



Close [redacted]  
[redacted] the care  
gap [redacted]

# World Cancer Day

## 2022-2024

Campaign  
Summary Report





**World Cancer Day on 4 February, provides a powerful platform to encourage individuals and communities all over the world to take action against cancer. It is led by the Union for International Cancer Control (UICC), the largest and oldest membership organisation aiming to reduce the global cancer burden.**

**World Cancer Day enables individuals and organisations around the world to speak with one voice and raise awareness about all types of cancers and cancer care. By rallying the cancer community behind a common cause and theme, the World Cancer Day campaign makes the community's messages and demands stronger, and more likely to be heard.**

# Campaign objectives

**Half the world's population lacks access to the full range of essential health services. When it comes to cancer, many are denied basic care, despite awe-inspiring advancements in cancer prevention, diagnosis and treatment. This is the equity gap – and it's costing lives. People who seek cancer care hit barriers at every turn. Income, education, geographical location and discrimination based on ethnicity, race, gender, sexual orientation, age, disability, and lifestyle are just a few of the factors that can negatively affect care. The most disadvantaged groups are also more likely to have increased exposure to other risk factors, like tobacco, unhealthy diet or environmental hazards.**

The gap affects everyone. While it's more pronounced in low- and middle-income countries, well-resourced countries show dramatic disparities too.

But this is not set in stone, and it can be changed. The care gap can be closed. That's why, for World Cancer Day 2022-2024, UICC launched the new campaign under the title 'Close The Care Gap'.

The objective of the campaign was to:

- raise awareness about the inequities and unfairness in cancer care and the wider health care,
- inspire individuals, organisations, and governments to engage in activities that close the care gap,
- place cancer care and control on the top of leaders' agendas to close the most pressing equity gaps in cancer care and control.

Close  
the care  
gap



# The strategic approach

The overarching approach was to:

- maximise existing networks by engaging UICC members, partners, and UN agencies directly,
- amplify the campaign messages through press and media and individual supporters on social media,
- increase exposure and engagement by structuring the campaign around a three-year narrative with a series of calls to action.

Each year the campaign manifesto served as a powerful reminder what the cancer community aspired to achieve:



**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.**



## Year 1 2022

The first year of the 'Close the Care Gap' campaign was all about understanding and recognising the inequities in cancer care around the globe. It was about having an open mind, challenging assumptions, and looking at the hard facts:

- Inequity in cancer care costs lives.
- People who seek cancer care hit barriers at every turn.
- Income, education, geographical location, and discrimination based on ethnicity, gender, sexual orientation, age, disability and lifestyle are just a few of the factors that can negatively affect care.
- The gap affects everyone.

This was the year to question the status quo and help reduce stigma, to listen to the perspectives of the people living with cancer and their communities, and to let those lived experiences guide thoughts and actions.



## Year 2 2023

As the campaign continued, the focus was on joining forces with like-minded people and to celebrate real-world progress, to build stronger alliances and innovative collaborations.

The community's actions took countless forms, such as motivating neighbours to provide transport to cancer treatment for a fellow resident, or ensuring that healthy and affordable food options are offered at the local school.



## Year 3 2024

The last year of the campaign was all about bringing attention to a higher level. The community called on leaders to eliminate the inequities in cancer care to ensure that everyone has access to quality health services when, where, and how they need them.





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# Three key drivers of the campaign

1



Positive, hopeful, visuals and power statements that drove home the issue

2



Strong actions that created a shared human experience, while addressing the issue of inequity in cancer care, most notably the ‘World Cancer 5k Challenge’ and the ‘World Cancer Day Call to Action’

3



Stories from individuals about the barriers they faced when accessing cancer care



