

2024 Impact Report

#CloseTheCareGap
worldcancerday.org



Close 
 the care
gap 



World
Cancer Day
4 February

 UICC

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



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 Anakkra, 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

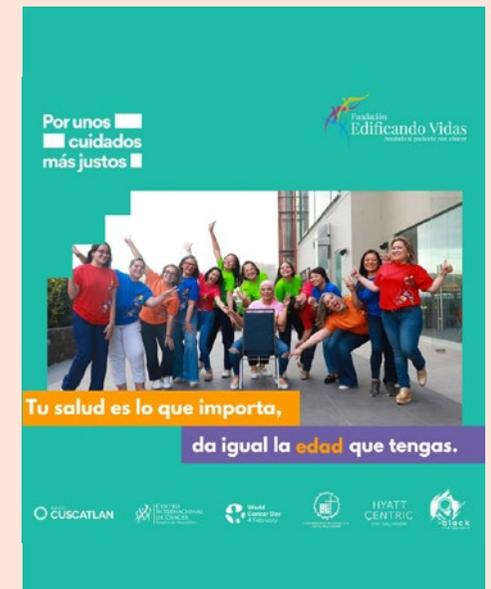
Femama drafted a letter to the Brazilian Ministry of Health, asking authorities to prioritise the implementation of Brazil's National Policy for Cancer Prevention and Control. The letter emphasised the importance of prompt action to ensure early detection and broadened access to treatment. Femama collected 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 #TodosContraElCancer (#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!
”

Close the care gap
World Cancer Day
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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.

MAAILMAN
SYÖPÄPÄIVÄN
TAPAHTUMA
1.2.2024

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.

The poster for the ACARA PUNCAK WCD PORI 2024 event features the World Cancer Day logo and the theme 'Bridging the Community Closer to Radiotherapy Access'. It lists the opening speech by dr. Gregorius Ben Prajogi, Sp.Onk.Rad(K),M.Pd.Ked., and the keynote speech by Prof. Dr. dr. Soehartati A. Gondhowirdjo, Sp.Onk.Rad(K). The event is held online via Zoom on Monday, 4 February 2024, from 12:00 WIP to 16:15 WIP. It includes a launch of the 'PELUNCURAN PETA PERSEBARAN ONKOLOGI RADIASI TERINTEGRASI (PORT) PENGUMUMAN PEMENANG ACARA WCD PORI 2024' and a 'SARASEHAN KOMUNITAS PENYINTAS KANKER' with speakers dr. Resti Arania, Sp.PA, dr. Bonissa Dzul Faqaria, S.Pd, CPC, CPT, Helena Lili, and Lusia Ekantari. The moderator is dr. Steven Octavianus, Sp.Onk.Rad. Registration is free and open to the public, with a QR code and a link provided.

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 Marilyn's 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.

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

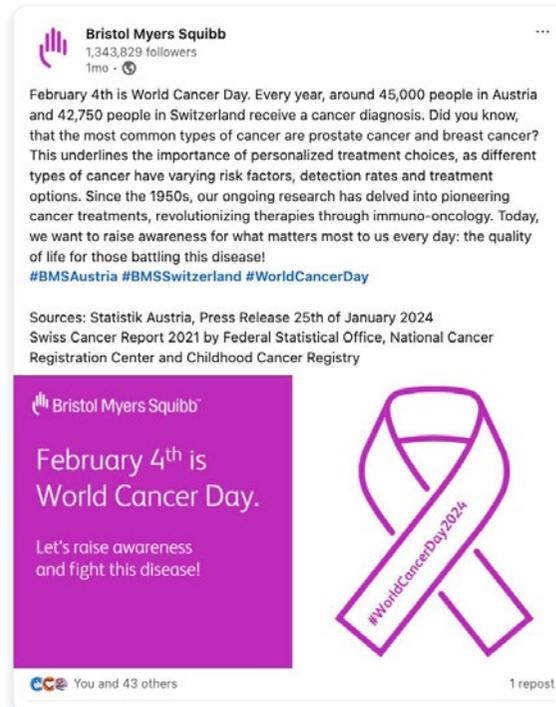
Boehringer Ingelheim

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.



