

2021 Impact Report



World Cancer Day

4 February

worldcancerday.org



I AM
AND
I WILL

#IAmAndIWill



**Together,
all of our
actions matter.**



A year to thank our heroes

2021 marked the final year of the three-year 'I Am and I Will' campaign. It was a year that gave voice and celebrated the nurses, doctors, researchers, volunteers, advocates and other caregivers in oncology from around the world for their heroic response to the COVID-19 pandemic.



A moment to come together

What a year it was. The final year of the 'I Am and I Will' campaign brought together the global cancer community, inspired powerful conversations and saw thousands of activities that helped to raise awareness and connected communities.



The numbers reveal growing enthusiasm around World Cancer Day. Over **840** activities and events in **116** countries have been registered on the Map of Activities.

The hashtag World Cancer Day trended early and strongly on Twitter globally throughout the day. Nearly **700,000** social media posts were shared, including at the highest levels from US President Joe Biden, French President Emanuel Macron and British Prime Minister Boris Johnson.

The campaign materials helped empower and enable supporters with more than **50,000** custom posters generated and **113,000+** campaign materials downloaded.

Over **20,000** press articles in **156** countries helped to generate discussions around refocusing efforts in cancer control.

World Cancer Day shone brightly into the night with **166** iconic landmarks lit up in orange and blue in **96** cities.

It is the grassroots phenomenon contributing to World Cancer Day's success that makes this day so special.

The involvement of ten thousands around the world making personal commitments to help fight cancer will make a difference, showing that **together, everyone's actions matter.**

Impact in numbers

World Cancer Day's phenomenal impact

160+ landmarks illuminated in **95+** cities

800+ activities in **116** countries

20,000+ press articles in over **150** countries

699,000 social media posts tagged with **#WorldCancerDay**





Impact in numbers

50,000+
custom posters generated

60,000+ video views and
nearly **1,000** hours view time

1,700+ supporters
engaged with the chat function

113,000+
materials downloaded

“Let us all aim in 2021 to refocus our collective efforts on the long-term challenges that cancer poses to every country in the world. We must prevent more, diagnose earlier and ensure that all people living with cancer have access to the quality treatment they need.”

**Dr Cary Adams, CEO
Union for International Cancer Control**

Cyclists in Capetown, South Africa, mark World Cancer Day by riding 25km down Bottleray Road Kuilsriver



Organiser and credit: Charles Fuller



Tanzania Environmental Health Students Association
supporting World Cancer Day in Dar Es Salaam, Tanzania

Credit: Ocean Road Cancer Institute

UICC members make an impact

Africa

Fondation Akbaraly, Madagascar

To raise awareness about women's health issues and cancer, the Fondation Akbaraly organised a month-long women's football tournament, involving the different fokontany or neighborhoods in the Mahajanga area. The final game took place on 7th February, shortly after World Cancer Day.

African Palliative Care Association, Uganda

The African Palliative Care Association and United Nations Office on Drugs and Crime (UNODC) launched a new partnership to pilot a capacity building project for health professionals. The project seeks to improve access to controlled medicines for pain management among cancer patients and other patients with chronic illnesses in the Democratic Republic of Congo. They intend to expand the project to all French speaking countries on the continent.

Medicaid Cancer Foundation, Nigeria

World Cancer Day activities organised by the Medicaid Cancer Foundation in Abuja included a mass media campaign to improve cancer awareness and early detection, a training course on cervical cancer prevention, free screening, treatment support and patient navigation offers.

KILELE Health Association, Kenya

As part of the World Cancer Day commemorations, the KILELE Health Association held their first KILELE Challenge Hike to promote a healthy lifestyle. Chasing waterfalls, the hike followed a 10 km trail in the Kereita Forest at the southern-most end of the Aberdares range, home to many plant and animal species. Hikers were able to experience nature, enjoy each other's company and celebrate survivorship.

Americas

Association pulmonaire du Québec (Quebec Lung Association), Canada

Medical doctors shared their knowledge of pleural mesothelioma management and patient clinical trials with respiratory health professionals during a virtual event organised by the Quebec Lung Association. The discussion was broadcast live to respiratory therapists, nurses and pharmacists.

Cáncer Warriors de México, Mexico

The Cancer Warriors of Mexico organised a high-level digital seminar for civil society organisations, cancer patients, doctors, legislators and lawyers on the use of law and legal mechanisms in the fight against cancer in Latin America.

National Comprehensive Cancer Network, PA, USA

Employees of the NCCN took part in an engaging 21-day challenge to get personal about cancer care. They shared how different staff members' lives had been directly impacted by cancer.

ABRALE Brazilian Lymphoma and Leukaemia Association, Brazil

During the week of World Cancer Day and in partnership with the Instituto quimioterapia e beleza, Abrale invited everyone to publish a photo of themselves on social media wearing a headscarf in support of patients living with cancer.



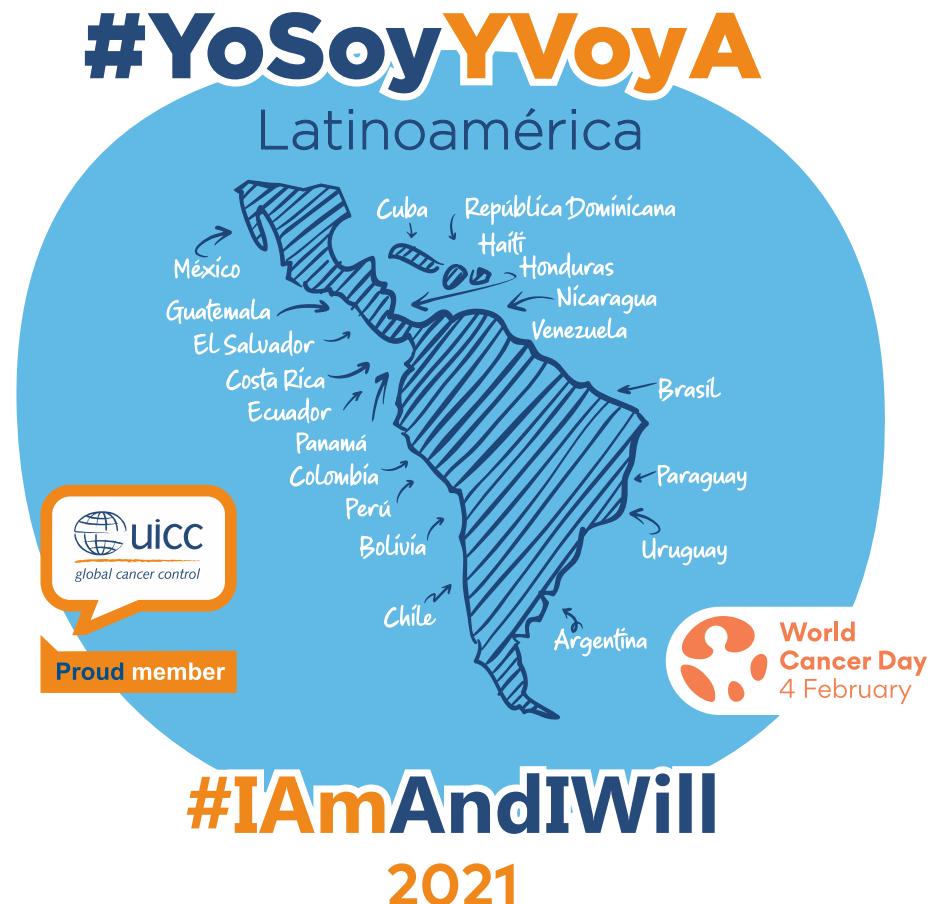


FEMAMA's associated organisation, IMAMA, did a flash mob in front of Porto Alegre's City Hall in Brazil to draw attention to World Cancer Day.