# Audience



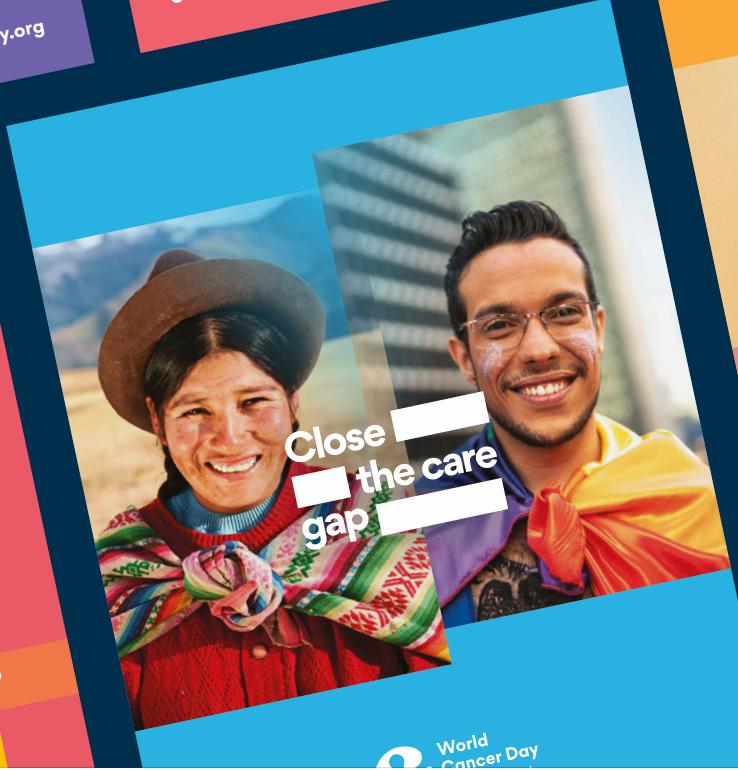
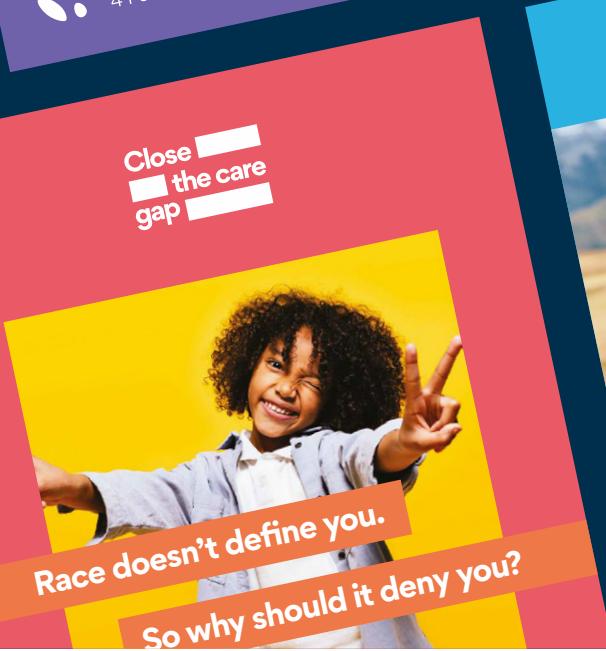
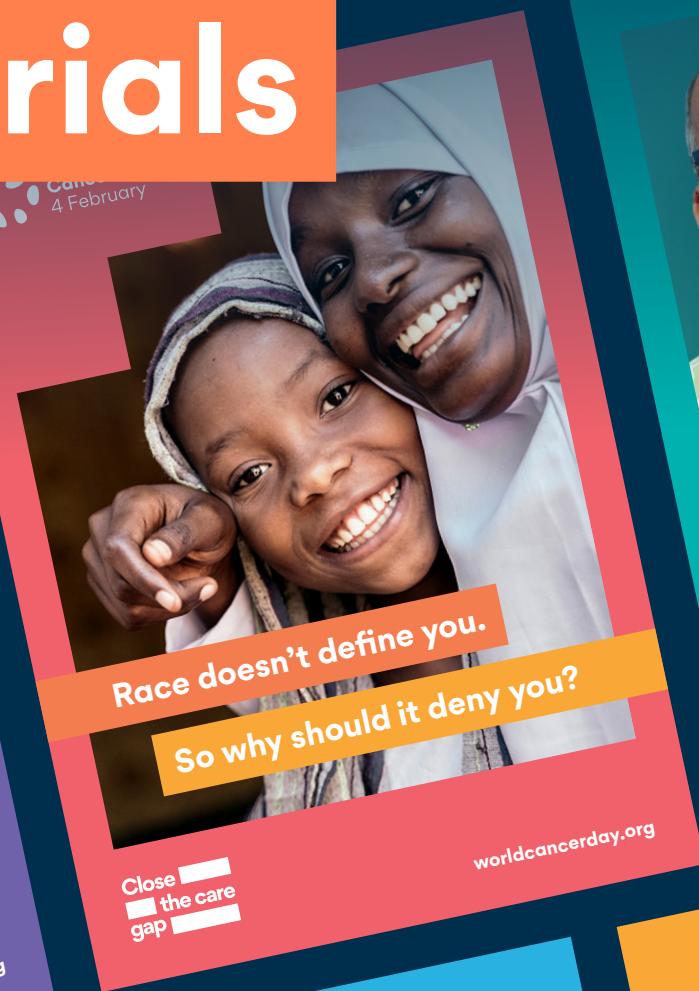
Most people will be touched to varying degrees and in different ways by cancer at some stage in their lives. They will either experience cancer or know of someone who has been diagnosed with cancer – maybe an acquaintance, a friend, a loved one; maybe one person, maybe more. As such, World Cancer Day is primarily a public-facing health awareness campaign, seeking to engage at an individual and emotional level.

