pharmaceuticals shared a compelling blog on the transformative impact of powerful collaborations on the UICC website. Roche produced a series of engaging social media posts to raise awareness about the inequities in cancer care and showcase various partnership initiatives around the world that are working towards addressing them.

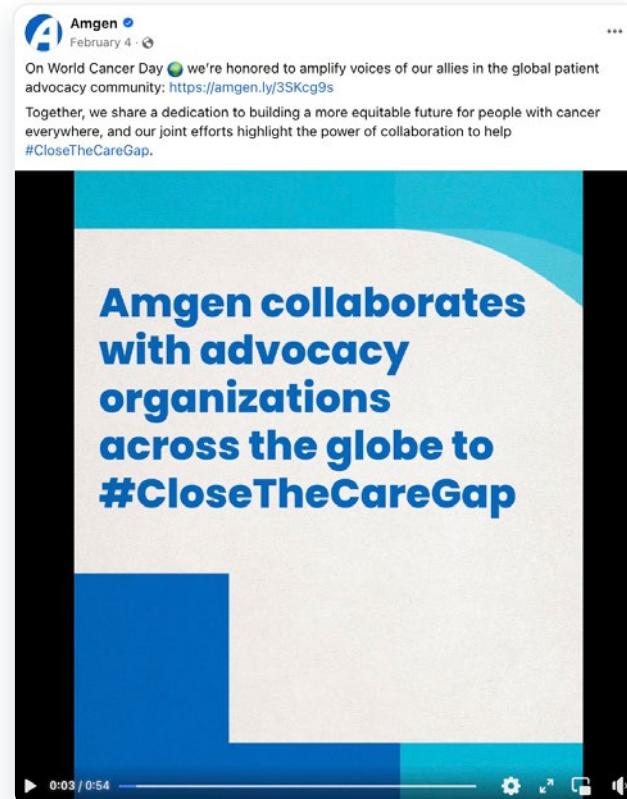




# Partnerships in action: Champion sponsors

## Amgen

Amgen Oncology demonstrated a global commitment to the cancer community. In Germany, they developed the Onkobutler app for cancer patients. In Japan, they created an educational manga series on lung cancer. In Greece, strategic programmes enhance cancer care for over 2,000 patients. In Saudi Arabia, the PUMP For Life programme transforms Acute Lymphoblastic Leukemia (ALL) patients' treatment. In Algeria, an electronic multidisciplinary tumour board supports healthcare professionals in making informed decisions for metastatic colorectal cancer patients. These efforts showcase Amgen's commitment to global health equity for cancer patients.



## Fujifilm

Fujifilm reiterated its dedication to raising awareness about the crucial need for universal access to quality cancer care from diagnosis to treatment. Across its channels, the company highlighted how it is actively addressing these inequities through various initiatives, including the development of products and services contributing to global health improvement, the provision of technical diagnosis training in mammography and endoscopy, and the promotion of effective healthcare practices through health screening centres and screening activities in emerging countries.





# Partnerships in action: Champion sponsors

## Sanofi

Sanofi celebrated its partnership with UICC and World Cancer Day by publishing an article, co-authored by Cary Adams, CEO of UICC and Olivier Nataf, Global Head of Oncology at Sanofi, addressing challenges faced by cancer patients through collaboration and a shared goal of prioritising patients and fostering policies that enable access to innovation and quality care.

On World Cancer Day  
*we join the global oncology community* in its fight against cancer.

Together, we can *drive patient-first solutions* to improve care.

**sanofi**

Sanofi also launched 'Cancer & Work: Acting Together,' a global, corporate programme to support employees whose lives are directly or indirectly impacted by cancer and other critical illnesses. The programme offers comprehensive support, including social, emotional, and financial assistance, and secures job, salary, and benefits for up to twelve months for employees diagnosed with cancer or critical illnesses worldwide, regardless of their role or location. Caretakers impacted by a cancer diagnosis within their family are also provided support and schedule flexibility.

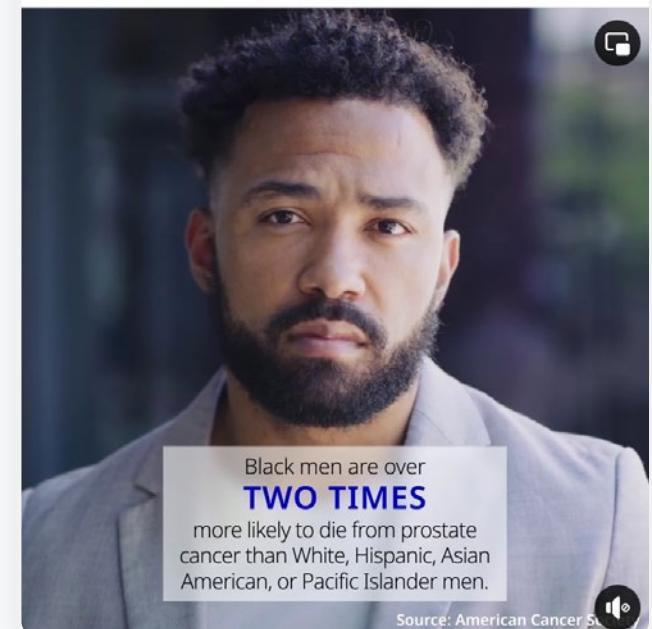
## Pfizer

Pfizer launched 'Change the Odds: Uniting to Improve Cancer Outcomes™,' with the American Cancer Society, a three-year initiative to bridge the gap in cancer care disparities. The initiative aims to improve health outcomes in medically underrepresented communities across the US by enhancing awareness of and access to cancer screenings, clinical trial opportunities, and patient support and comprehensive navigation.



We're excited to launch a new health equity initiative with the American Cancer Society called "Change the Odds: Uniting to Improve Cancer Outcomes." The initiative aims to raise awareness of and increase access to cancer screening and patient support in medically underrepresented communities, with the goal of improving timely access to care. Learn more: <https://bit.ly/42rdzxe>

#ChangeTheOdds #BreastCancerAwareness #ProstateCancerAwareness #HealthEquity #Cancer



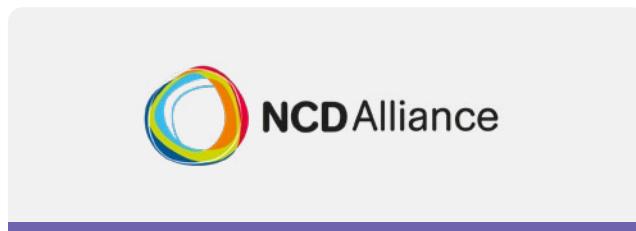


# Other cancer community activities





# UICC sister organisations



## NCD Alliance (NCDA)

NCDA actively engaged on social media, amplifying messages for World Cancer Day and calling on decision-makers to invest resources in cancer prevention. Their website prominently featured World Cancer Day in an article, including an invitation for people to sign the Call to Action.

**World Cancer Day 2024: a global call to Close the Care Gap**

HOME NEWS & EVENTS NEWS WORLD CANCER DAY 2024: A GLOBAL CALL TO CLOSE THE CARE GAP

30th January 2024

World Cancer Day is organised every 4 February and led by the Union for International Cancer Control (UICC). It serves as a catalyst to enhance awareness and understanding of cancer, while also advocating for proactive measures to prevent, detect and treat this disease. The event has evolved into one of the most widely celebrated health awareness days worldwide.

The current World Cancer Day theme is 'Close the care gap', now in its third and final year. This campaign focuses on addressing issues of equity in cancer care, relying individuals, organisations, and governments alike to address the disparities that hinder access to essential cancer services for many people, due to age, ethnicity, gender, socioeconomic situation or geographical location. Even when these services are available, many individuals encounter barriers in obtaining the care they require.

**TOOLS**

SHARE SAVE

SHARE THIS ARTICLE

Close the care gap World Cancer Day 4 February worldcancerday.org

**NCD Alliance**  
12,360 followers  
1mo •

+ Follow ...

Today is #WorldCancerDay!  
Let's join efforts and call decision-makers to invest resources in cancer prevention and care and #CloseTheCareGap for everyone everywhere. Explore the variety of resources <https://lnkd.in/druZtE>  
Follow [Union for International Cancer Control \(UICC\)](#) and join the campaign

Strong alone.  
Unstoppable together.