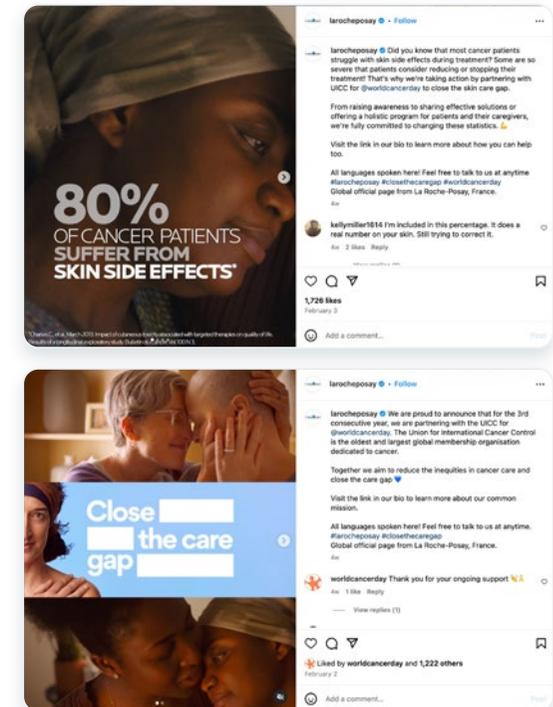
Bristol Myers Squibb

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*.



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.





Partnerships in action: Visionary sponsors

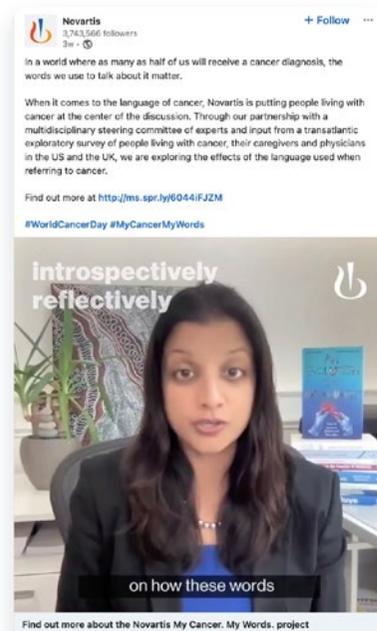
MSD

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.

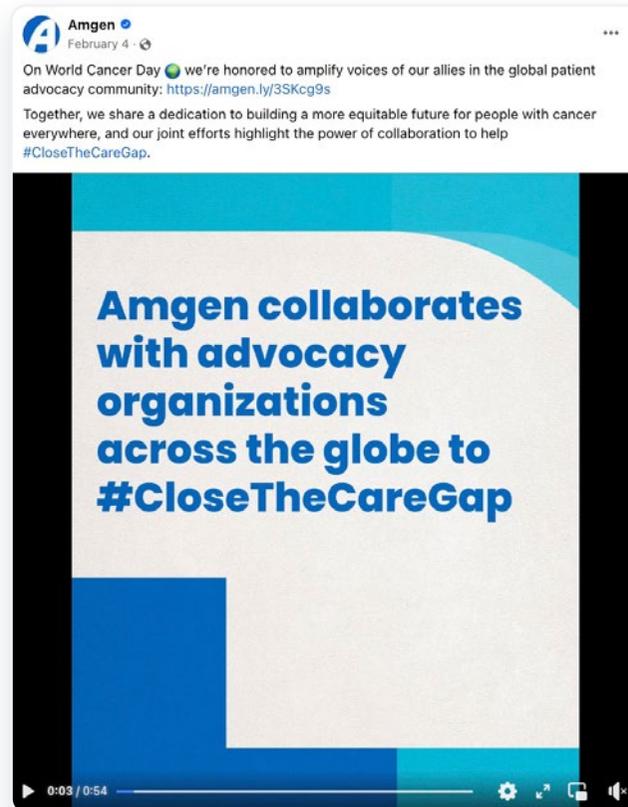




Partnerships in action: Champion sponsors

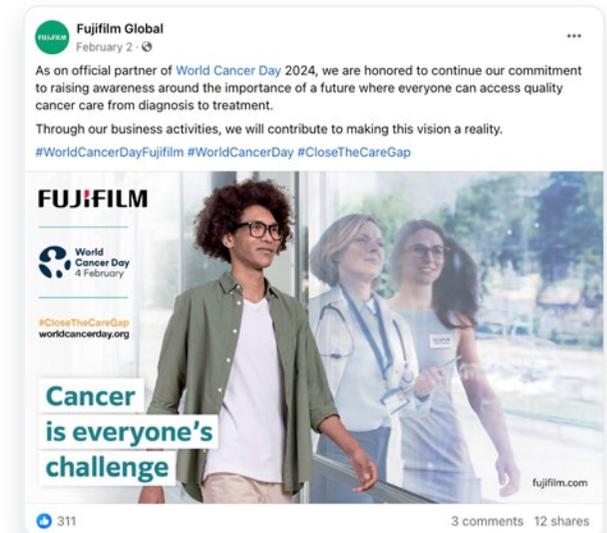
Amgen

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 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.

Pfizer Feb 5

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

Black men are over **TWO TIMES** more likely to die from prostate cancer than White, Hispanic, Asian American, or Pacific Islander men.