Credit: Alex Rocha

Intending to generate a more significant impact in the region, **25 UICC member organisations focused on the fight against cancer in Latin America.** As part of the "#YoSoyYVoyA" campaign, **they carried out a variety of actions in more than 10 different countries** including the production of a campaign video showcasing a unique regional t-shirt, a digital seminar about the "use of law and legal mechanisms against cancer in Latin America", the illumination of key landmarks and a summary newsletter.

Kenji López Cuevas, President and Founder of Cancer Warriors of Mexico and UICC Board Member, spearheaded this regional initiative.



UICC members make an impact

Europe

Institut National Du Cancer, Paris, France

The French National Institute of Cancer marked a major milestone with the official launch of their new 10-year strategy to fight cancer. The event was held virtually and open to the public.

Asociación Española Contra el Cáncer, Spain

Spain's AECC hosted a webinar on the impact of COVID-19 on individuals living with cancer under the title "New threats, old challenges".

Cancer Research UK, United Kingdom of Great Britain

Cancer Research UK partnered with Macmillan, Pancreatic Cancer UK and Action Radiotherapy to organise a virtual networking and learning event for World Cancer Day.

Love Hope Strength hosted the Big Night In, an hour-long live show held virtually with special performances by Mike Peters, Co-founder of LHS and frontman of the rock band "The Alarm".



Slovenian Coalition for Public Health, Environment and Tobacco Control, Slovenia

The Slovenian Coalition for Public Health, Environment and Tobacco Control took a deep dive into the topic of cancer prevention and risk reduction during an online conference.

Turkish Association for Cancer Research and Control, Turkey

The Turkish Association for Cancer Research and Control (TACRC) kicked off their 2021 World Cancer Day activities with a live broadcast on Instagram moderated by Sunay Akin, a well-known journalist and author in Turkey. TACRC teamed up with the Turkish pharmaceutical company Abdi İbrahim İlaç Sanayi ve Tic A.Ş. to raise awareness and ran campaigns on all social media accounts. In the evening, iconic landmarks in both the cities of Istanbul and Ankara were lit up in orange and blue.



PASYKAF, The Cyprus Association of Cancer Patients and Friends, encouraged high school students to express their ideas on how to minimise cancer risks in a nation-wide competition. Entries could be submitted in three categories: painting, singing and essay writing.



Παγκόσμια Ημέρα
Καρκίνου
4 Φεβρουαρίου

#ΗμέραΚαρκίνουπαράτολμη
#Επιτυχημένηπαράτολμη

**ΕΙΜΑΙ ΝΕΑ ΚΑΙ
ΤΡΑΓΟΥΔΩ ΓΙΑ
ΕΝΑ ΜΕΛΛΟΝ
ΧΩΡΙΣ ΚΑΡΚΙΝΟ**

Παγκύπριος Μαθητικός Διαγωνισμός
Κατηγορία Τραγούδι

Δημιουργία τραγουδιού με στίχο και μελοποίησή του στην ελληνική ή κυπριακή διάλεκτο. Η σύνθεση του τραγουδιού μπορεί να περιλαμβάνει ένα ή περισσότερα όργανα και η ερμηνεία μπορεί να είναι από ένα ή περισσότερα άτομα.
Διάρκεια τραγουδιού 4 λεπτά και ετοιμασία σε μορφή mp3.

UICC members make an impact

Eastern Mediterranean

Children's Cancer Center of Lebanon (CCCL), Lebanon

CCCL hosted a webinar entitled "Together We Can Eliminate Cervical Cancer" gathering 80 participants, including childhood cancer patients and survivors, members of the CCCL Champions Circle, parents, CCCL team members and friends. The webinar provided a compelling conversation about cervical cancer, and how to prevent and treat it. The aim was to ultimately save lives by promoting a healthy lifestyle, abolishing taboos and combatting stigma.

Shaukat Khanum Memorial Cancer Hospital and Research Centre, Pakistan

On World Cancer Day, paediatric cancer patients at Shaukat Khanum Memorial Cancer Hospital and Research Centre created inspirational signs renewing their commitment to fighting cancer. The hospital thanked donors and supporters for their contributions that allow patients to remain resilient and hopeful while undergoing treatment. "Let us take inspiration from our brave patients and play our part in reducing the cancer burden in Pakistan, because together, we can make a difference."

Reza Radiotherapy and Oncology Center (RROC), Iran

Among other World Cancer Day initiatives, RROC supported a group of mountain climbers who ascended several summits in Mashhad as health ambassadors and promoted a healthy lifestyle by sharing their images and videos on social media.



Qatar Cancer Society, Qatar

The Qatar Cancer Society organised a series of popular events on World Cancer Day, including free cervical cancer screenings, a virtual walking challenge, a video competition, workshops and the illumination of several landmarks across the country. A highlight was the unique awareness-raising car rally at the drive-in cinema of the Doha Film Institute.





Credit: Shaukat Khanum Memorial
Cancer Hospital and Research Centre

UICC members make an impact

South East Asia

Cancer Coalition Philippines

The Cancer Coalition Philippines organised a series of virtual meetings to celebrate World Cancer Day and to address the pressing needs of the cancer community with national decision-makers.

Indonesia Cancer Information and Support Centre, Indonesia (CISC)

“Beat Cancer. Stay Creative.” was the title of a competition that CISC held for cancer survivors to show that it is possible to overcome cancer and to give patients and their families hope.

National Cancer Society Malaysia (NCSM), Malaysia

The NCSM collaborated with various partners across the country to raise awareness on World Cancer Day with a variety of activities including webinars, trainings and a live session on Facebook. On 4th February, five famous landmarks were lit up in blue and orange.



India

UICC member organisations across India marked World Cancer Day

The Mahatma Gandhi Cancer Hospital & Research Institute conducted an awareness walk in Visakhapatnam, the Cancer Foundation of India vaccinated all adolescent girls in the village Khas Sankdaha against the Human Papilloma Virus to save them from cervical cancer in adulthood and the Dharamshila Narayana Superspeciality Hospital in New Delhi offered free cancer screenings for people above 40 years old.



UICC members make an impact

Western Pacific

UICC Japan

UICC Japan and its 29 member organisations organised a high-level expert session focused on the social impact of cancer. They also helped shine a light on World Cancer Day with 16 landmarks illuminated in orange and blue across the country, from the capital of Tokyo to the World Heritage historic village in Toyama. The popular Japanese actress Ms. Sayuri Yoshinaga moderated the ceremony and took the audience on a virtual journey under the theme "lights of the future".



Victorian Comprehensive Cancer Centre, Australia

In Australia, the Victorian Comprehensive Cancer Centre offered an engaging online talk on genetic testing, which looked at a patient's experience with cancer and provided the perspective of scientists and clinicians and their collaborative efforts on genomics in clinical care.

Taiwan Cancer Total Care Information Society, Taiwan

The Taiwan Cancer Total Care Information Society held a popular children's drawing contest in Taipei City to support primary school student's efforts in cancer prevention. This year's theme was "Get started, work together to stay away from cancer".