Close the care gap World Cancer Day 4 February worldcancerday.org



## City Cancer Challenge (C/Can)

Chris Chukwunyere, City Manager of Abuja, Nigeria, explained in a video message how the city is determined to fill the gaps in cancer care. He pointed out that Nigeria is the second African country most affected by cancer and stressed that the commitment of local stakeholders is essential to reducing cancer incidence and mortality. C/Can was also active on social media and participated in a high-level symposium in Kigali, Rwanda, on improving cancer care systems and cancer awareness in Rwanda.



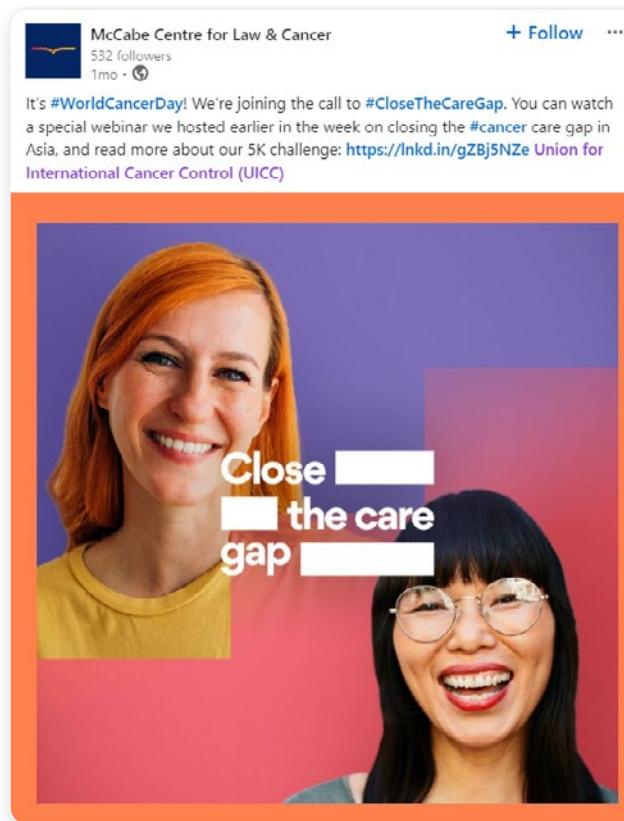


# UICC sister organisations



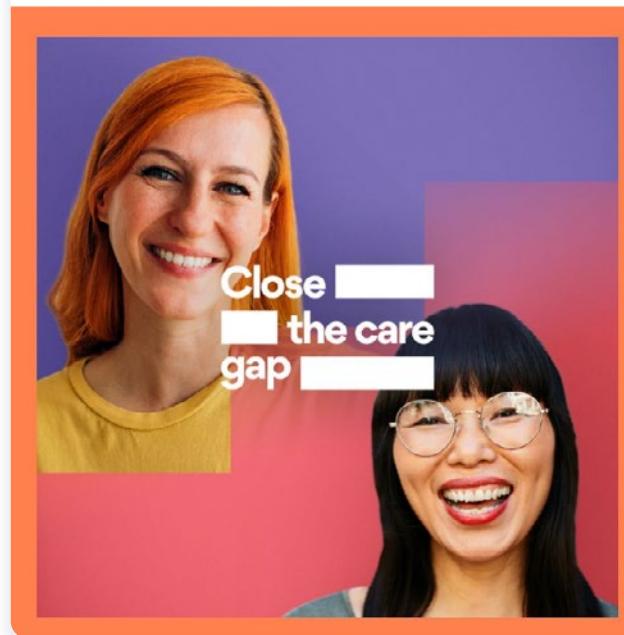
## McCabe Centre for Law & Cancer

The McCabe Centre hosted an online webinar where cancer leaders from the Asia-Pacific region discussed legal and policy solutions to bridge gaps in cancer care in their respective countries. Hayley Jones, Director of the McCabe Centre for Law and Cancer, emphasised the importance of dialogue and renewed the Centre's dedication to ensuring equitable access to affordable cancer care for everyone, when and where they need it. The McCabe Centre staff also took part in the World Cancer Day 5K Challenge, walking five kilometres through central Melbourne to represent closing the care gap.



McCabe Centre for Law & Cancer  
532 followers  
1mo ·

It's #WorldCancerDay! We're joining the call to #CloseTheCareGap. You can watch a special webinar we hosted earlier in the week on closing the #cancer care gap in Asia, and read more about our 5K challenge: <https://lnkd.in/gZBj5NZe> Union for International Cancer Control (UICC)





# United Nations agencies



## International Agency for Research on Cancer (IARC)

Ahead of World Cancer Day, the International Agency for Research on Cancer, affiliated with WHO, released new global cancer statistics on incidence and mortality (GLOBOCAN 2022). The report, based on a survey carried out in 115 countries, exposed the growing burden of cancer, the disproportionate impact on underserved populations and the urgent need to address cancer-related inequalities around the world, and showed that most states do not adequately finance essential cancer and palliative care services as part of universal health coverage (UHC).

Cary Adams, CEO of UICC, was invited to participate in the press conference presenting IARC's findings, and was widely quoted in international media on the major disparities in cancer outcomes that persist globally and within countries.

For World Cancer Day, Dr Elisabete Weiderpass, Director of IARC, shared a message of hope and commitment to building a healthier future for all in a video widely available online.

The image shows a press release from the International Agency for Research on Cancer (IARC) on February 1, 2024. The title is "Global cancer burden growing, amidst mounting need for services". The text discusses the growing burden of cancer worldwide, with estimates from 2022 showing 20 million new cancer cases and 9.7 million deaths. It highlights the disproportionate impact on underserved populations and the urgent need to address cancer inequities. A quote from Dr. Elisabete Weiderpass is included: "Let's renew our commitment to building a healthier future for all." A video player shows Dr. Weiderpass speaking, with the caption "Dr Elisabete Weiderpass Director, International Agency for Research on Cancer". The video duration is 1:14.



## International Atomic Energy Agency (IAEA)

IAEA organised a high-level event at the IAEA headquarters in Vienna, Austria. Hundreds of key players working for equal access to cancer care discussed ways of tackling the growing cancer epidemic more effectively and rapidly. The event also highlighted the IAEA's 'Rays of Hope' initiative, which is celebrating its second anniversary, and its efforts to expand access to radiotherapy and diagnostic medical imaging worldwide for cancer patients who currently have little or no access to this life-saving care. A total of 76 countries have already requested IAEA support for this initiative.

The image shows a promotional graphic for the IAEA RAYS OF HOPE campaign. It features three diverse individuals smiling. The text reads "Raising RAYS OF HOPE for #CancerCare4All" and "World Cancer Day 2024 1-2 February 2024, Vienna, Austria".



# United Nations agencies



## World Health Organization (WHO)

Messages on reducing the risk of cancer as well as the new estimates on cancer incidence and mortality were shared widely on social media. In addition, various WHO regional offices, such as WHO Americas, WHO Eastern Mediterranean Region and WHO African Region, published articles on the incidence of cancer in their region on their websites. These offices amplified cancer awareness messages through their various channels, spotlighting cancer prevention tips and statistics. WHO Americas also organised an online webinar on its global cancer control initiatives in Latin America and the Caribbean.

World Health Organization  
Eastern Mediterranean Region

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World Cancer Day 2024

Cancer is a major contributor to global mortality, causing about 1 in every 6 deaths and affecting nearly every household (1). Globally, there were an estimated 20 million new cases of cancer and 9.7 million deaths from cancer in 2022. The cancer burden will increase by about 7% by 2050, further straining health systems, people and communities (2).

In the WHO Eastern Mediterranean Region alone, more than 788 448 people were diagnosed with cancer in 2022. This number is projected to double to reach 1.57 million cases by 2040 because of population growth and, more importantly, the high prevalence of cancer risk factors in the Region – such as tobacco use, obesity/overweight/physical inactivity, unhealthy diets and air pollution (1,2).

Cancer can also develop as a result of some infections, including hepatitis B and C (which affect the liver) or human papillomavirus (HPV, which affects the uterus). These infections are still very much present in the Eastern Mediterranean Region, even though hepatitis B and HPV can be easily prevented through vaccination.