Source: American Cancer Society



Other cancer community activities

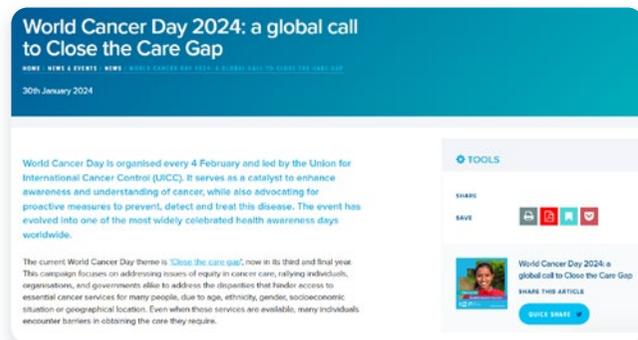


UICC sister organisations



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.



City Cancer Challenge (C/Can)

Chris Chukwunyer, 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.



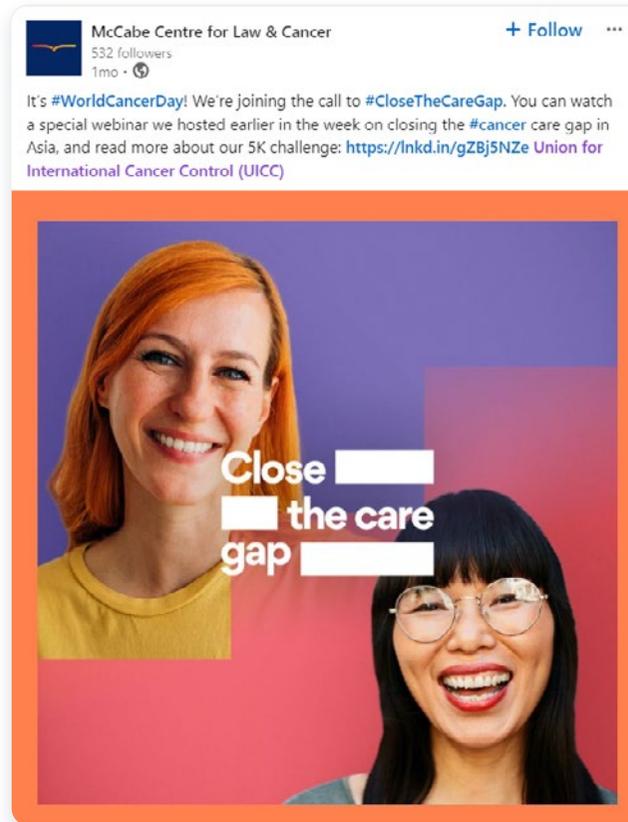


UICC sister organisations



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.



United Nations agencies

International Agency for Research on Cancer

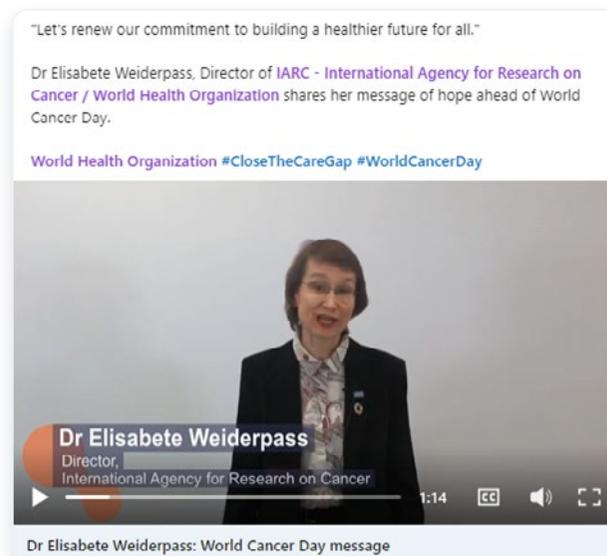
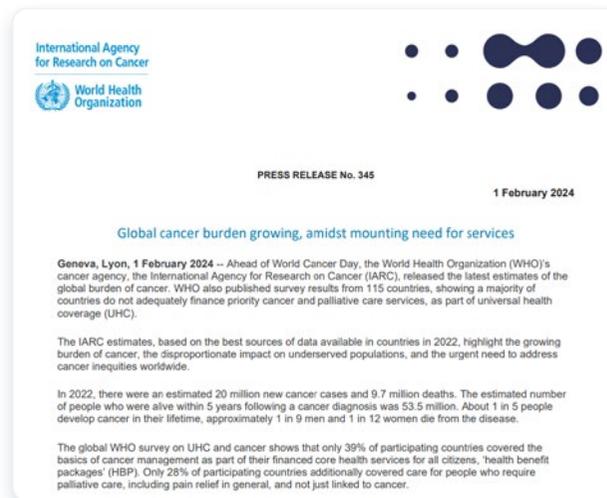


International Agency for Research on Cancer (IARC)

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.