Partners with a vision

Astellas

Astellas partnered again with UICC to raise awareness about cancer and encourage people around the world to act. As part of the World Cancer Day Common Ground Conversation series, Dr Anthony Yanni, Senior Vice President and Global Head of Patient Centricity at Astellas Pharma Inc, talked to Naomi O Ohene Oti, Public Health Practitioner and Oncology Nurse Specialist from Ghana.



Daiichi Sankyo

Daiichi Sankyo launched a Twitter campaign to showcase their commitment to driving cancer treatments and their solidarity with people living with cancer. They rallied employees around the world to participate in the “21 days to impact challenge” to help fight stigma and advocate for more equity. “Daiichi Sankyo stands united with the UICC this World Cancer Day and all year long because awareness, support and resilience are more important than ever.” Gissoo DeCotis, Head of Global Oncology Advocacy and Professional Relations, Daiichi Sankyo.

The screenshot shows a blog post titled "Collective resilience: Adapting as a community to the pandemic" dated January 29, 2021. The post features a photo of two people holding hands. At the bottom, there is a signature from Gissoo DeCotis, Head of Global Oncology Advocacy and Professional Relations, Daiichi Sankyo.

Diaceutics

Diaceutics reiterated their unwavering commitment to cancer care. “I Am the CEO of Diaceutics and I Will remain committed to our mission to get every patient the treatment they deserve by enabling industry wide collaboration for the key stakeholders in Precision Medicine Diagnostics on DXRX – The Diagnostic Network®.” Peter Keeling, CEO Diaceutics.

The LinkedIn post is from Diaceutics, dated February 11, 2021. It features a dark blue background with the Diaceutics logo and the text "Better Testing, Better Treatment". The caption reads: "Our colleagues globally are proud to support World Cancer Day. Listen to our CEO Peter Keeling and learn how we are dedicated with our expertise in precision medicine to creating better patient outcomes in cancer care through DXRX-The Diagnostic Network®."

MSD

On World Cancer Day, Merck highlighted how its employees come to work every day embodying the credo “I Am and I Will” – motivated by past achievements and determined to reach future goals. Claire Campbell Mulhearn, AVP, Head of Health Communications & Engagement at Merck, helped to officially launch the final year of the three year “I Am and I Will” campaign during a Facebook live programme.



Dr Julie Gerberding, EVP and Chief Patient Officer at Merck, responded to children's questions about cervical cancer elimination.

Partners with a vision

Qatar Airways

Qatar Airways expressed their commitment to raising awareness of cancer prevention and control:

"Awareness and education is everything in the fight against this disease, and we are honoured to support UICC in its efforts. From everyone in this airline we wish the best for all people facing cancer, whether themselves or through their loved ones."

Qatar Airways Group Chief Executive, His Excellency Mr Akbar Al Baker

Amgen

Amgen took the opportunity of World Cancer Day to draw attention to the nearly 10 million lives lost every year to this disease around the world and to the additional challenges that cancer care faces due to COVID-19.

"This past year, the pandemic changed the world as we know it, causing added challenges in cancer screening and treatment.

As an oncologist, I've seen the devastation a cancer diagnosis can bring. Through my work in clinical development, I've also

seen incredible progress in our understanding of cancer.

Today on World Cancer Day, we are reminded: Together, all our actions matter."

PK Morrow, Vice President and Global Therapeutic Area Head of Hematology, Amgen



Biocon Biologics

Biocon Biologics supported the World Cancer Day "I Am and I Will" campaign in its third year and prompted the public to go for regular health checks to beat cancer.



Bristol Myers Squibb

On World Cancer Day, Dr Cary Adams, CEO of UICC, discussed the future of cancer care with Dr Jonathan Cheng, Senior Vice President and Head of Oncology Development, Bristol Myers Squibb.

Sharing a message of hope Dr Cheng said: "We work tirelessly so that we can cure everyone. The pace of the improvements are coming with greater and more frequent increments of benefit. Every year we see more and more advances in cancer research and treatment."



The future of cancer treatment with Dr Jonathan Cheng

a week ago · 737 views

1 like You and 36 others

Roche

Roche's team fully embraced the final year of the World Cancer Day "I am and I will" campaign with many individual staff messages posted on social media.

Angie Brice Hessbruegge, mother, teacher, entrepreneur and diagnosed with stage four lung cancer, explored the frustration of stigma and the gauntlet of treatment and progress in cancer care in a Common Ground Conversation with Dr William Pao, Head of Pharma Research & Early Development at Roche.

Dr Stefan Frings, Global Head of Medical Affairs at Roche and Prof Anil D'Cruz, Director of Oncology at Apollo Hospitals and President of UICC, discussed the importance of representation in clinical trials to optimise treatment outcomes for all patients.



Governments in action

On World Cancer Day 2021, governments from around the world once again delivered powerful messages and announced decisive actions to improve the health of their nations. Among them were Argentina, Australia, France, Ireland, India, Kenya, Lebanon, South Africa, Turkey, Uganda, Uruguay and USA.

Leaders acknowledged that cancer should not be forgotten despite the devastating COVID-19 pandemic and that concerted efforts were needed to fight cancer nationally and globally.



Ursula von der Leyen, President of the European Commission, said: “In 2020, while we were all fighting against the COVID-19 pandemic, many of us were fighting a silent battle. The battle against cancer. In 2020, we lost 1.3 million Europeans to this disease. And sadly, the number of cases is on the rise. This is why we present Europe’s Beating Cancer Plan today. The fight of those battling cancer is our fight as well, in Europe.”

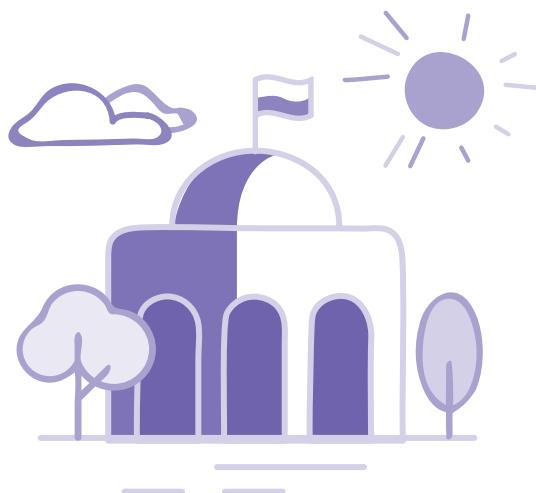
A screenshot of a Twitter feed featuring two tweets. The first tweet is from @SAgovnews (@SAgovnews · 25m) which includes a link to a news article about the Department of Health's investment in oncology services. The second tweet is from the Department of Health (@HealthZA · 19h) which discusses the theme of "Together all our actions matter" for World Cancer Day 2021. Below the tweets is a graphic for World Cancer Day 2021, featuring the slogan "I AM AND I WILL" in a speech bubble and the "Cancer Solidarity" logo.

The Department of Health in South Africa tweeted: “Our actions make a great impact not just on the people around us but also globally.” And Uganda’s Ministry of Health used the occasion to encourage people to prevent cancer by adopting a healthy lifestyle.

Governments in action

French President Emmanuel Macron announced a new strategy for reducing cancer in France and said the country was aiming to get avoidable cases down by 40% in the next 20 years.

World Cancer Day was also a day when leaders recognised the impact cancer has on people living with the disease, as well as on healthcare professionals at the frontlines, families and caregivers.



“Today, on World Cancer Day, the Australian Government recognises the millions of Australians whose lives have been touched by cancer,” said The Hon Greg Hunt MP, Minister for Health and Aged Care.