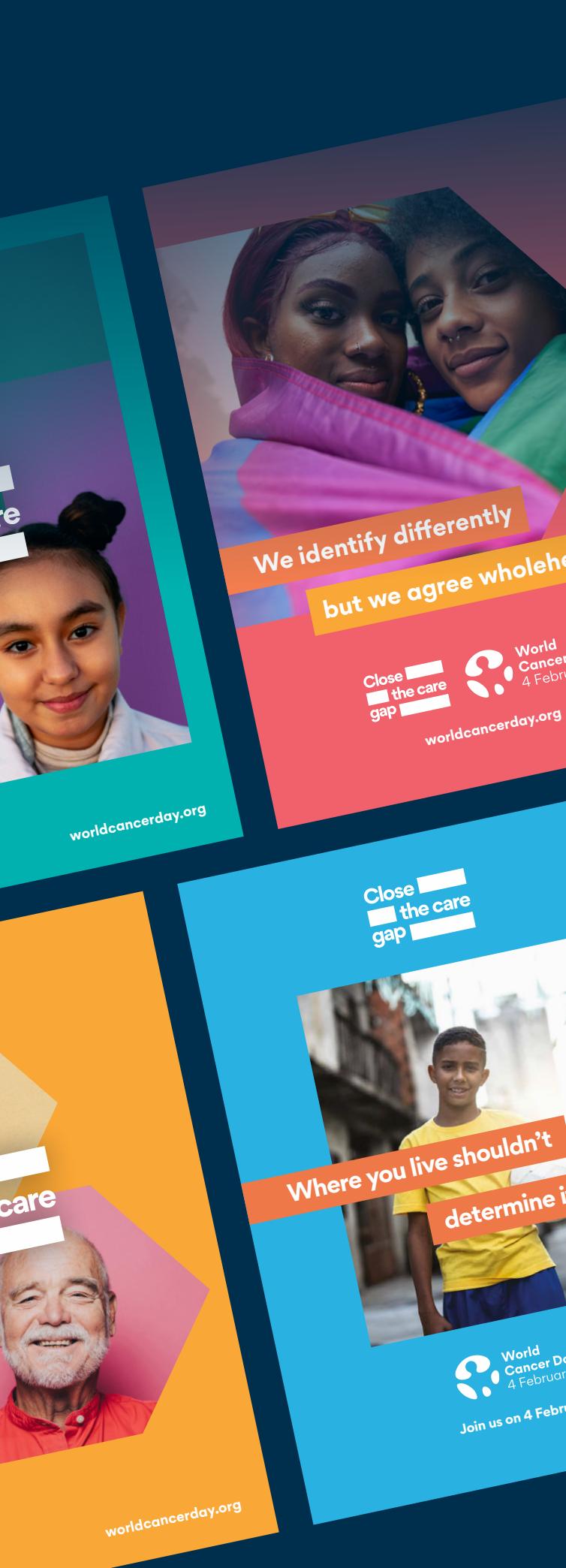
## Target audiences:

- UICC member organisations, including national cancer societies, academics and research institutes, patient groups and hospitals
- UICC partners including private sector companies, UN agencies and other health organisations
- Cancer patients and survivors, family, friends and caregivers
- Healthcare professionals
- Governments and policy makers