WHO Eastern Mediterranean Region  
The five most common cancer types\*

Cancer Incidence  
New cancer cases per year

Cancer Type	Percentage
Lung	20%
Colon	10%
Breast	8%
Prostate	7%
Ovarian	4%
Esophagus	3%
Stomach	2%
Bladder	2%
Leukemia	2%
Other	1%

Cancer mortality  
Cancer deaths per year

Cancer Type	Percentage
Lung	20%
Colon	10%
Breast	8%
Prostate	7%
Esophagus	4%
Stomach	3%
Bladder	2%
Leukemia	2%
Other	1%

World Cancer Day 2024 - Global Initiatives in Latin America and the Caribbean

DÍA MUNDIAL DEL CÁNCER

Metas y Desafíos en la Lucha Contra el Cáncer: Iniciativas Globales en América Latina y el Caribe

Jueves, 8 de febrero

12:00 - 2:00 PM Washington DC (EST)

Formato Virtual

OPS PAHO

+ Follow ...

World Health Organization 5,473,825 followers 1mo ·

Today is #WorldCancerDay

Here are some ways to reduce your cancer risk:

- 🚫 Don't use tobacco
- 🏃 Exercise regularly
- 🥗 Eat more fruits and vegetables
- ✅ Maintain a healthy weight
- 🍷 Limit alcohol consumption

Let's beat #cancer! <https://bit.ly/3SFapB8>

Reduce your risk of cancer

Refrain from tobacco use

Maintain a healthy weight

Limit alcohol consumption

Eat more fruits and vegetables

Exercise regularly



When leaders  
and governments  
take action





# Governments

On World Cancer Day 2024, 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 India, Peru and Rwanda.

## Australia

The Australian Government called for nominations for the 2024 Jeannie Ferris Award. The award aims to acknowledge the accomplishments of consumers, health professionals, and researchers dedicated to improving equitable outcomes for all Australians affected by cancer. The government also promoted the 'Close The Care Gap' campaign on its website and on social media channels.

Call for nominations for the Jeannie Ferris Award to recognise outstanding contributions to improving equity of cancer outcomes

Release Date: 01/02/2024

 Call for nominations  
**Now open**

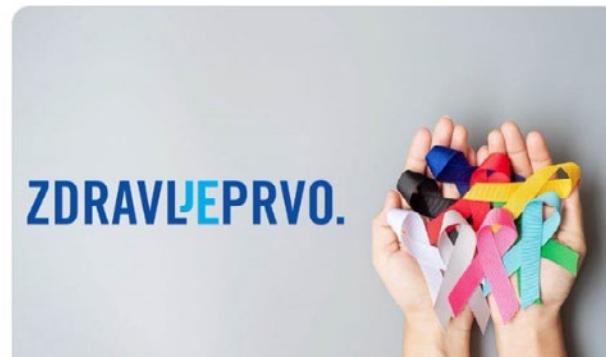
On World Cancer Day, 4 February 2024, the Australian Government is calling for nominations for the 2024 Jeannie Ferris Award (the Award). The award aims to acknowledge the accomplishments of individuals dedicated to improving equitable outcomes for all Australians affected by cancer. The Jeannie Ferris Award is named in honour of the late Jeannie Ferris, Senator for South Australia, who was passionately committed to raising awareness about gynaecological cancers. Senator Ferris was diagnosed with ovarian cancer in October 2005 and passed away in April 2007. Now in its 11th year, the Award criteria has been expanded from its original focus of improving outcomes for women with gynaecological cancers to improving equity in cancer outcomes for all people in Australia, to align with the equity focus of the '10-year Australian Cancer Plan'. This alignment to emphasise equity for all seamlessly supports the 2024 World Cancer Day theme, "Closing the Care Gap," which is a global initiative led by the Union for International Cancer Control (UICC).

## Croatia

The Croatian Government unveiled its national legal framework aimed at mitigating the burden of cancer. This initiative includes the systematic monitoring of treatment outcomes and the establishment of cancer registries. By introducing new regulations on drug treatment outcomes and registry maintenance, the government is hoping to increase the success of treatment and survival.

Vili Beroš  
@ViliBeros

Na Svj. dana borbe protiv raka, 1. put u 🇭🇷 uvodimo sustavno praćenja ishoda liječenja i uspostavu registara. Pravilnicima o ishodima liječenja lijekom i vođenju registara pokrećemo pravni okvir za povećanje uspješnosti liječenja i u konačnici više spašenih života #7dravljeJePrvo



ZDRAVLJEPRVO.

## India

India's finance minister, Nirmala Sitharaman, disclosed in a speech that the country will promote vaccination against the human papillomavirus (HPV) for girls aged 9 to 14 years as a preventive measure for cervical cancer. Messages of prevention against cancer were relayed on social media by the Ministry of Health.

Ministry of Health @MoHFW\_INDIA · Feb 4  
On #WorldCancerDay, a crucial reminder: Early detection and timely treatment can prevent and cure many types of cancers!

Let's prioritize regular screenings, spread awareness, and empower one another in the fight against cancer.

Together, we can make a difference.



World Cancer Day  
04 February 2024  
Cancer is curable  
if detected & treated early

Get yourself screened periodically for Common Cancers if you are more than 30 years old

PMO India and 7 others

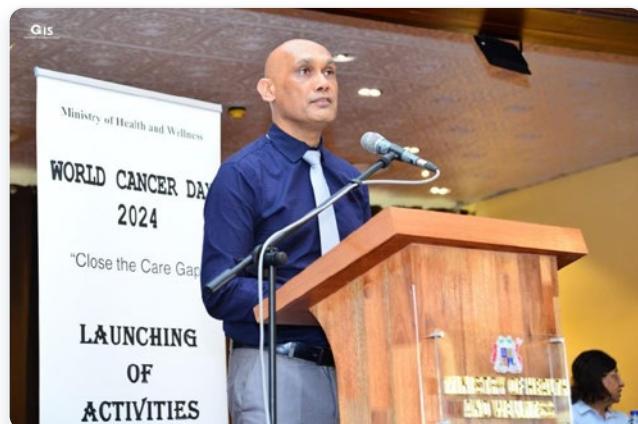
19 104 260 21K



# Governments

## Mauritius

The Minister of Health and Wellness of Mauritius, Dr Kailesh Kumar Singh Jagutpal, along with other prominent political figures and the WHO representative for Mauritius, participated in an event for World Cancer Day. Speaking to the theme of 'Close The Care Gap', the Minister underscored the urgency to ensure better, more equitable, and easily accessible cancer treatment. He urged all Mauritians to embrace a healthy lifestyle to reduce the risk of developing cancer. The Ministry of Health also announced that HPV vaccination would be administered to all students in schools across the country and that a new cancer hospital would be fully operational by April 2024.



## Nepal

The Ministry of Health and Population organised a consultation meeting with stakeholders to work on the formulation of Nepal's 'National Cancer Control Strategy for (2024-2031). During the event, Health Minister Mohan Bahadur Basnet urged all stakeholders to collaborate in cancer control efforts, emphasising that the strategy is expected to significantly support the gradual reduction and control of the disease. Doctors also highlighted the need for the government to increase the supply of equipment and healthcare workers, as well as raise awareness to control cancer and ensure access to treatment.

## Peru

The Ministry of Health, in collaboration with the municipality of San Miguel (Lima), organised a sporting event titled 'Lima Runs 5K Against Cancer'. The event drew over 2,500 participants and featured stands and tents offering counselling on various cancer prevention strategies. Attendees also received information on healthy diet and lifestyles, psychology, nutrition, and details about different cancer organisations and associations in Peru.

The director of the Directorate of Cancer Prevention and Control at the Ministry of Health elaborated on the Ministry's initiatives, particularly regarding the forthcoming National Cancer Law. Two key provisions, focusing on comprehensive cancer coverage and the management of the National Oncology Network, were published in February 2024.





# Governments

## Rwanda

The Rwandan Government organised a range of activities, including cancer screenings and campaigns about cancer prevention. In the capital of Kigali, hundreds of residents participated in a cancer awareness walk, while cervical cancer screenings and early breast cancer detection were conducted by the Ministry of Health in 19 of the country's 30 districts. Rwandan Minister of Health Sabin Nsanzimana stressed the importance of regular physical activity and healthy lifestyle habits in reducing cancer risks. The government also renewed its commitment to eradicating cervical cancer within two years by administering the HPV vaccine. Leading up to World Cancer Day, and under the theme 'Close the Cancer Care Gap,' the government organised a National Cancer Symposium focused on enhancing cancer care systems and raising cancer awareness in Rwanda.



## Spain

At the Spanish Summit against Cancer, Health Minister Monica Garcia, announced the launch of a Cancer Surveillance System. This system aims to enhance research and the assessment of control and prevention programs by centralising and coordinating cancer surveillance.