Institut national du cancer @Institut_cancer · 4 Feb
"La lutte contre le #cancer est aussi un combat européen affirmé à travers les annonces du plan de l'Union : création d'un centre européen de connaissance sur le cancer, d'un réseau des centres de prise en charge, soutien aux Etats pour le développement des thérapies géniques..."



16 30

Ministers Department of Health

Home Media centre The Hon Greg Hunt MP Senator the Hon Richard Colbeck The Hon Mark Coulton

Ministers > The Hon Greg Hunt MP > Minister Hunt's media

World Cancer Day 2021: Supporting Australians living with cancer

Today, on World Cancer Day, the Australian Government recognises the millions of Australians whose lives have been touched by cancer.

The Hon Greg Hunt MP
Minister for Health and Aged Care

Date published: 4 February 2021
Media type: Media release



Governments in action



US President Joe Biden shared a strong message of solidarity and hope.

“The fight against cancer is personal for my family, like it is for millions. But I’m confident that with the strength of dedicated scientists and researchers, tireless health carer workers, and brave families like yours we’ll win this fight once and for all.”

Presidencia de la República de Panamá
4 de fevereiro · 4

Hoy 4 de febrero, Conmemoramos el Día Mundial de la Lucha Contra el Cáncer, con el compromiso de seguir trabajando para tomar acciones dirigidas a reducir el impacto de esta enfermedad. **# UnidosVenceremos**

Casa Presidencial · 4
@Presidencia_HN
Organización gubernamental de Honduras

Guerreros, su lucha nos inspira a nunca rendirnos y a siempre seguir adelante en cada adversidad.
¡La prevención salva vidas!
4 de febrero **#DiaMundialContraElCancer**

Instituto Nacional del Cáncer @inc_argentina · 4 Feb
En el **#DíaMundialContraElCáncer**, el **#INC** organizó una Jornada Federal sobre “El abordaje del cáncer en la Argentina”. La misma contó con la apertura del Ministro de Salud de la Nación, Dr. **@ginesggarcia** y de la Directora Nacional del **#INC**, la Dra. **@patriegallardo**

1 8 22

Instituto Nacional del Cáncer @inc_argentina · 4 Feb
Con una **#ConvocatoriaFederal**, en el encuentro se compartieron las líneas de acción del **#INC**, que llevan a ampliar el **#tamizaje** del **#cáncer** en la Argentina, para así desarrollar políticas públicas acordes a las necesidades de cada provincia y localidad.

1 2 6

Instituto Nacional del Cáncer @inc_argentina · 4 Feb
También se reforzó la importancia de promover la **#DetecciónTemprana** de esta enfermedad mediante campañas de información y sensibilización.

!! Recordá: a tiempo se puede sanar.
#DIAMUNDIALCONTRAELCÁNCER

Experiencing World Cancer Day live

This past 4th February, we brought World Cancer Day to people at home, school and their workplaces.

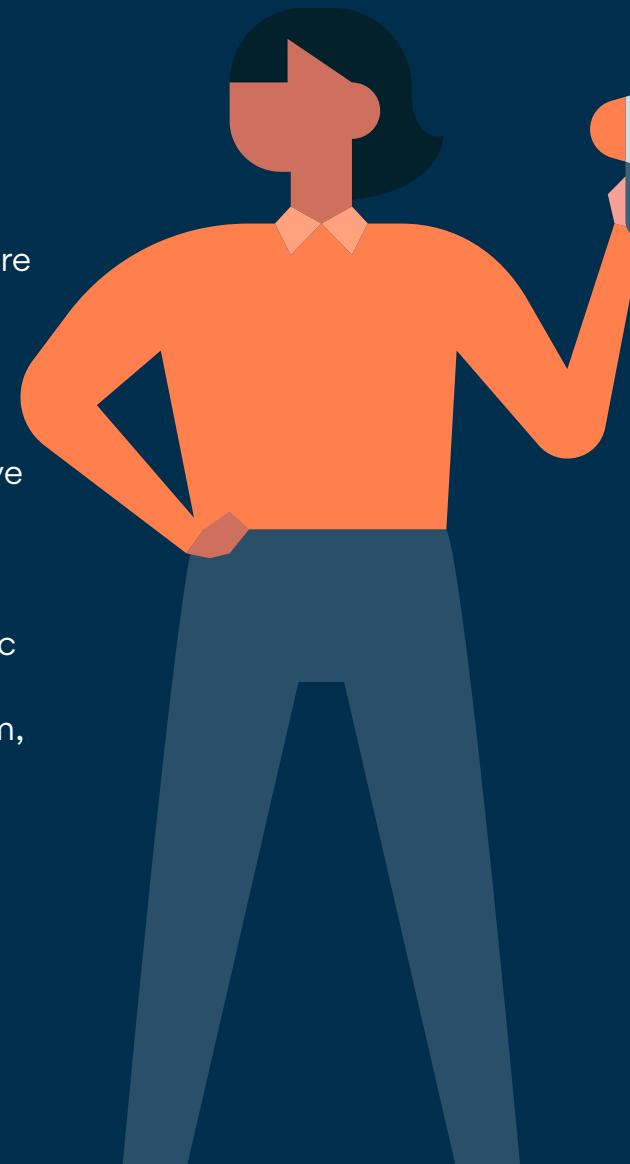
Through a full day of live and exclusive content streamed from Facebook, the LIVE programme included expert chats with leading thinkers around the world as well as a rare look inside the work of our cancer community.

The live programme included broadcasts every-half across 12 hours, with experts from different regions providing insight into topics such as talking to young people about cancer, air quality and cancer, or the future of cancer treatment and why we should have hope.

The programme also included a yoga session, on-topic book readings, a behind-the-scenes look at a cancer research lab and a cervical cancer screening site, and live music performances, including from a South African songwriter singing about his personal experience with cancer and a chat with cancer survivor and the lead singer of The Alarm, Mike Peters.



Take a look back at the [live broadcasts](#)



Finding Common Ground on World Cancer Day

How can we speak to young people about cancer? What recent advances in treatment hold real promise for cancer patients? How do we use the experience with cancer to create positive change? How does surviving cancer change a person's outlook on life? How do we counter the seriousness of cancer with a sense of levity and hope?

These questions and many more were asked and answered in the World Cancer Day Common Ground conversation series, as perfect strangers were brought together for insightful and personal one-on-one exchanges.



[Watch the Common Ground Conversation series](#)

Children ask Leaders about Cervical Cancer Elimination

This World Cancer Day, a special series of six videos portrayed children from around the world asking global health leaders to explain cervical cancer elimination – from what it means to why it matters.

Leaders including WHO's Dr Tedros Adhanom Ghebreyesus, Stephanie Seydoux, French Ambassador for Global Health, Rafael Grossi, Director-General of the International Agency for Atomic Energy, Stella Kyriakides, European Commissioner for Health and Food Safety, and many more came together to respond to the next generation about the importance of cervical cancer elimination.



Watch on
youtube.com/worldcancerday_official

World Cancer Day Solidarity Challenge

Cyclists and sports lovers join forces with UICC

To raise much-needed funds for the global fight against cancer, UICC teamed up with the international sports marketing agency ORSEN SA and ZWIFT, a provider of a virtual cycling platform, to launch an exciting new initiative.

Together, UICC and ORSEN created one of the biggest virtual cycling events, the World Cancer Day Solidarity Challenge.