# Campaign materials





## Materials available online for campaign supporters:

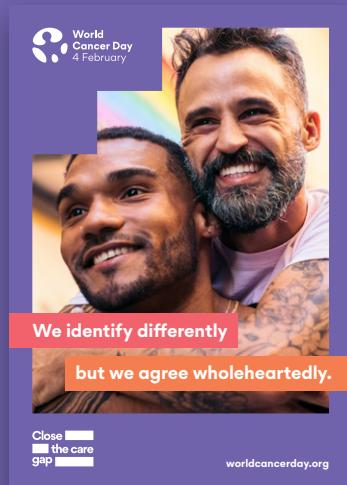
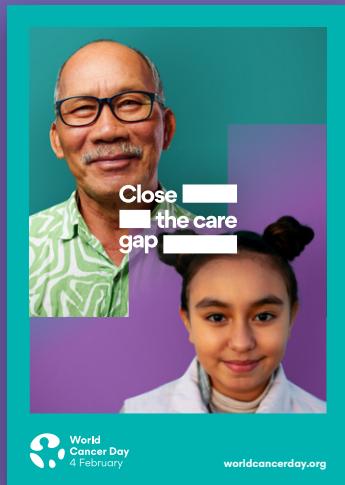
- Campaign hero posters
- Factsheets
- Action Toolkit
- Social media profile banners
- Impact reports
- Social media cards
- Infographics
- World Cancer Day 2024 Equity Report
- How-to guides
- Brand guidelines





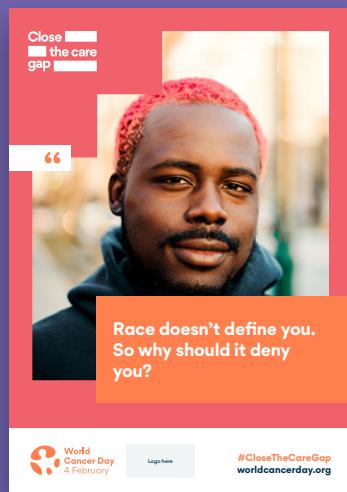
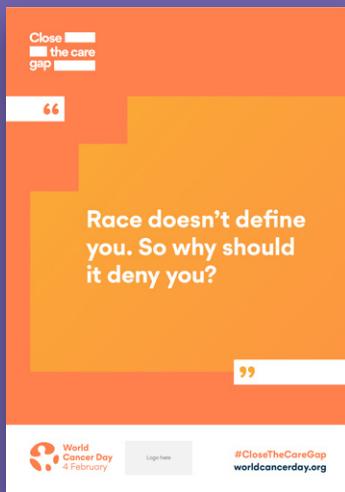
## World Cancer Day posters

Aimed to raise awareness and inspire everyone by displaying and distributing the official World Cancer Day posters – available in different languages.



## Customised posters

Supporters could put their personal stamp on World Cancer Day by creating a customised poster with their own ‘Close The Care Gap’ message and photo. They could download and share the poster directly via social media and on [worldcancerday.org/custom-poster](http://worldcancerday.org/custom-poster)



## How-to guides

These series of handy how to guides packed with helpful hints, tips, and tricks were available for supporters on World Cancer Day. The full series included Social Media, Advocacy, Event Planning, Conversation and Fundraising guides.





## Logo files and artwork

The World Cancer Day and campaign theme logos were freely available to use in all World Cancer Day materials.



## Social media and digital content

Aimed to spark further conversations with followers, with in-stream content cards and profile covers



## Infographics

Aimed to show the numbers and issues behind cancer in a different way.





# Campaign results

World Cancer Day now reaches millions of individuals around the world every year and plays a greater role than ever in raising public awareness, strengthening health literacy, and inspiring action. World Cancer Day plays a particular role for UICC members, providing them with a global platform to amplify their voices. They can tap into the incredible momentum and attention around this day, seizing on a significant opportunity to showcase their lifesaving work in cancer and grow their own profile.

By engaging in World Cancer Day, member organisations:

- boost their awareness efforts: in the 2024 World Cancer Day member survey, over **98.9%** of the respondents firmly agreed that **World Cancer Day is effective in helping them raise awareness about cancer**.
- drive change in cancer control: more than **88.3%** of surveyed members in the 2023 World Cancer Day survey **agreed that World Cancer Day can help influence cancer-related policies**.





## **Close The Care Gap adoption among UICC members**

World Cancer Day offers the amazing opportunity to UICC members to leverage the day for their own objectives. This means that when developing the campaign strategy, the challenge is to find a universal theme that allows for this crucial buy-in from members, while also resonating in the current global health landscape and beyond.