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.



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.





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: 04/02/2024

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

ZDRAVLJE PRVO.

India

Indian'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.

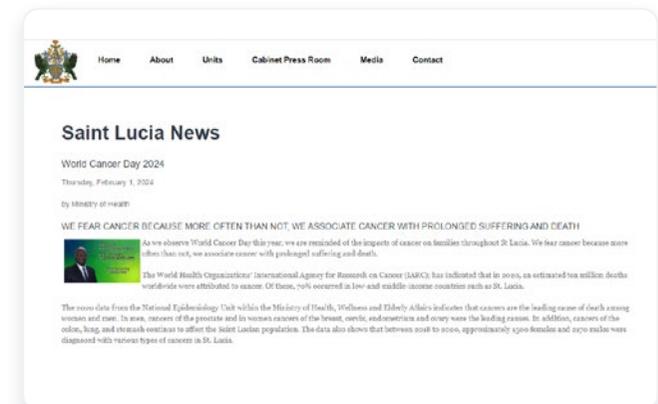
Additionally, the Minister of Health advocated for the recognition of Genetics as a specialised field within Specialised Health Training, underlining the transformative potential of genetic testing against cancer. Focusing on the fight against smoking, a main risk factor for many cancers, the government 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.



Governments

Tunisia

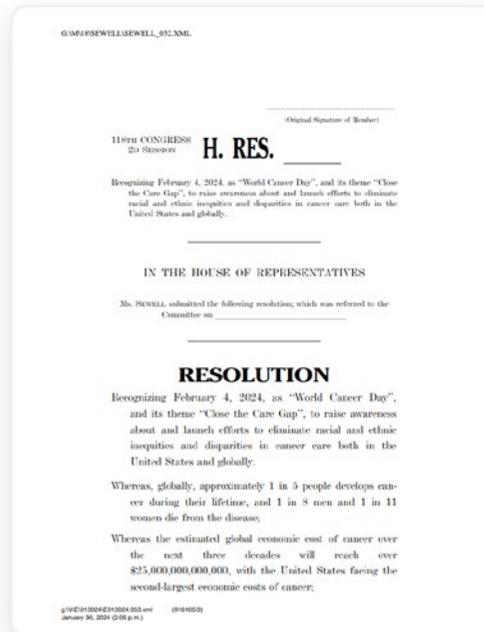
Under the supervision of the Ministry of Health and the Kasserine Regional Health Directorate, and in collaboration with the Tunisian Cancer Society, a health caravan travelled to the municipalities of Sbeiba, Jedlian and Sbeitla as part of a drive to improve access to healthcare for citizens. The aim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



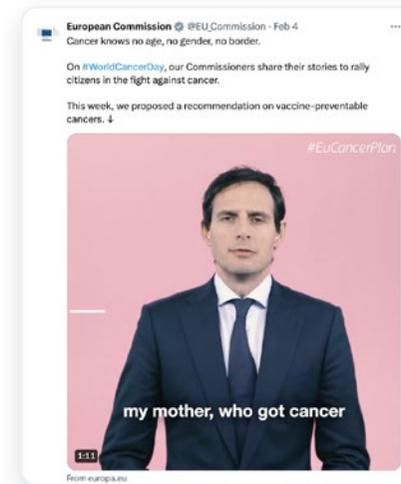
United States

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.



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.





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)



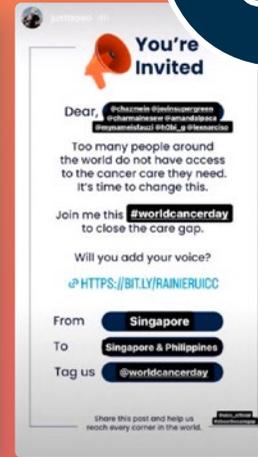
Clorena Myles (United States)



Hayleigh Jade (United Kingdom)



Isabelle Kate (United Kingdom)



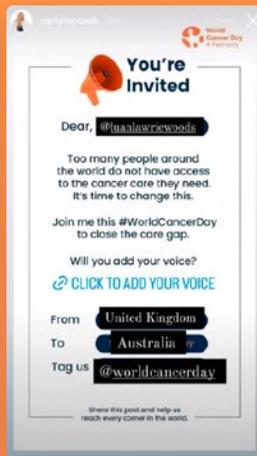
Rainier (Singapore)



Alex Parra (United States)



Alena Murang (Malaysia)



Carly Moosah (United Kingdom)



Naniki Seboni (South Africa)



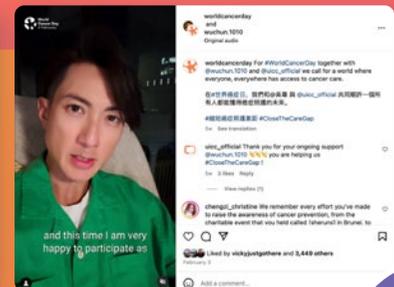
Rosie Butcher (United Kingdom)



Sanjay Juneja, MD (USA)



Samio Renelda (United Kingdom)



Wu Chun (China & 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.