More than 20 sports and entertainment celebrities kicked off the first edition, among them four-time Olympic Gold medallist Sir Mo Farah from Ethiopia, English rugby player Austin Healey, former Swiss pro cyclist Fabian Cancellara and Norwegian pro footballer Ada Hegerberg.



Partners

IWC Schaffhausen

Wahoo

Supporters

ZWIFT

LE COL

PowerBar

Simpson Spence Young

ICON Group

PITCH Marketing Group

bgc

Derdidas

Connor Broadley Wealth Management

National Cancer Center (Rep. of Korea)

Love Hope Strength Foundation

Friends of Cancer Patients

World Cancer Research Fund International
Basic Health International (BHI)
American University of Beirut
Cancer Association of South Africa

World Cancer Day Solidarity Challenge

Cyclists and sports lovers join forces with UICC

The race was broadcast on 4th February reaching audiences across the globe. Many more celebrities such as Shakira and Giorgio Chiellini motivated their fans on social media to support the event and to donate to the cause of cancer. The public community rides attracted 8000+ cyclists from 71 countries.

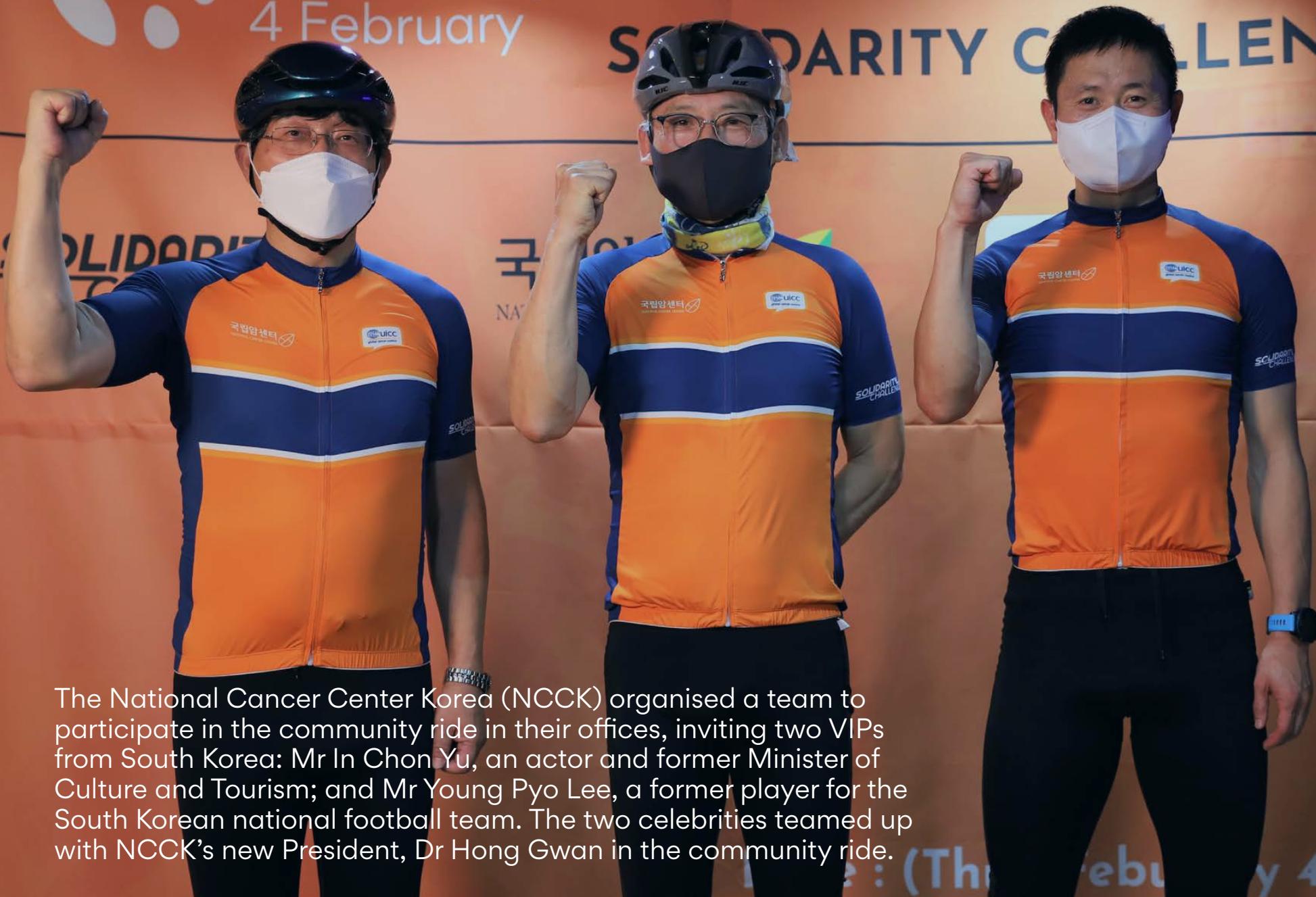


[Read the full report here](#)



World
Cancer Day
4 February

2021 UICC-NCC KOREA
WORLD CANCER DAY
SOLIDARITY CHALLENGE



The National Cancer Center Korea (NCCK) organised a team to participate in the community ride in their offices, inviting two VIPs from South Korea: Mr In Chon Yu, an actor and former Minister of Culture and Tourism; and Mr Young Pyo Lee, a former player for the South Korean national football team. The two celebrities teamed up with NCCK's new President, Dr Hong Gwan in the community ride.



Influential voices for World Cancer Day

Pau Gasol  @pauGasol · 10h
To those who fought
To those who fight
To those who will fight
To those who fight alongside
To those who study
To those who research
To those who couldn't win
To those who won
To those who will win
To those who care

You deserve it all. All my support! 

53 1.5K 6.6K

Billie Jean King  @BillieJeanKing
Whether you are fighting it, or have fought it in the past.

Whether you have lost a loved one to it, or are currently supporting someone through it, I support you and I'm thinking of you. ❤️

#WorldCancerDay 

President Biden  @POTUS
US government account

The fight against cancer is personal for my family, like it is for millions. But I'm confident that with the strength of dedicated scientists and researchers, tireless health care workers, and brave families like yours, we'll win this fight once and for all. #WorldCancerDay 

3:57 AM · Feb 5, 2021 · The White House

11.9K Retweets 592 Quote Tweets 125K Likes

vp  - Following
I miss her every day. I know our President, First Lady, and so many Americans understand that loss.

My mother wouldn't want us to give up on her dream. @potus and I believe we are closer to a cure than ever before. On this World Cancer Day, we are coming together to support the scientists, researchers, and health care workers who devote their lives—as my mother did—to helping fight this disease. Together, we can put an end to cancer.

mavenhija Absolutely amazing. Such an honour to listen to this beautiful hopeful all knowing funny clever empathetic shining


Allison Janney  @AllisonBJanney

Today we take a moment to celebrate those that are fighting, fought and taken too soon by cancer. If you can help or support in any way, it can make a difference and save lives. 🙏 #WorldCancerDay 

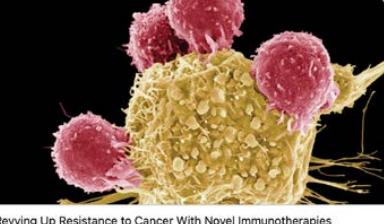
Jill Biden  @FLOTUS · Feb 4
US government account
Cancer can be such a lonely, difficult journey for patients, loved ones who care for them, and the providers and researchers who work hard for them.

On #WorldCancerDay , I want you to know Joe and I are here for you and will never stop fighting for you.