In the 2024 World Cancer Day survey, **100%** of the respondents said that they **used the theme ‘Close The Care Gap’** (or one of its translations such as ‘Por unos ciudadanos más justos’ or ‘Pour des soins plus justes’) in their World Cancer Day communication.

In the 2023 World Cancer Day survey, **93.4%** of members used the theme compared to **82.2%** of members in the 2022 World Cancer survey. We therefore see a clear progression over the three years of the campaign, proving the strength and value of the three-year campaign strategy and the selection of the theme itself.

# World Cancer Day

2022



The ‘Close The Care Gap’ campaign launched with a bang, bringing together the global cancer community, sparking powerful conversations and inspiring thousands of activities that connected communities and helped raise awareness about equity in cancer care.

The numbers reveal a groundswell of enthusiasm around World Cancer Day. Over 900 activities and events in 105 countries have been registered on the Map of Activities. The hashtag #WorldCancerDay trended on Twitter globally throughout the day. Over 375,000 social media posts were shared, including from U.S. First Lady Jill Biden, the British Royal Family and First Lady of Nigeria Aisha Muhammadu Buhari, as well as from celebrated actresses Sofia Vergara and Elizabeth Hurley.

Over 24,000 press articles in 160 countries and 69 languages helped generate discussions around equity in cancer care and control. Outlets such as CNN, Al Jazeera and the South China Morning Post covered inequities in cancer care and referenced the campaign. Campaign materials helped empower and enable supporters, with more than 13,000 custom posters generated and over 94,000 campaign materials downloaded.

A social media video challenge was launched, which encouraged everyone—from leaders to high school students to health professionals—to record a video message explaining why closing the gap in cancer care is important. More than a hundred videos were received, sharing a rich diversity of voices and perspectives. These contributions highlighted the collective commitment to addressing disparities in cancer care and emphasised the importance of community involvement in driving meaningful change.

As night fell on World Cancer Day, the skies in 213 cities glowed orange and blue, with 319 iconic landmarks illuminated to mark the day, including Westminster Palace in London, Petra in Jordan, and Christ the Redeemer in Rio de Janeiro. Grassroots contributions to World Cancer Day make this day especially meaningful.

Tens of thousands of people around the world got involved and showed, in no uncertain terms, that closing the care gap is of vital importance and that, when we are united, we can change the world.

### **Spotlight on regional efforts: Latin America together ‘Por unos cuidados más justos’:**

A total of 28 organisations representing 10 Latin American countries joined together to mark World Cancer Day 2022. Under the leadership of Cáncer Warriors de México, they mobilised like never before, and carried out a multitude of activities to raise awareness about cancer inequities in the Americas. They launched an appeal to their national authorities to urgently address the need for timely diagnosis and equitable treatment of cancer, and the effective implementation of national cancer plans and programmes. They also called for the allocation of resources to cancer and appropriate prioritisation of cancer in the face of COVID-19. This coalition of UICC members recorded and distributed a video calling on decision-makers to address cancer inequities and, remarkably, mobilised to illuminate more than 180 landmarks in orange to promote cancer control in the region.



### **Campaign sponsors**

Roche, Novartis, MSD, Boehringer Ingelheim, Bristol Myers Squibb, Sanofi, Genmab, Amgen, Seagen.

# World Cancer Day

2023



In its second year, the  
'Close The Care Gap'  
campaign continued  
with great enthusiasm,  
bringing together  
the global cancer  
community to raise  
awareness about equity  
in cancer care.



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

More than 95,000 campaign materials were downloaded and over 560 people registered for the World Cancer Day 5k Challenge. Over 25,000 press mentions in 170 countries and territories helped generate discussions around equity in cancer care and control. CNN, BBC, AFP, Forbes, Times of India, Yahoo US, as well as Sohu and NetEase in China, were among the news platforms that mentioned World Cancer Day.

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

The second year also saw the launch of the World Cancer Day 5k Challenge. The goal of this challenge was to bring awareness to the global issue of cancer care inequities. The challenge inspired people worldwide to not only join the call to action to close the care gap but to also adopt an active lifestyle. To do so, UICC invited individuals and groups to participate in a variety of activities, such as running, cycling, swimming, hiking, and complete a 5-kilometer loop, symbolising the closing of the care gap. While UICC received a great response of over 560 5k Challenge entries, many more participants remain unaccounted for. This includes individuals who shared their accomplishment on their social media stories, those with private accounts, or those who took part in a larger 5k Challenge event organised by another entity.