Additionally, the Minister of Health advocated for the recognition of Genetics as a specialised field within Specialised Health Training, underlining the transformative potential of genetic testing against cancer. Focusing on the fight against smoking, a main risk factor for many cancers, the government seeks to create non-smoking areas to protect non-smokers from passive smoking and to tackle new smoking trends among young people.



## Saint Lucia

The Government of Saint Lucia announced its initiatives to increase the awareness and adoption of healthier habits in the population on a national level as well as improve access to early detection through appropriate screening.

The Ministry of Health, Wellness and Elderly Affairs supported the 'Relay for Life' activity organised by the Saint Lucia Cancer Society on Sunday, 4 February. Organisations and individuals alike formed their various teams and rallied together in recognition of cancer survivors and caregivers.

The screenshot shows the official website of the Saint Lucia Government. At the top, there is a navigation bar with links to Home, About, Units, Cabinet Press Room, Media, and Contact. Below the navigation bar, there is a section titled "Saint Lucia News" with a sub-section for "World Cancer Day 2024". The news article includes a photo of a man in a suit, a quote, and some descriptive text about cancer statistics in Saint Lucia.

**Saint Lucia News**

World Cancer Day 2024

Thursday, February 1, 2024

By MINISTRY OF HEALTH

WE FEAR CANCER BECAUSE MORE OFTEN THAN NOT, WE ASSOCIATE CANCER WITH PROLONGED SUFFERING AND DEATH

 As we observe World Cancer Day this year, we are reminded of the impacts of cancer on families throughout St Lucia. We fear cancer because more often than not, we associate cancer with prolonged suffering and death.

The World Health Organization's International Agency for Research on Cancer (IARC) has indicated that in 2020, an estimated ten million deaths worldwide were attributed to cancer. Of these, 70% occurred in low- and middle-income countries such as St. Lucia.



# Governments

# Tunisia

Under the supervision of the Ministry of Health and the Kasserine Regional Health Directorate, and in collaboration with the Tunisian Cancer Society, a health caravan travelled to the municipalities of Sbeiba, Jedlian and Sbeitla as part of a drive to improve access to healthcare for citizens. The aim was to offer free screening to women in rural areas.

The caravan enlisted numerous volunteer and specialists, as well as medical and paramedical personnel from the Kasserine Health Authority. It provided complimentary medical services across various disciplines, including general medicine, obstetrics, gynaecology, and radiology.



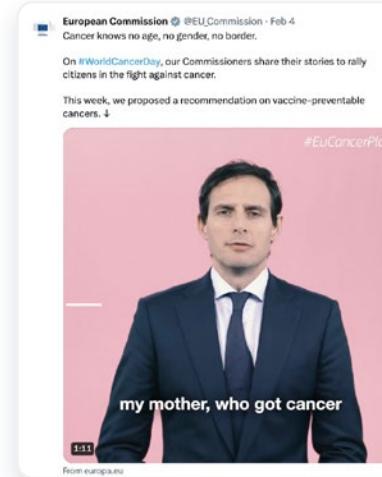
## United States

In the US, four House Representatives introduced a resolution to Congress aimed at addressing racial and ethnic disparities in cancer care both domestically and globally, referring to World Cancer Day the ‘Close the Care Gap’ campaign in its text. The resolution underscores their commitment to tackling inequalities in cancer care, emphasising the importance of equitable access to quality healthcare services for all individuals, regardless of race or ethnicity.

GOMFESSEWELLSEWELL\_032.XML

European Union

Three years into the implementation of Europe's Beating Cancer Plan, Stella Kyriakides, European Commissioner for Health and Food Safety, convened a prestigious high-level event in Brussels, with Cary Adams, CEO of UICC, giving a speech about World Cancer Day and the 'Close the Care Gap' campaign. The event provided a platform for diverse stakeholders including patient advocates, healthcare professionals, policymakers, and experts to discuss the impact of the EU's initiatives on individuals affected by cancer. Additionally, the event spotlighted cancer projects funded by the € 4 billion Cancer Plan Budget, illustrating the breadth of support for cancer prevention, early detection, treatment, care, and improving quality of life.





# World Cancer Day Call to Action





## Taking it to a higher level: Call to Action

For the final year of the 'Close The Care Gap' campaign, UICC launched the World Cancer Day Call to Action. This initiative aimed to raise awareness about the global disparities in cancer care to governments worldwide and urged them to take action within their countries, offering overarching recommendations. The Call to Action was available in English, Spanish, and French. UICC encouraged individuals to support the cause by signing the Call through email submissions.

Over 4,000 people from 167 countries signed the Call to Action, with most contributions from the US, India, Nigeria, France, and South Africa.

Additionally, UICC formally transmitted the Call to Action in an official letter to all Geneva-based missions of UN Member States.

The Call received extensive promotion on social media, with prominent public figures and cancer activists advocating its message across various platforms. The Call to Action social media invitation was brought to life to spread excitement and increase awareness about the initiative.





The grid consists of nine cards arranged in three rows and three columns:

- Row 1:**
  - Sign, send & share** (Image: Smiling woman in a headscarf)
  - Increase funding for cancer research** (Image: Smiling woman holding a heart icon)
  - Develop a population-based cancer registry** (Image: World map with red dots)
- Row 2:**
  - Implement an effective national cancer strategy** (Image: Two smiling men)
  - Take measurable action towards universal health coverage** (Image: Clipboard with checklist icon)
  - Improve education around cancer** (Image: Smiling man)
- Row 3:**
  - Strictly regulate the production, sales and marketing of tobacco, alcohol and other carcinogenic products** (Image: No smoking/no alcohol icon)
  - Implement routine screening programmes for common cancers** (Image: Smiling woman and child)
  - Foster patient-centred care** (Image: Person icon with magnifying glass)
- Row 4:**
  - Address the systemic social determinants of health** (Image: Hand holding a heart icon)



Anyone could share the invitation following these steps:

- Sign the World Cancer Day Call to Action
- Head to World Cancer Day's Instagram story highlight and screenshot the invitation
- Fill out the fields on the invitation
- Tag a friend
- Add the Call to Action link
- Tag their country and their friend's country
- Tag @worldcancerday

This invitation was open to everyone and encouraged participants to rally their friends and family all over the world to spread the message far and wide.



## World Cancer Day Call to Action



UICC recognises the diverse cancer burdens faced by different nations, each with their unique context of challenges and resources available to tackle them. The following recommendations are crafted to serve as a universal blueprint, adaptable to the specific needs and capacities of individual countries.

UICC urges governments to implement the following key actions to improve equity in health and cancer care, make it easier for all populations to enjoy affordable and accessible cancer services, reduce disparities in cancer incidence and mortality and in quality of life, and close the gap in cancer care.

1. Foster patient-centred care that acknowledges and addresses the unique needs and experiences across patient populations, including older adults. Train healthcare providers on cultural competency and how to provide patient-centred care. Encourage patient engagement in decision-making around their care.
2. Increase funding for cancer research to understand the country's cancer burden, the main disparities in cancer outcomes and the barriers that prevent certain populations from accessing care even when it is available. Prioritise funding for research that aims to understand and address cancer disparities in different populations. Encourage collaboration between researchers, healthcare providers, and community organisations to ensure that research is relevant and addresses the needs of underserved populations.