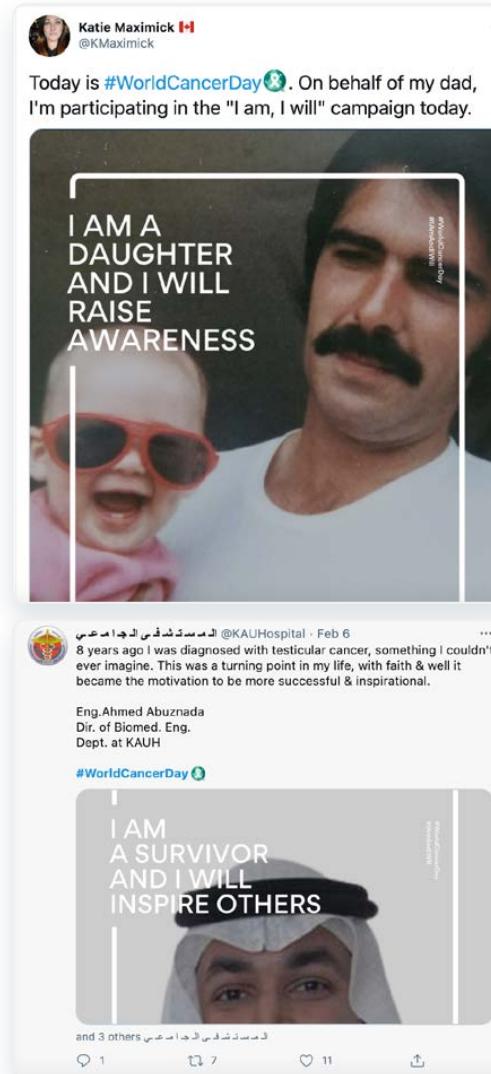

0:21 254.5K views FIRST LADY JILL BIDEN
829 4.1K 23.3K

NHL  @NHL · 6h
On #WorldCancerDay , we think of those who continue to fight. 

6 171 1.2K

National Geographic  @NatGeo · 10h
Pioneering research is beginning to untangle the genetics that make immunotherapy treatments for cancer more effective #WorldCancerDay 

Revving Up Resistance to Cancer With Novel Immunotherapies
The T cells that could help your immune system fight cancer are getting new superpowers, thanks to pioneering research.
nationalgeographic.com
8 145 583

People everywhere shared their I Am and I Will commitment.



21 Days to Impact Challenge

Achieving a healthier, brighter future one day at a time

In the lead up to World Cancer Day, thousands of supporters took up the 21 Days to Impact Challenge, taking small and meaningful actions each day towards their 'I Am and I Will' commitments.

Through daily emails filled with prompts, inspiration and guidance, supporters everywhere were stepping up to the challenge: moving more, eating well, living thoughtfully, speaking up, providing support, getting informed and sharing knowledge.

Queen Serah Foundation
17 January at 00:58 · [See more](#)

Hello Everyone

Here we are: the start of the second week of the World Cancer Day '21 Days to Impact Challenge'! What's HPV Vaccine and how can it help?... [See more](#)



Day 8
21 DAYS TO IMPACT CHALLENGE

Shell ★ (She/Her)
@ShellOConnor88

I have pledged to take part in #WorldCancerDayChallenge #IAmAndIWill ❤️

If you want to take part, you can here: worldcancerday.org/21DayChallenge



World Cancer Day - 4 February 2021

Laina liyambo
24 January at 15:04 · [See more](#)

Day1 #WorldCancerDayChallenge #IAmAndIWill @worldcancerday



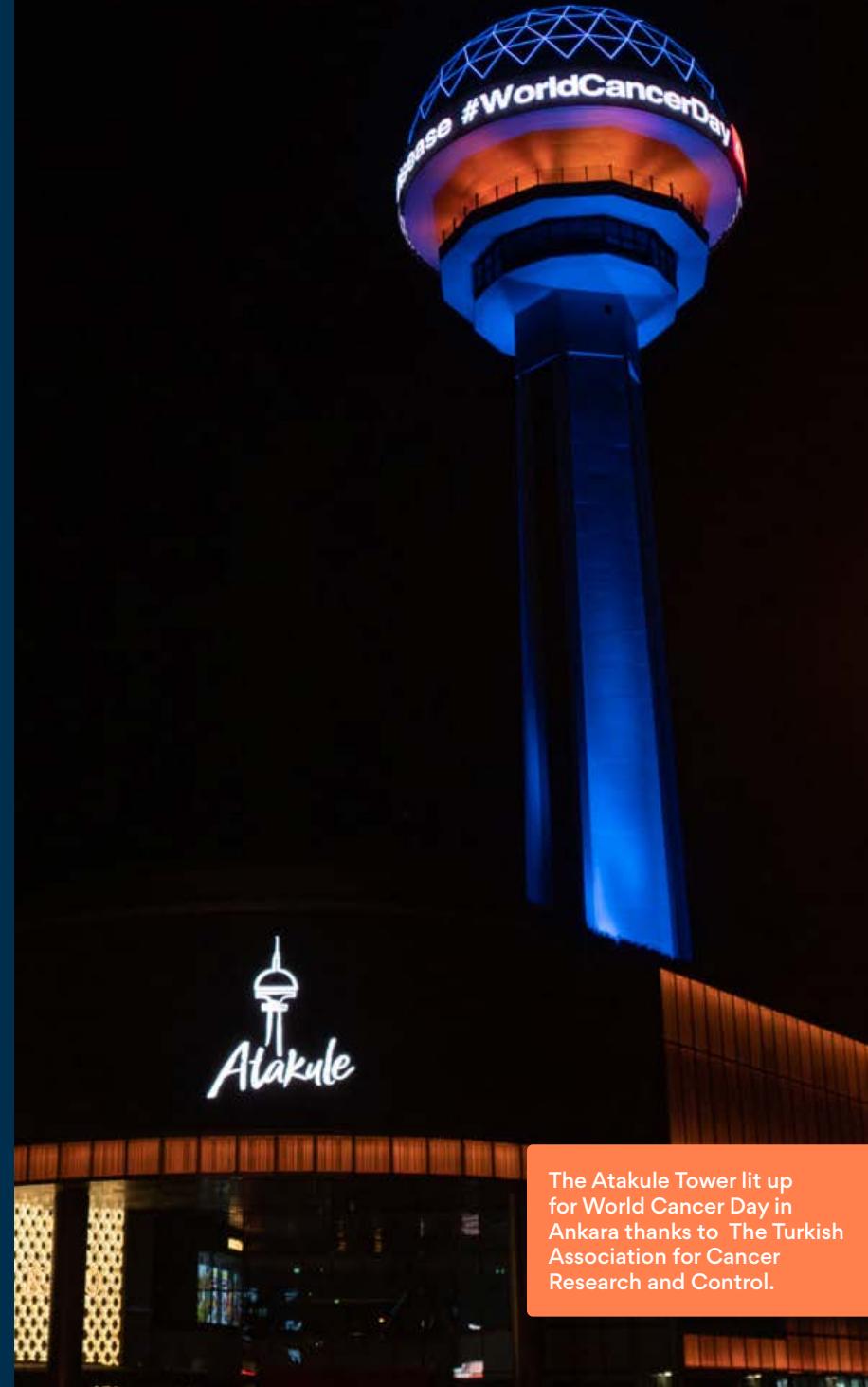
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24 January at 17:59 · [See more](#)

On day 16 of the World Cancer Day '21 Days to Impact Challenge', we will be sharing a story from @knowyourgirls to inspire you. Nikia Hammonds-Blakely, a survivor who was diagnosed at 16 years old.