World Cancer Day truly unites from top to bottom. While it is important to see influential personalities and heads of state mark the day, it is especially thanks to the tens of thousands of people worldwide who constitute the powerful grassroots movement that makes World Cancer Day such a global phenomenon for change.



### Campaign sponsors

Roche, Novartis, MSD, Boehringer Ingelheim, Bristol Myers Squibb, Fujifilm, Amgen, Sanofi, Seagen, La Roche-Posay, Viatris, Genmab

# World Cancer Day

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, Ukrainian President Volodymyr Zelenskyy, the British Royal Family, US businessman, politician, philanthropist Mike Bloomberg, and the President of the European Commission, Ursula von der Leyen.

Over 4,000 people joined and signed the Call to Action coming from 167 countries and more than 45,000 campaign materials downloaded and over 13'600 custom posters were generated. There were more than 27,000 press mentions in 159 countries and territories that generated discussions around equity in cancer care and control. 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.

As night fell on World Cancer Day, cities around the world illuminated 138 iconic landmarks, including the Atakule tower, Ankara in Turkey, the National Palace of Culture, Sofia, Bulgaria, the Suncorp Stadium, Brisbane, Australia, the Sharjah Museum in the United Arab Emirates and the Sultan Haji Omar Ali Saifuddien Bridge in Brunei to mark the day with the colours orange and blue.

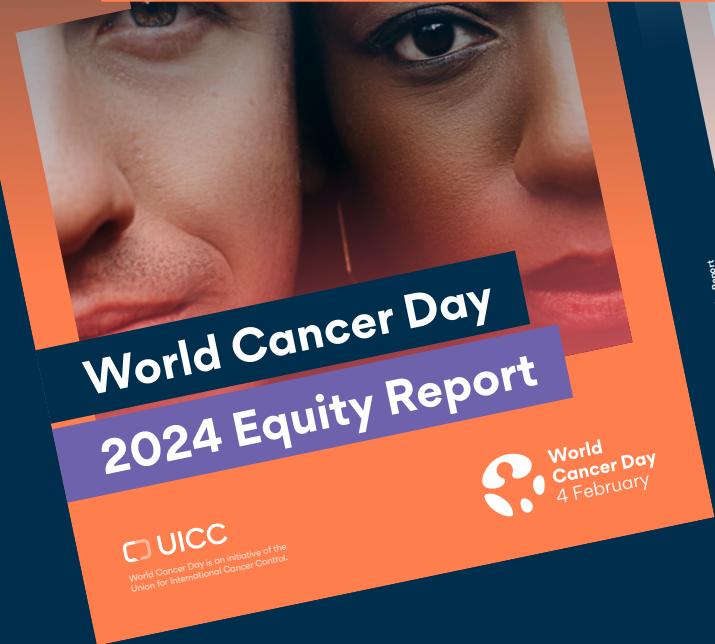


### Campaign sponsors

Roche, Novartis, MSD, Boehringer Ingelheim, Bristol Myers Squibb, La Roche-Posay, Fujifilm, Amgen, Sanofi, Seagen, Pfizer



# Impact across the three years



## World Cancer Day Equity Report

The World Cancer Day Equity Report, published by UICC in 2023 with the support of Novartis and in 2024 updated and translated with the support of Bristol Myers Squibb, provided national perspectives and experiences from past and present UICC Board Members on inequities in cancer care in their respective countries and regions.

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

The testimonials painted 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 in 2024 also featured the nine actionable recommendations that featured in the Call to Action for governments 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.



## World Cancer Day 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. This was the first time in UICC’s history that saw the launch of a global grassroots advocacy action.

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.

4,000 people signed the Call to Action, representing in over 67 percent of WHO countries, with significant 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.

## Governments on World Cancer Day over the years

Over the last few years, World Cancer Day has emerged as a pivotal platform for governments worldwide to announce ground-breaking initiatives and strategies aimed at addressing cancer and improving access to care.

**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.

**India:** Indian’s finance minister, Nirmala Sitharaman, announced 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.