Icon Oncology South Africa
2,546 followers
18h · 🌐

On Saturday, 3 Feb we laced up for cancer and ran with a purpose! Icon Oncology South Africa was a proud sponsor of this year's Lace-up-for-Cancer 5km fun run in partnership with Cape Town 10s Series. 🏃‍♂️🏃‍♀️

The race held at Greenpoint Stadium, was in aid of the Association of Palliative Care Centres and Cancer Alliance (South Africa). Our Cape Town runners joined in the fun and ❤️ showed their true colours in aid of #worldcancerday and the work done by the Union for International Cancer Control (UICC) and the global oncology community.

#worldcancerday #UICC #closethecaregap

Mentions · spokencanvasbyson... 3h ...

Sonam Lala
Yesterday at 6:36 PM · Mumbai, Maharashtra

Evening Walk @WORLDNCANCERDAY

Reaction sent

5K CHALLENGE See More

Distance	Steps
5.30 km	6,302
Moving Time	Elevation Gain
51:11	17 m

#WorldCancerDay #CloseTheCareGap

Mentions · siauriete 3h ...

STRAVA

Distance 5.0 km | Elev Gain 136 m | Time 1h 7m

@WORLDNCANCERDAY #5KCHALLENGE

Add to your story >

Mentions · dr.mojdehzohari 2h ...

Proud of a best friend of mine @yasamanbolouri007 and her lovely family to join the 5k challenge to raise awareness around @worldcancerday

Reaction sent

Running for @deltagoodremfoundation
@deltagoodrem
Wearing My #BelieveAgain Top

Run 12.0 km | Pace 5:20 /km | Time 1h 4m

@WORLDNCANCERDAY

Add to your story >

Minh P. Nguyen · 2nd
HR Manager
7m · 🌐

To mark World Cancer Day happening today, I participated to the 5k Challenge but a loop of 12k to close the care gap, starting from UICC office. You can also contribute and show your support! You don't need to ...see more

Reaction sent



medicann_clinic 7m

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

Eric Grant · 1st
Communications and Media Manager
1h · 🌐

'Tis the night before #WorldCancerDay and all around the globe, people are stirring to #CloseTheCareGap and save lives... I've completed my 5k Challenge, have you? <https://lnkd.in/g/eq4-Qkr> #wef



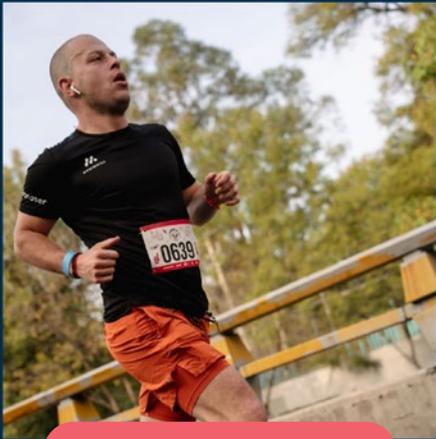
Uniting influential voices in the cancer community



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



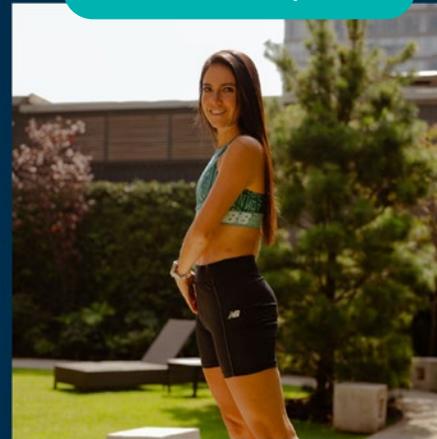
Kenji Lopez-Cuevas



Laëtitia Eïdo



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.