"I was in the shower one morning getting ready for school and I felt the lump while bathing. I was not intentionally doing a self-breast exam. I was just washing up and I felt it. It was a few days before I told my mom. There was a little pain associated with it. She scheduled an... [See more](#)

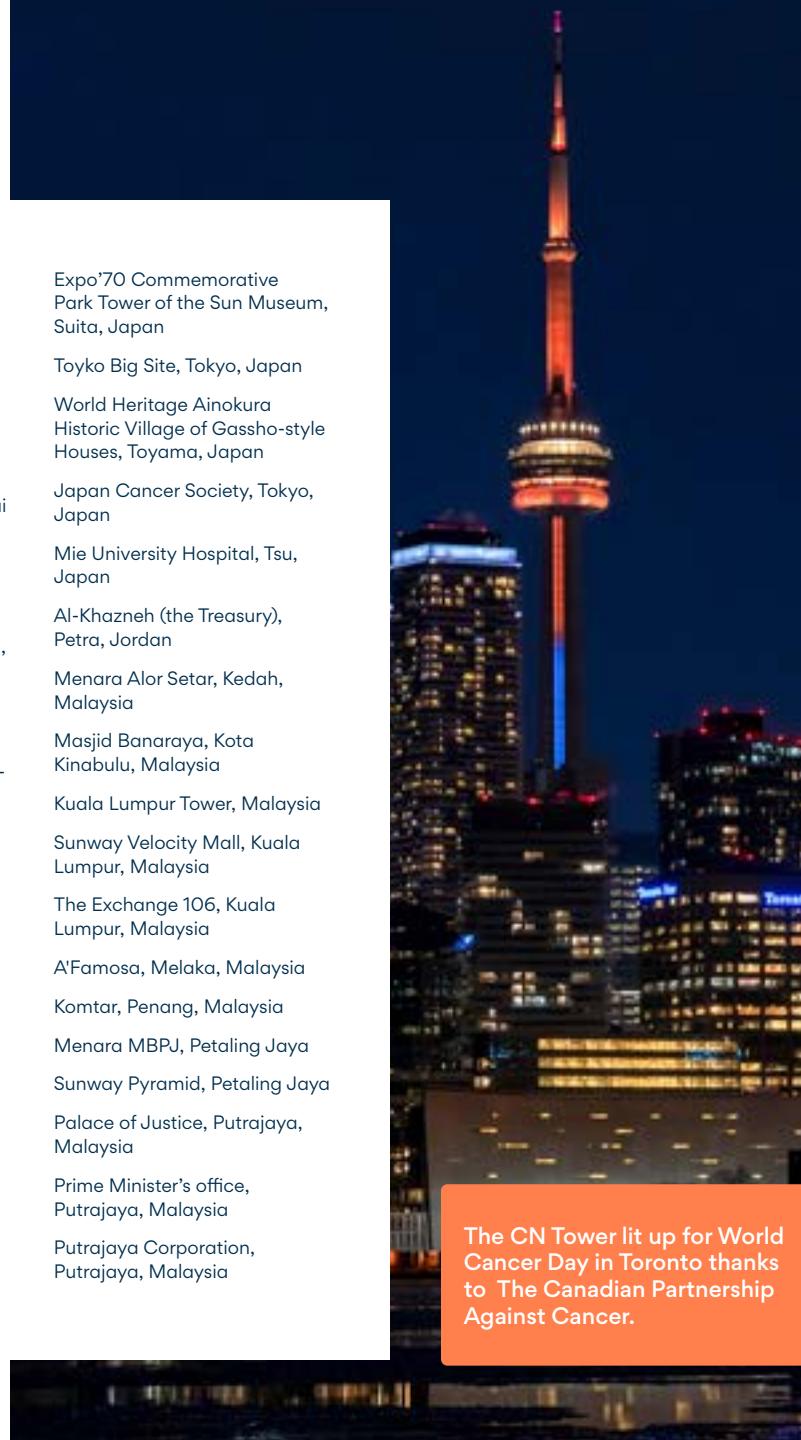


World Cancer Day continued into the evening with landmarks, buildings, bridges, towers and monuments lit up in orange and blue. In total, **166 landmarks** in **96 cities** took part to show their support.



Lighting up the world

Adelaide Convention Centre, Adelaide, Australia	The Big Banana Fun Park, Coffs Harbour, Australia	Townsville Sign, Townsville, Australia	The Forks WinnipegsSign, Canada	Expo'70 Commemorative Park Tower of the Sun Museum, Suita, Japan
Adelaide Town Hall, Adelaide, Australia	Geelong Catenary Lights, Geelong, Australia	Victoria Bridge, Townsville, Australia	MSD Building, Copenhagen, Denmark	Toyko Big Site, Tokyo, Japan
Adelaide Oval, Adelaide, Australia	Victoria Bridge, Hamilton, Australia	Wharton Reef Lighthouse, Townsville, Australia	Hospital El Salvador, San Salvador, El Salvador	World Heritage Ainokura Historic Village of Gassho-style Houses, Toyama, Japan
Architectural Wall at the Wickham Terrace car park, Brisbane, Australia	AAMI Park, Melbourne, Australia	Palácio do Planalto, Brasília, Brazil	TV tower, Tbilisi, Georgia	Japan Cancer Society, Tokyo, Japan
Brisbane City Hall, Brisbane Australia	Melbourne Star Obervation Wheel, Melbourne, Australia	Catedral de Pedra, Canela, Brazil	Tata Memorial Centre, Mumbai	Mie University Hospital, Tsu, Japan
Reddacliff Place Sculptures, Brisbane, Australia	City Hall Clock Tower face, Newcastle, Australia	Casa Rosa, Piumhi, Brazil	Tabi'at Bridge, Tehran, Iran	Al-Khazneh (the Treasury), Petra, Jordan
Victoria Bridge, Brisbane, Australia	National Carillon, Parkes, Australia	Arena do Grêmio, Porto Alegre, Brazil	Allahverdi Khan Bridge, Isfahan, Iran	Menara Alor Setar, Kedah, Malaysia
Queen's Parliament House, Brisbane, Australia	Questacon National Science, Parkes, Australia	Prefeitura de Porto Alegre, Porto Alegre, Brazil	Masa 21, Kawabo Co. Ltd, Gifu, Japan	Masjid Banaraya, Kota Kinabulu, Malaysia
Story Bridge, Brisbane, Australia	Elizabeth Quay, Perth, Australia	Ponte Estaiada, Terezina, Brazil	Ofuna-Kannon-ji, Kamakura, Japan	Kuala Lumpur Tower, Malaysia
Suncorp Stadium, Brisbane, Australia	Perth Concert Hall, Perth, Australia	Pantai Jerudong Specialist Centre, Brunei	Cancer Institute Hospital, Kotoku, Japan	Sunway Velocity Mall, Kuala Lumpur, Malaysia
Tropical Dome at Brisbane Botanic, Australia	The Bell Tower, Perth, Australia	Calgary Tower, Canada	Kyoto Tower, Kyoto, Japan	The Exchange 106, Kuala Lumpur, Malaysia
Kings Avenue Overpass, Canberra, Australia	Sky Point Gold Coast, Surfers Paradise, Australia	Government House, St John's, Canada	Matsui Red Cross Hospital Matsui, Japan	A'Famosa, Melaka, Malaysia
Parliament House, Canberra, Australia	Luminous at Darling Quarter, Sydney, Australia	Halifax City Hall, Canada	Nagoya TV Tower, Nagoya, Japan	Komtar, Penang, Malaysia
Royal Australian Mint, Canberra, Australia	Queensland Tennis Centre, Tennyson, Australia	High Level Bridge, Edmonton, Canada	Niigata Nippo Media Ship, Niigata, Japan	Menara MBPJ, Petaling Jaya
Telstra Tower, Canberra, Australia	The Empire Theatre, Toowoomba, Australia	Niagara Falls, Canada	Sapporo TV Tower, Sapporo, Japan	Sunway Pyramid, Petaling Jaya
Munro Martin Parklands, Cairns, Australia	George Roberts Bridge, Toowoomba, Australia	RCMP Heritage Centre, Regina, Canada	Sendai Sky Candle, Sendai, Japan	Palace of Justice, Putrajaya, Malaysia
	Little Fletcher Bridge, Townsville, Australia	CN Tower, Toronto, Canada	Santa Casa, Maceió, Brazil	Prime Minister's office, Putrajaya, Malaysia
	Old Magistrates Court House, Townsville, Australia	The Toronto sign, Canada		Putrajaya Corporation, Putrajaya, Malaysia
		Sails of Light, Vancouver, Canada		
		Vancouver Convention Centre, Canada		