3. Establish a population-based cancer registry, to facilitate research and understand incidence, stage at diagnosis, mortality and survival and other indicators of cancers in the population; track trends over time and identify specific at-risk groups; guide policy decisions and allocate healthcare resources effectively; and evaluate the effectiveness of control strategies.
4. Design and implement an effective national control cancer strategy, the actions to take for the prevention, diagnosis, treatment, palliation, survivorship care, data collection and monitoring of cancer, founded on an evidence-based assessment of the country's cancer burden and which addresses financial hardship and the barriers faced by underserved populations in accessing care. Use this national cancer control plan to guide the inclusion of cancer in a national Universal Health Care (UHC) package.
5. Incorporate comprehensive cancer services into national health benefit packages to achieve universal health coverage, including a comprehensive package of quality cancer services: prevention, screening, diagnosis, treatment (medicines, radiotherapy, surgery), supportive and palliative care and survivorship services in basic health insurance benefits packages. UHC cannot be achieved if cancer, as the second leading cause of death globally, is not covered by national health benefits packages.
6. Enhance health literacy and education around cancer. Develop culturally appropriate educational materials and programmes that are accessible to all populations. Provide training to healthcare providers and community leaders on how to communicate effectively with patients. Ensure that reliable information on cancer risk factors and how to reduce exposure to them, as well as on the need to participate in routine screening of common cancers, is made widely available and accessible.
7. Address the commercial determinants of health by heavily regulating the production, sales and marketing of carcinogenic products such as tobacco, alcohol, and ultra-processed foods and beverages. Measures include in particular:
  - a. Increase taxation
  - b. Enforce marketing limitations
  - c. Improve labelling: Impose product warning and information labels.
  - d. Run extensive public education campaigns to improve knowledge of risk factors and further counter misleading advertising, market promotion and policy interference.
8. Implement programmes for the routine screening of common cancers (breast, cervical, colorectal and prostate) and vaccination against HPV and hepatitis B, and ensure that access to these early detection programmes is available and affordable. Integrate cancer screening/early diagnosis interventions into existing primary healthcare programmes. Develop partnerships between community organisations and healthcare providers to bring screening programmes to areas with high rates of cancer incidence and mortality. Coordinate with other outreach programmes, such as HIV, and integrate health services. Implement telemedicine services and mobile screening units to help reach populations in remote or rural areas.
9. Address systemic social determinants of health that impede an individual's ability to access cancer care, tackling prejudices and assumptions based on diverse social markers (including education, poverty, geographical location and prejudices and assumptions based on race and ethnicity, gender norms, sexual orientation, age and disability), by working with communities for more effective and people-centred programmes.



Thanks to everyone  
who shared the  
Call to Action globally.



Iain Liam Ward (United Kingdom)



Lili Sohn (France)



Aisha Patterson (United States)



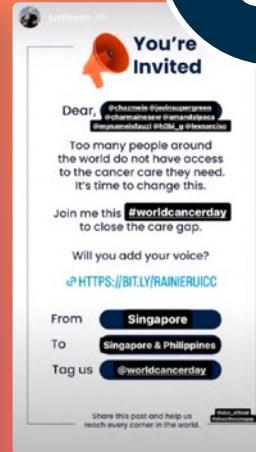
Clorena Myles (United States)



Hayleigh Jade (United Kingdom)



Isabelle Kate (United Kingdom)



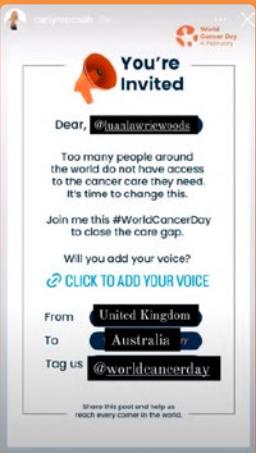
Rainier (Singapore)



Alex Parra (United States)



Alena Murang (Malaysia)



Carly Moosah (United Kingdom)



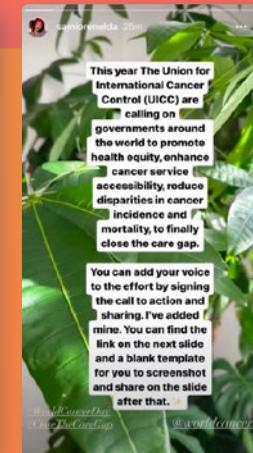
Naniki Seboni (South Africa)



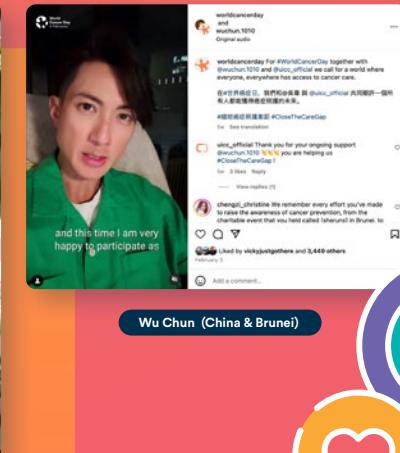
Rosie Butcher (United Kingdom)



Sanjay Juneja, MD (USA)



Samio Renelda (United Kingdom)



Wu Chun (China &amp; Brunei)





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



For the second year in a row, the [World Cancer Day 5K Challenge](#) aimed to amplify awareness about the global disparities in cancer care by generating attention and engagement. The challenge served as a catalyst, inspiring individuals worldwide to promote the World Cancer Day Call to Action in addressing care gaps and embrace an active lifestyle.

Participants were encouraged to run, cycle, swim, walk, hike, or engage in any physical activity to complete a five-kilometer loop, representing the closure of the gap in cancer care and to then sign the Call to Action.

Individuals, organisations, and communities from diverse backgrounds enthusiastically embraced the 5K challenge, uniting in their efforts to raise awareness about cancer.



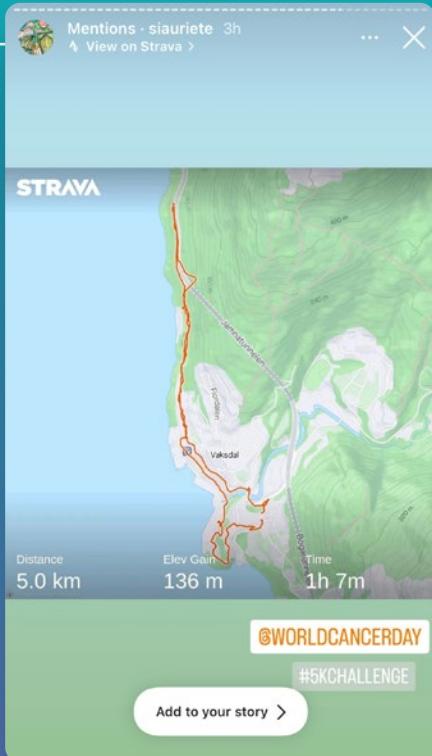
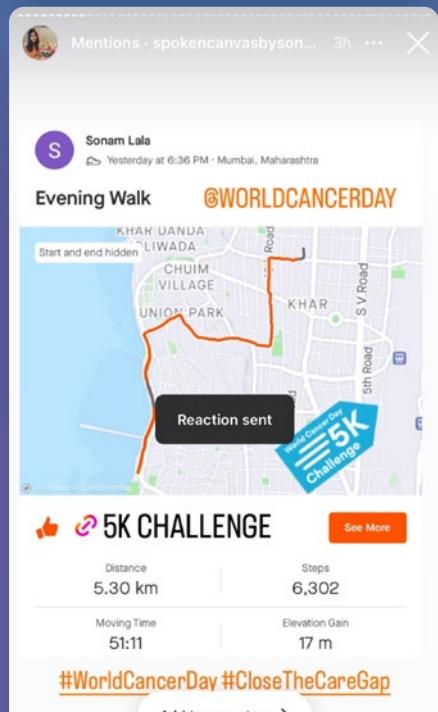
## World Cancer Day 2024 Impact Report



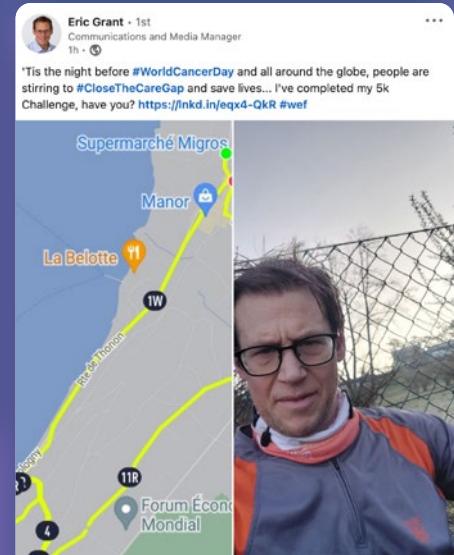
Mentions - dr.mojdeh2024

### Thank you @alikhari1982

Thanks to several of my friends around the world who joined us at @dutchmedicalfood to raise awareness around @worldcancerday ! 🌟



Whether you walk, run, or ride. Do it your way.





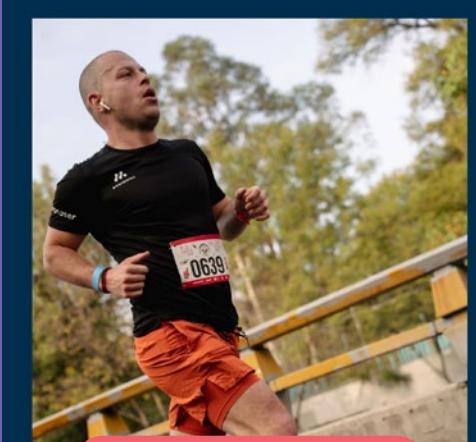
# Uniting influential voices in the cancer community



The World Cancer Day team at UICC checked in throughout 4 February via Instagram Live with influential voices from the global cancer community in different parts of the world. These sessions provided a platform for individuals to share their personal experiences with cancer.