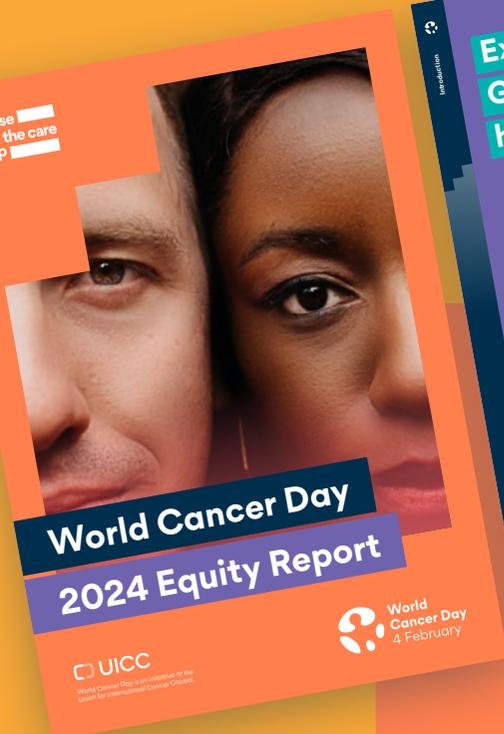
World Cancer Day 2024 Equity Report **addresses** **inequities in cancer care**

The 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.



Executive Summary: Global inequities in health and cancer care

The World Cancer Day Equity Report is a collection of testimonials by past and present UICC Board Members to illustrate the global cancer care gap through a local lens, relate how countries are responding and suggest further measures to close the care gap by 2030.

While each testimonial is unique and is particularly relevant to a specific country or region, the commonalities weave together a shared narrative of health inequities based on who someone is – their gender, race, ethnicity, socioeconomic background – where they live and how much money they have.

In the Western Pacific, there are widening gaps of cancer care in rural Australia where screening rates are significantly lower. In China, differing diagnosis and treatment standards between hospitals contributes to disparities, while Japan faces an increase in cervical cancer incidence after suspending active promotion of the HPV vaccine.

In South-East Asia, the cost of cancer treatment is simply out of reach for most people in India, especially those lacking health insurance. In Malaysia, community-level programmes for screening and early detection of the 'screenable' cancers (notably breast, cervical and colorectal) are slowly being reactivated post-pandemic.

In Europe, people with low socioeconomic status in Sweden face a notably higher risk of dying from cancer compared to those who belong to more privileged groups, while in Portugal three out of the 10 most common cancer causes are associated with tobacco consumption. In the UK, the largest known cancer inequity exists between areas of higher and lower disadvantage, with more than 30,000 additional cancer cases a year associated with socioeconomic deprivation.

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 and underprivileged populations, especially refugees, continued 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 in 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 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. They are the major root cause of health inequity.

In the final year of the 'Close 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.

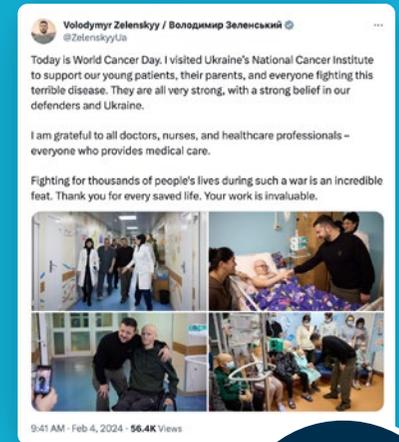
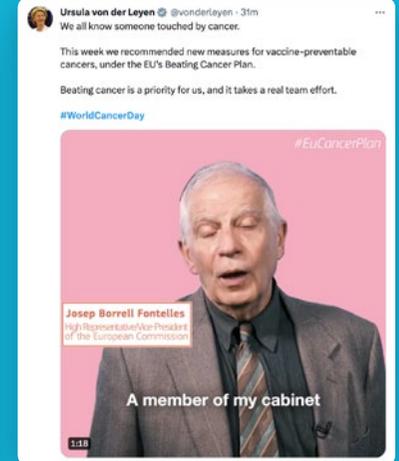
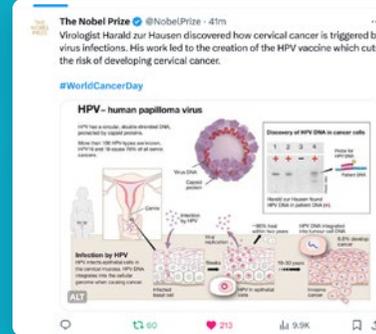


Influential voices from around the world





People everywhere shared their World Cancer Day message





Supporting materials for the cancer community

Versorgungs
lücken
schließen

نحو رعاية
عادلة لمرضى
السرطان

Pour des
soins plus
justes

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.