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**Ireland:** Minister for Health Stephen Donnelly announced a new Dublin-based service, funded by the Department of Health through Sláintecare, delivering better access to oncology services for cancer patients in their communities. Minister Donnelly said: “The theme of World Cancer Day this year is Closing the Gap in Cancer Care and this programme is just one example of how we are working to deliver that for patients in Ireland, by providing the right care in the right place at the right time.”

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

**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 2080-87’ (2024-2031 CE). 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.

**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 programmes by centralising and coordinating cancer surveillance.

**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.



## International recognition

The 2022-2024 ‘Close The Care Gap’ World Cancer Day campaign received the Nyx Award, a prestigious international competition that recognises and honours excellence in the creative and marketing industries. The campaign won gold in several categories such as “Strategic Campaign” and “Public Relations Campaign”. The World Cancer Day 2024 campaign also won the best Charity/Non-Profit award at the Global Social Media Awards in 2024.



# Key Performance Indicators



1



## Awareness and reach:

To generate maximum brand awareness, facilitate the adoption of the campaign theme among members, partners and stakeholders, and reach new audiences with a unified message.

Targets	Outcome
To have #WorldCancerDay trend globally around the world	Achieved 2022, 2023 and 2024
To increase member adoption of the campaign theme	Achieved In the 2024 World Cancer Day survey, 100% of members responded that they used the theme “Close The Care Gap” in their World Cancer Day communication.
To increase press coverage	Achieved with 27k press mentions (25k in 2023 and 24k in 2022)
To achieve a growth in social media mentions of World Cancer Day and Close The Care Gap across multiple languages each year	Achieved 2024: 500k 2023: 433k 2022: 327k
To keep website visits stable/growing compared to 2022 and 2023	Achieved 2024: 312k 2023: 155k 2022: 175k

2



## Engagement:

To drive engagement, increase positive conversations, build relationships and grow the community of members and supporters.

Targets	Outcome
To grow the total World Cancer Day Instagram community to 27,000	Achieved and surpassed with 34,000 followers <sup>1</sup>
To grow the total World Cancer Day Facebook community to 80,000	Underachieved with 72,000 followers <sup>2</sup>
To achieve member engagement of at least 80%	Achieved in 2022, 2023, 2024 ‘Lowest’ engagement rate was 95.7% in 2024
To increase the number of World Cancer Day events to 1,000	Almost achieved in 2022 with 987 registered activities
To increase the average open rate of 39% for WCD newsletters	Achieved on World Cancer Day 2024 with an average open rate of 39.2%

1. Represents a growth of 53.3%

2. Represents a growth of 5%



1



## Impact:

To position the value and perception of UICC and World Cancer Day as a powerful and leading platform for awareness and impact.

Targets	Outcome
To have a noticeable, positive impact on the relative popularity of the Google search term “cancer”	In 2024, there were 232,762 organic impressions for which the World Cancer Day website was shown as a result
To achieve a majority percent (at least 60%) of members who believe that World Cancer Day is effective in influencing change in cancer control	Achieved in 2022, 2023, 2024 ‘Lowest’ response was 88.3% in 2023
To have coverage about cancer and specifically World Cancer Day in large news outlets on World Cancer Day	Achieved in 2022, 2023, 2024
Increase in UICC market share	Achieved 2022: 8% 2023: 9% 2024: 10%

# Campaign figures overview



KPI	2022	2023	2024	Comments
Activities	987	853	904	World Cancer Day in 2023 and 2024 fell on a Saturday and Sunday respectively which could explain the slight drop in activities
In # of countries	105	102	127	
Social media mentions	327,100	433,300	498,950	
Press mentions	25,000	26,000	27,000	
In # of countries	160	174	159	
Unique visits website	174,989	155,201	312,809	
Landmarks	319	125	138	2022 saw an increase in numbers of illuminated landmarks and cities due to the unprecedented regional collaboration in Latin America
In # of cities	213	77	80	
Materials Downloaded from the WCD.org website	94,453	95,748	45,304	Last year of campaign members were able to download the design files directly from an exclusive platform and did not have to go through the website anymore to access these.
Custom posters generated	13,121	8,213	13,666	



**Thank you to our World Cancer  
Day official partners who have  
helped power this campaign  
over the past three years.**

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**Visionary Partners**



**Champion Partners**



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



**World  
Cancer Day  
4 February**

**Close the care gap**