- Laëtitia Eido, a French actress who talked about her own experience with cancer.
- Iain Ward, known as The King of Chemo on social media, who was diagnosed with stage III brain cancer and who dedicates his life to raising awareness on cancer.
- Karen Nakawala, cervical cancer survivor, World Health Organization advocate, and founder of the Teal Sisters Foundation in Zambia.
- Kenji Lopez-Cuevas, lawyer and President of the Cancer Warriors of Mexico Foundation in Mexico, Paulina Tamayo, a Mexican nutritionist and influencer, and Aldo Farrugia, a sport influencer.
- Dr Sanjay Juneja, an oncologist and medical influencer, who is dedicated to advancing cancer care, education and public engagement.

The live sessions each lasted about 30 minutes, highlighting diverse experiences with cancer, promoting the 'Close The Care Gap' campaign, and fostering interaction between hosts, guests, and the audience.



Aldo Farrugia



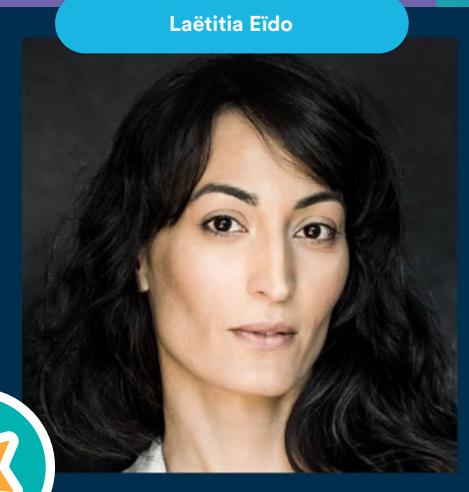
Iain Ward



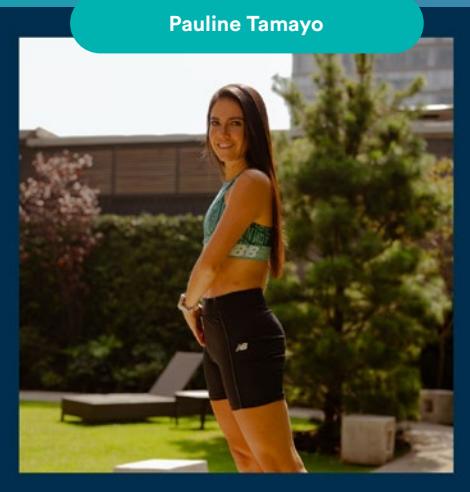
Karen Nakawala



Kenji Lopez-Cuevas



Laëtitia Eido



Pauline Tamayo



Dr Sanjay Juneja





Making  
headlines  
around the  
world





# In the press

World Cancer Day 2024 once again made global headlines, receiving over 27,000 mentions in press articles, TV broadcasts, and radio programmes across 159 countries. Key topics that garnered widespread interest included UICC's leadership on World Cancer Day, the IARC report on 2022 cancer incidence estimates, the 'Close The Care Gap' initiative, discussions on inequities in cancer care, and various local and regional activities against the disease. Leading news outlets around the globe prominently covered World Cancer Day, with notable mentions in publications such as Times of India, The Guardian, BBC, CNN, Yahoo US, Radio Nacional de España in Spain, and NetEase in China.





# World Cancer Day 2024

## Equity Report addresses inequities in cancer care

The report cover features a large close-up photograph of a woman's face on the left and a smaller image of a man pushing a stroller with a child on a bridge in London on the right. The title "World Cancer Day 2024 Equity Report" is at the bottom left, and the UICC logo is at the bottom right.

**Executive Summary: Global inequities in health and cancer care**

In the Eastern Mediterranean, social and political instability have exacerbated existing challenges, leading to delays in treatments, shortages of cancer medicine, and soaring prices in Lebanon. In Jordan underprivileged populations, especially refugees, contend with poor access to cancer diagnosis and treatment.

In Africa, limited resources dedicated to the health workforce and cancer care as well as cultural, geographical and other considerations negatively impact access to screening, early diagnosis and treatment. Testimonies in this report reveal how patients in Kenya, Nigeria and South Africa are often diagnosed with cancers at advanced stages, undermining treatment options, survival and quality of life.

In the Americas, those who live in the North and Northeast regions of Brazil are more likely to die from cancer types associated with poverty such as lung cancer fuelled by increased smoking rates; and in Mexico, for people with no social security, there is currently no policy or programme to provide access to affordable healthcare.

These testimonies paint a vivid picture of the range of social, economic and environmental factors – the wider determinants of health – that shape a person's access to cancer care. They are the major root cause of health inequity.

In the final year of the *Closes the Care Gap* campaign, UICC together with the cancer community calls on leaders to eliminate health inequities by addressing their root causes, ensuring that everyone has access to quality health services when, where and how they need them.

Introduction  
Executive Summary  
Global inequities in health and cancer care  
Conclusion  
World Cancer Day 2024 Equity Report

The World Cancer Day 2024 Equity Report, published by UICC with the support of Bristol Myers Squibb, 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 Australia, Mainland China, Hong Kong, Japan, India, Malaysia, Portugal, Sweden, UK, Jordan, Lebanon, Turkey, Kenya, Nigeria, South Africa, Brazil and Mexico.

These testimonials paint a vivid picture of the range of social, economic, and environmental factors – the wider determinants of health – that shape a person's access to cancer care and are a major root cause of health inequity.

The report, updated from 2023, also featured the nine actionable recommendations that were included in the Call to Action for governments to eliminate health inequities by addressing their root causes.

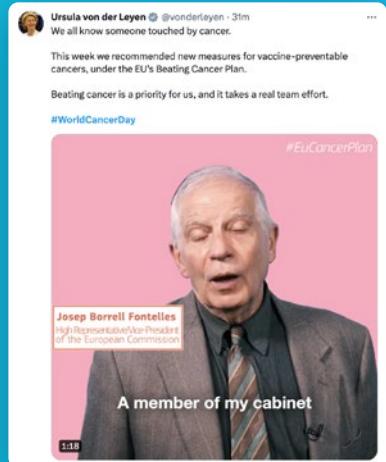
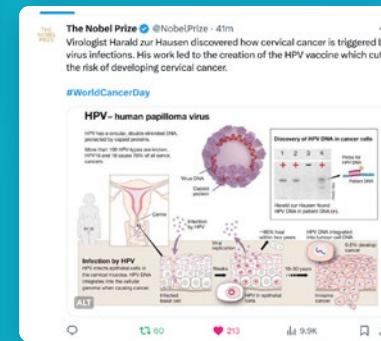
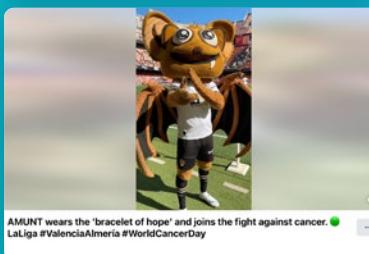
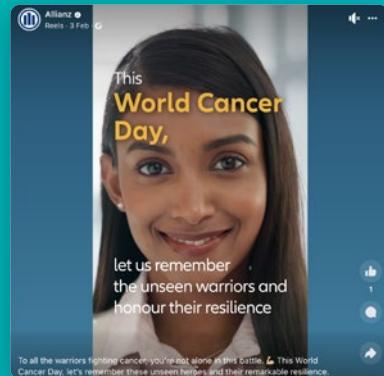


Influential  
voices from  
around the  
world





# People everywhere shared their World Cancer Day message





# Supporting materials for the cancer community

Every World Cancer Day, UICC provides an extensive range of updated supportive materials in multiple languages, carefully designed to enable individuals and organisations to maximise their impact. Over 45'000 of these materials were downloaded from the World Cancer Day website in 2024.

- Action toolkit, how-to guides, social media cards, statistic cards, brand guidelines, and logos in a wide range of languages.