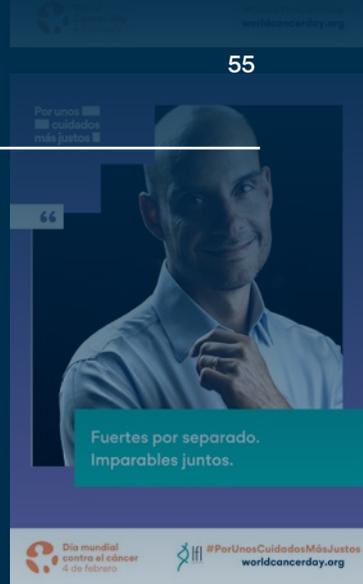
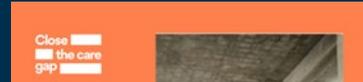
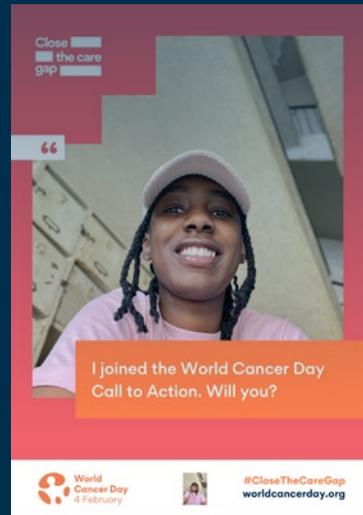
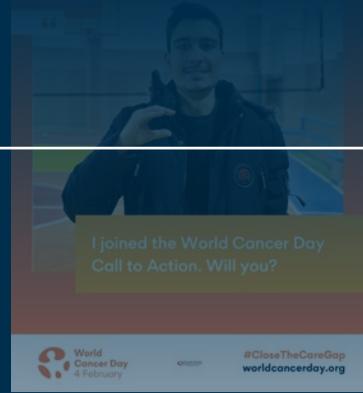
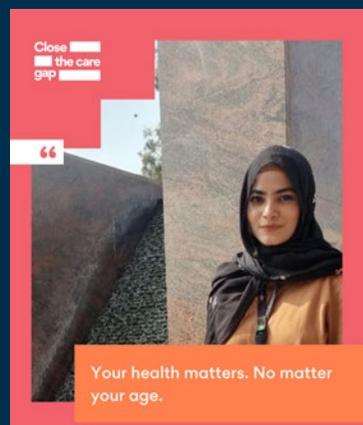
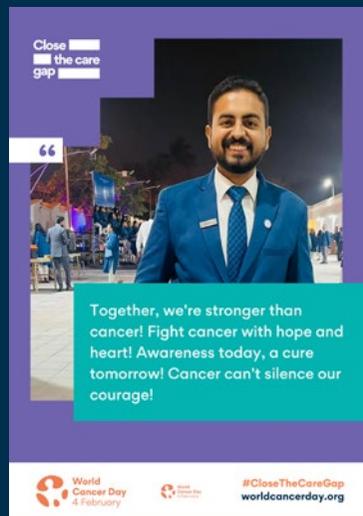
→ Action toolkit, how-to guides, social media cards, statistic cards, brand guidelines, and logos in a wide range of languages.





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



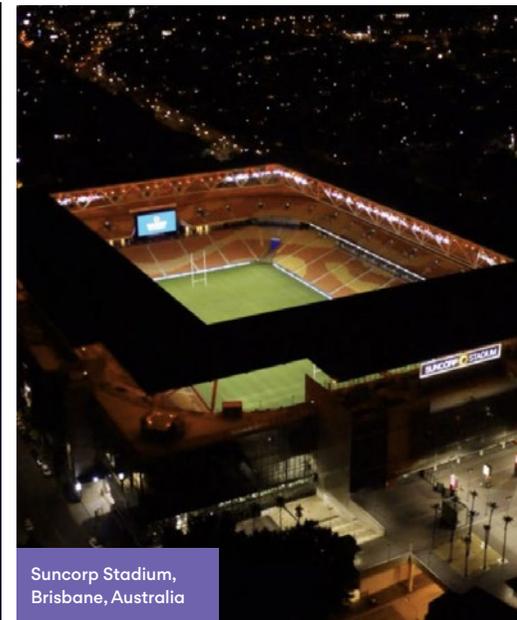
As night descended, 138 landmarks, buildings, bridges, towers, and monuments across the globe were illuminated in orange and blue, serving as symbols of optimism for individuals affected by cancer.