Lighting up the world

Seri Gembang Bridge, Putrajaya, Malaysia
Seri Wawasan Bridge, Putrajaya, Malaysia
Batu Caves Temple, Selangor, Malaysia
DIF Estatal, Aguascalientes, Mexico
Palacio Municipal, Irapuato, Mexico
Parque Irekua, Irapuato, Mexico
Arco de la Calzada, Leon, Mexico
Ayuntamiento de Merida, Merida, Mexico
Camara de Diputados, Mexico City, Mexico
Instituto Nacional De Cancerología, Mexico City, Mexico
Museo Soumaya, Mexico City, Mexico
Palacio de Bellas Artes, Mexico City, Mexico
Senado de la Republica, Mexico City, Mexico
Torre BBVA, Mexico City, Mexico
Alcadia Poniente, Monterrey, Mexico
Palacio Legislativo de Nuevo Leon, Monterrey, Mexico
Puente de la Unidad 'Atirantado', Monterrey, Mexico
Las oficinas del DIF Oaxaca, Oaxaca, Mexico
Mirador de Saltillo, Saltillo, Mexico

Estado Caliente, Tijuana, Mexico
Grand Hotel Tijuana, Mexico
Christchurch International Airport, New Zealand
Christchurch Control Tower, New Zealand
Oamaru Opera House, Oamaru, New Zealand
Carter Fountain in Wellington Harbour, New Zealand
Michael Fowler Centre, Wellington, New Zealand
Trees at Oriental Bay, Wellington, New Zealand
Eden Park Stadium, Auckland, New Zealand
Municipal Palace, Cusco, Peru
Congress of Peru, Lima, Peru
City Hall, Vila Real, Portugal
Khoo Teck Puat Hospital, Singapore
Gardens by the Bay, Singapore
Jewel Changi Airport, Singapore
Marina Square, Singapore
National Gallery, Singapore
Ocean Financial Centre, Singapore
ION Orchard, Singapore
Orchard Gateway, Singapore
Our Tampines Hub, Singapore
South Beach Avenue, Singapore
Suntech Singapore Convention & Exhibition Centre, Singapore

Suntec City, Singapore
The Fullerton Hotel, Singapore
Victoria Theatre and Concert Hall, Singapore
Jet d'eau, Geneva, Switzerland
Atakule Tower, Ankara, Turkey
Fatih Sultan Mehmet Bridge, Istanbul, Turkey
Yavuz Sultan Selim Bridge, Istanbul, Turkey
Library of Birmingham, Birmingham, United Kingdom
Various civic buildings, Armagh City, United Kingdom
Tower 42, London, United Kingdom
City Hall, San Francisco, United States
The Chase Center, San Francisco, United States
Poco Crown, Philadelphia, United States
Junta Departamental, Maldonado, Uruguay
Obelisco Plaza Altamira, Caracas, Venezuela
Yishun Community Hospital, Singapore
Old Parliament House, Parkes, Australia
Baiterek, Nur-Sultan, Kazakhstan
Shopping center Khan Shatyry, Nur-Sultan, Kazakhstan
The Palace of Sports and Culture "People's Arena", Almaty, Kazakhstan

The Ice Palace "Almaty Arend", Almaty, Kazakhstan
The Kazakh State Academic Opera and Ballet Theater, Almaty, Kazakhstan
Renion Park Hotel, Almaty, Kazakhstan
Ferris Wheel Happy Eye, Almaty, Kazakhstan
Alma-Ata Shopping Mall, Almaty, Kazakhstan
Castillo de Chapultepec, Mexico City, Mexico
Public Prosecution Building, Doha, Qatar
Hamad International Airport Road, Doha, Qatar
Sabah Al Ahmad Corridor, Doha, Qatar
Rainbow Roundabout, Doha, Qatar
Bridge over the Nile River, Uganda
Tubos en Gómez Morín, Monterrey, Mexico
Monumento a la Revolución, Mexico City, Mexico
Ángel de la Independencia, Mexico City, Mexico
La Torre Colpatria, Bogota, Colombia



The Tower of the Sun Museum lit up in Kyoto thanks to UICC Japan.

Making news around the world

In 2021, World Cancer Day was covered by hundreds of leading media outlets, achieving over **20,000 press articles** in **156 countries**.

The leading global media story shone a light on the courage of those facing the double challenge of cancer and COVID-19 and the stories of all the people struggling to maintain progress through the pandemic and beyond. In the local media, the cancer community were giving the opportunity to talk about the hardships they have faced with the pandemic and how they rose to the challenges posed by COVID-19. Progress in cancer care was also emphasised, in particular the promise of less invasive, more effective personalised treatment with advances in immunotherapy.



Watch the video: "Shining a light on heroes working in cancer"
worldcancerday.org/cancer-care-and-covid

In the press

World Cancer Day made the headlines this past 4th February, shining a light on some of the most important issues in cancer.



World Cancer Day: New study into hard-to-treat cancers

By Marie-Louise Connolly
BBC News NI Health Correspondent



World Cancer Day 2021 Advisory Group

The World Cancer Day Advisory Group brings together a diverse group of health and communications experts from the UICC membership whose input, feedback, insight and support helps to ensure World Cancer Day continues to be an inclusive and meaningful platform for everyone, everywhere.

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Basic Health International

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Cancer Association of South Africa

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Nazdeny Ardian bin Haji Johan
Pantai Jerudong Specialist Centre

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Lamees Ghanim
Qatar Cancer Society

Dr Ulrike Helbig

Charlotte Weiss
Stiftung Deutsche Krebshilfe

Dr Naufal Kassim

Zanzibar Outreach Programme



Thank you

Thank you to the thousands and thousands of supporters that spoke up, tuned in, created conversations, rallied their communities and made an impact this World Cancer Day. As well as to our UICC members and the international cancer community whose work on World Cancer Day and every day embodies the spirit of 'I Am and I Will'.

Together, we showed that all of our actions matter.

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

Visionary partners



Champion partners



For more information and the latest news, sign up to our newsletter at worldcancerday.org

Have questions? Email us at hello@worldcancerday.org

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



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