Versorgungs  
lücken  
schließen

نحو رعاية  
عادلة لمرضى  
السرطان

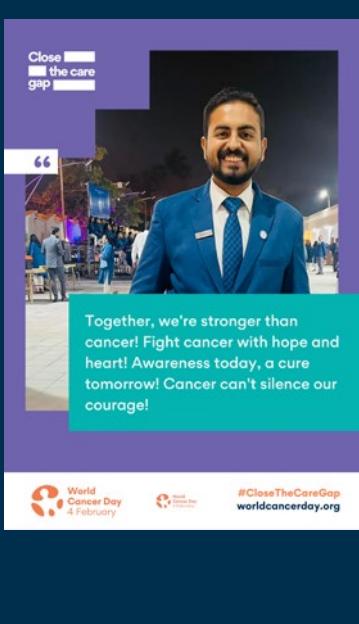
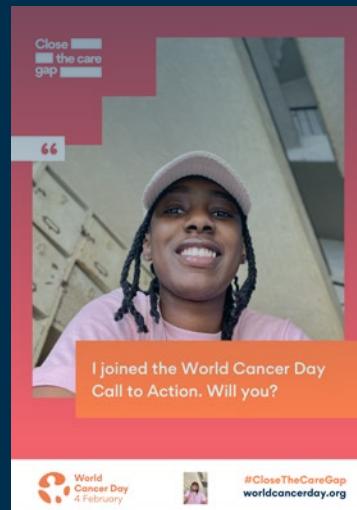
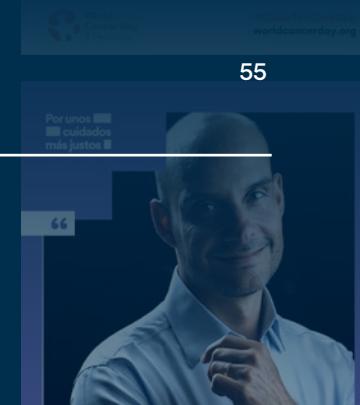
Pour des  
soins plus  
justes





Across the globe,  
13,000 custom posters  
came to life, crafted  
by users from every  
corner of the world.

Each poster, a unique expression of support for World Cancer Day, was designed and shared with communities far and wide. Through simple acts of downloading and sharing, these posters became quiet yet powerful ambassadors, spreading the importance of solidarity and action against cancer on a global scale.

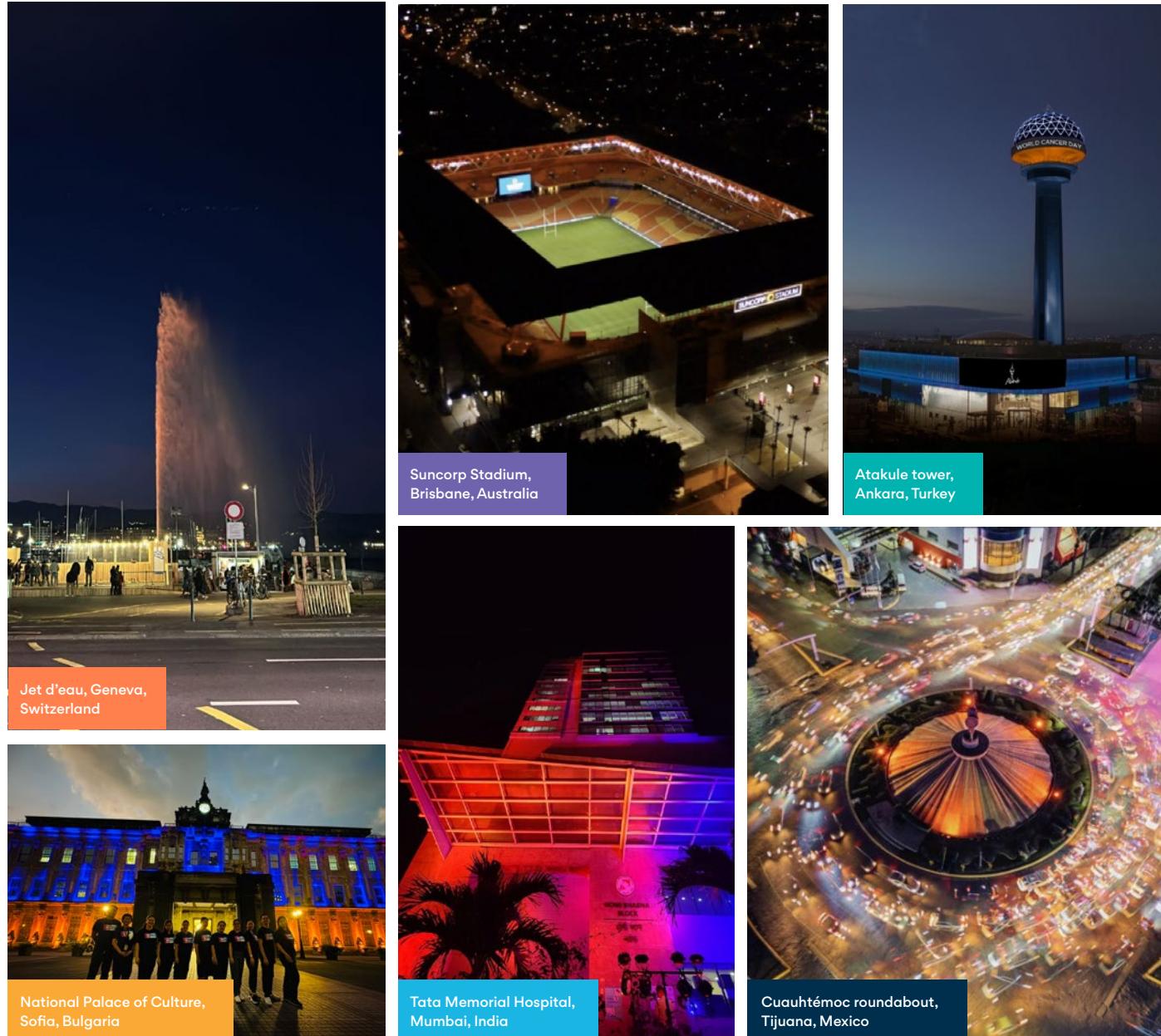




# Landmarks



As night descended,  
138 landmarks, buildings,  
bridges, towers, and  
monuments across the  
globe were illuminated in  
orange and blue, serving  
as symbols of optimism  
for individuals affected  
by cancer.





# The world lights up in orange and blue

Monumento al Divino Salvador del Mundo, San Salvador, El Salvador	Joondalup Drive Bridge, Perth, Australia	Victoria Bridge, Townsville, Australia	Newcastle City Hall Clock Tower, New South Wales, Australia	Bahaya Building, Giza, Egypt
The Bell Tower, Perth, Australia	Sky Ribbon Bridge, Perth, Australia	Central Park Boardwalk, Townsville, Australia	Graincorp Silos, New South Wales, Australia	Grand Pacific Hotel, Suva, Fiji
Perth Concert Hall, Perth, Australia	Northbridge Tunnel, Perth, Australia	George Roberts Bridge, Townsville, Australia	Suncorp Stadium, Brisbane, Australia	Ciudad de Guatemala, Tegucigalpa, Honduras
Elizabeth Quay, Perth, Australia	The Levee, Perth, Australia	Old Magistrates Court House, Townsville, Australia	Sultan Haji Omar Ali Saifuddien Bridge, Bandar Seri Begawan, Brunei	Centro de Cáncer Emma Romero De Callejas, Tegucigalpa, Honduras
Koombana Footbridge, Bunbury, Australia	Yagan Square, Perth, Australia	Little Fletcher Bridge, Townsville, Australia	National Palace of Culture, Sofia, Bulgaria	Sealdah Railway Station, Kolkata, India
Marlston Hill Lookout, Perth, Australia	Koolambidi Woola (Bunbury's youth precinct), Bunbury, Australia	Queensland Parliament House, Brisbane, Australia	Calgary Tower, Alberta, Calgary, Canada	Tata Memorial Centre Mumbai, Mumbai, India
Koombana Bay Foreshore, Perth, Australia	Brisbane City Hall, Brisbane, Australia	Suncorp Stadium, Brisbane, Australia	Canada Place Sails of Light, Vancouver, Canada	Sapporo TV Tower, Sapporo, Japan
Marlston Waterfront, Perth, Australia	King George Square, Brisbane, Australia	Queensland Tennis Centre, Brisbane, Australia	CN Tower, Toronto, Canada	Sendai Sky Candle, Sendai, Japan
Guppy Park, Perth, Australia	Community Halls - Sandgate Community Hall, Brisbane, Australia	Historic fig trees, Bundaberg, Australia	Government House, Newfoundland and Labrador, St-John's, Canada	Tochigi Prefectural Office Showa Building, Utsunomiya, Japan
Richmond Reserve, Perth, Australia	Story Bridge, Brisbane, Australia	The Gabba, Brisbane, Australia	Halifax City Hall, Nova Scotia, Halifax, Canada	Saitama Cancer Center, Saitama City, Japan
the historic Arrol Crane at Jetty Road, Perth, Australia	Victoria Bridge, Brisbane, Australia	Cleveland Point lighthouse, Brisbane, Australia	High Level Bridge, Alberta, Edmonton, Canada	Saitama Stadium 2002, Saitama City, Japan
the Navigators at the Koombana Drive roundabout, Perth, Australia	Reddacliff Place sculptures, Brisbane, Australia	Adelaide Convention Centre, Adelaide, Australia	Niagara Falls, Ontario, Niagara Falls, Canada	Sasaki Institute, Tokyo, Japan
Queens Park Theatre, Geraldton, Australia	Architectural Wall at the Wickham Terrace car park, Brisbane, Australia	Adelaide Oval, Adelaide, Australia	Toronto Sign, Toronto, Canada	Tokyo Metropolitan Government Building, Tokyo, Japan
Matagurup Bridge, Perth, Australia	Tropical Dome at Brisbane Botanic Gardens Mt Coot-tha, Brisbane, Australia	Questacon Canberra, Canberra, Australia	Vancouver Convention Centre, Vancouver, Canada	Ofuna Kannon Temple, Kamakura, Japan
Mount Street Bridge, Perth, Australia	Townsville Sign, Townsville, Australia	Royal Australian Mint, Canberra, Australia	Ottawa Sign, Ottawa, Canada	Niigata Nippo Media Ship, Niigata City, Japan
	Wharton Reef Lighthouse, Townsville, Australia	Big Banana, Coffs Harbour, Australia	Asamblea Regional, Cartagena, Columbia	World Heritage Site: Gokayama Gassho-zukuri Village, Nanto City, Japan



# The world lights up in orange and blue

Takayama City Nakabashi Bridge, Takayama, Japan

Gifu City Hall, Gifu City, Japan

Chubu Electric Power MIRAI TOWER, Nagoya, Japan

Mie University Hospital, Tsu, Japan

Yakushiji Temple, Nara, Japan

Former Nippon Life Insurance Kyushu Branch (Fukuoka Akarenga Cultural Center), Fukuoka City, Japan

KL Tower, Kuala Lumpur, Malaysia

Batu Caves, Kuala Lumpur, Malaysia

A Famosa Fort, Malacca, Malaysia

Sunway Pyramid Mall, Petaling Jaya, Malaysia

Leaning Tower of Teluk Intan, Teluk Intan, Malaysia

Komtar Tower, George Town, Malaysia

Petaling Jaya City Council Tower, Petaling Jaya, Malaysia

Padang Ipoh City Council, Ipoh, Malaysia

The Great Cat of Kuching "Great White", Kuching, Malaysia

HDC building (housing development company), Malé, Maldives

Iluminación del Ángel de la Independencia, Mexico City, Mexico

Fuente de la Diana Cazadora, Mexico City, Mexico

Cámara de Senadores, Mexico City, Mexico

Glorieta de las Mujeres que Luchan, Mexico City, Mexico

Cámara de Diputados, Mexico City, Mexico

Statue, Irapuato, Mexico

Edificio del poder judicial, Mexicali, Mexico

Cuauhtémoc roundabout, Tijuana, Mexico

Michael Fowler Centre, Wellington, New Zealand

Christchurch Airport Terminal + Airways Tower, Christchurch, New Zealand

Oamaru Opera House, Oamaru, New Zealand

Carter Fountain & Trees at Oriental Bay, Wellington, New Zealand

FMG Stadium Waikato, Wellington, New Zealand

Claudelands, Wellington, New Zealand

University of Santo Tomas Lighting of National Treasures, Manila, Philippines

Castanheira de Pera Town Council, Castanheira de Pera, Portugal

Virgen Inmaculada de Concepcion statue, Huancayo, Peru

Monument a la Dona, Barcelona, Spain

Ajuntament de Terrassa, Barcelona, Spain

The fountain in Las Pasaderas, Villanueva, Spain

Paso a Nivelly fountain, Villanueva, Spain

Edificio CET, Miajadas, Spain

Monumento de El Castillo de la Duquesa, Estepona, Spain

Fachada del Consistorio, Adeje, Spain

Jet d'eau, Geneva, Switzerland

Atakule Tower, Ankara, Turkey

Bridges of Istanbul, Istanbul, Turkey

Sharjah Museum of Archeology, Sharjah, UAE

Somerset House, London, UK

Mersey Bridge, Manchester, UK

Liver Building, Liverpool, UK

St George's Hall, Liverpool, UK

Three Graces, Liverpool, UK

Radio City Tower, Liverpool, UK

Leasowe Lighthouse, Birkenhead, UK

St-Peter's Cradley (Church), Halosowen, UK

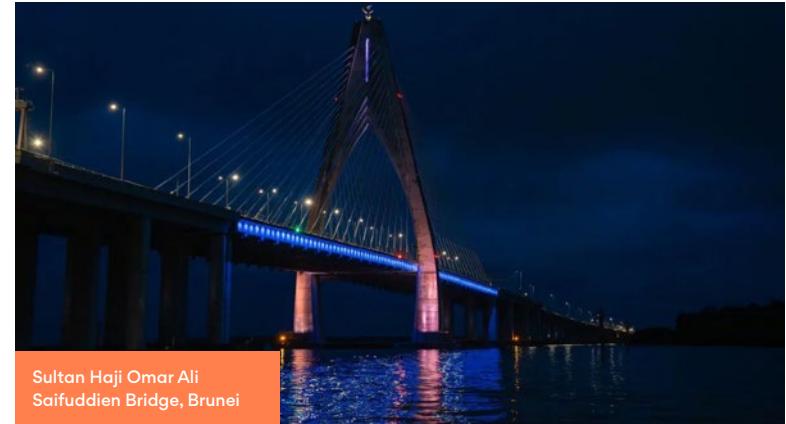
Warwick's Castle, Warwick, UK

Beacon of Hope, Salt Lake City, US

PECO Crown Lights, Philadelphia, US

Fitzsimmons Building (University of Colorado), Boulder, US

Prudential Center Tower Lighting, Boston, US





# World Cancer Day Advisory Group 2024

The World Cancer Day Advisory Group is a team of health and communications experts from UICC's membership. This dedicated team provides invaluable input, feedback, insight, and support, ensuring that World Cancer Day maintains its inclusive nature and global impact. Leveraging their collective expertise and commitment, Advisory Group members actively shape the strategic trajectory and achievements of World Cancer Day, while also offering guidance on emerging issues concerning cancer prevention, treatment, and care. Their continuous dedication underscores the significance of collaboration, innovation, and community involvement in reducing the global cancer burden.

## Eastern Mediterranean

### Qatar

Qatar Cancer Society

### Lebanon

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

### Pakistan

Shaukat Khanum Memorial Hospital and Research Center

## Africa

### South Africa

Cancer Association of South Africa (Cansa) - Head Office

### Kenya

Kilele Health Association

## North America

### Canada

Canadian Cancer Society

### USA

Know Your Lemons Foundation

## Latin America

### Argentina

Fundación Donde Quiero Estar

### Mexico

Cancer Warriors de México

### Honduras

Asociación de Pacientes Fe y Esperanza

## Europe

### Sweden

Cancerfonden

### Romania

Association Magic

## APAC

### The Philippines

Kythe Foundation

### Brunei

Pantai Jerudong Specialist Centre

### Taiwan

HOPE Foundation for Cancer Care

### Australia

Cancer Council SA

### South Korea

National Cancer Center - Korea

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

The World Cancer Day team at UICC would like to thank all the remarkable supporters who stood up, spoke out and rallied their communities to make an impact on World Cancer Day and throughout the three years of The 'Close the Care Gap' campaign!

Your collective efforts have been inspiring. To the millions of supporters around the world, your dedication has truly made a difference. As for our dedicated UICC members and the entire international cancer community, their unwavering commitment, not only on World Cancer Day, but every day, brings us closer to our goal of closing the care gap.



A special thank you to our official World Cancer Day partners, whose support in this campaign from the very beginning has been crucial to its success.

Thank you all for your passion, dedication and continued support!

## Visionary Partners



## Champion Partners



## Impact partners

Motherbird—



World  
Cancer Day  
4 February

Close the care gap

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)

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 UICC

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