Jet d'eau, Geneva, Switzerland



National Palace of Culture, Sofia, Bulgaria



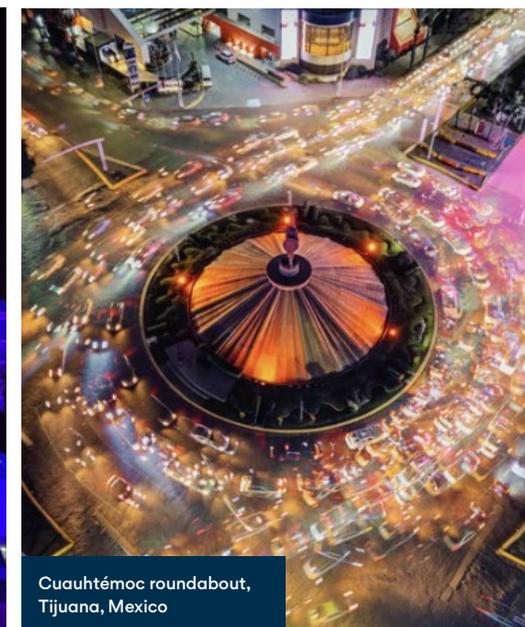
Suncorp Stadium, Brisbane, Australia



Tata Memorial Hospital, Mumbai, India



Atakule tower, Ankara, Turkey



Cuauhtémoc roundabout, Tijuana, Mexico



The world lights up in orange and blue

Monumento al Divino Salvador del Mundo, San Salvador, El Salvador

The Bell Tower, Perth, Australia

Perth Concert Hall, Perth, Australia

Elizabeth Quay, Perth, Australia

Koombana Footbridge, Bunbury, Australia

Marlston Hill Lookout, Perth, Australia

Koombana Bay Foreshore, Perth, Australia

Marlston Waterfront, Perth, Australia

Guppy Park, Perth, Australia

Richmond Reserve, Perth, Australia

the historic Arrol Crane at Jetty Road, Perth, Australia

the Navigators at the Koombana Drive roundabout, Perth, Australia

Queens Park Theatre, Geraldton, Australia

Matagurup Bridge, Perth, Australia

Mount Street Bridge, Perth, Australia

Joondalup Drive Bridge, Perth, Australia

Sky Ribbon Bridge, Perth, Australia

Northbridge Tunnel, Perth, Australia

The Levee, Perth, Australia

Yagan Square, Perth, Australia

Koolambidi Woola (Bunbury's youth precinct), Bunbury, Australia

Brisbane City Hall, Brisbane, Australia

King George Square, Brisbane, Australia

Community Halls - Sandgate Community Hall, Brisbane, Australia

Story Bridge, Brisbane, Australia

Victoria Bridge, Brisbane, Australia

Reddacliff Place sculptures, Brisbane, Australia

Architectural Wall at the Wickham Terrace car park, Brisbane, Australia

Tropical Dome at Brisbane Botanic Gardens Mt Coot-tha, Brisbane, Australia

Townsville Sign, Townsville, Australia

Wharton Reef Lighthouse, Townsville, Australia

Victoria Bridge, Townsville, Australia

Central Park Boardwalk, Townsville, Australia

George Roberts Bridge, Townsville, Australia

Old Magistrates Court House, Townsville, Australia

Little Fletcher Bridge, Townsville, Australia

Queensland Parliament House, Brisbane, Australia

Suncorp Stadium, Brisbane, Australia

Queensland Tennis Centre, Brisbane, Australia

Historic fig trees, Bundaberg, Australia

The Gabba, Brisbane, Australia

Cleveland Point lighthouse, Brisbane, Australia

Adelaide Convention Centre, Adelaide, Australia

Adelaide Oval, Adelaide, Australia

Questacon Canberra, Canberra, Australia

Royal Australian Mint, Canberra, Australia

Big Banana, Coffs Harbour, Australia

Newcastle City Hall Clock Tower, New South Wales, Australia

Graincorp Silos, New South Wales, Australia

Suncorp Stadium, Brisbane, Australia

Sultan Haji Omar Ali Saifuddien Bridge, Bandar Seri Begawan, Brunei

National Palace of Culture, Sofia, Bulgaria

Calgary Tower, Alberta, Calgary, Canada

Canada Place Sails of Light, Vancouver, Canada

CN Tower, Toronto, Canada

Government House, Newfoundland and Labrador, St-John's, Canada

Halifax City Hall, Nova Scotia, Halifax, Canada

High Level Bridge, Alberta, Edmonton, Canada

Niagara Falls, Ontario, Niagara Falls, Canada

Toronto Sign, Toronto, Canada

Vancouver Convention Centre, Vancouver, Canada

Ottawa Sign, Ottawa, Canada

Asamblea Regional, Cartagena, Columbia

Baheya Building, Giza, Egypt

Grand Pacific Hotel, Suva, Fiji

Ciudad de Guatemala, Tegucigalpa, Honduras

Centro de Cáncer Emma Romero De Callejas, Tegucigalpa, Honduras

Sealdah Railway Station, Kolkata, India

Tata Memorial Centre Mumbai, Mumbai, India

Sapporo TV Tower, Sapporo, Japan

Sendai Sky Candle, Sendai, Japan

Tochigi Prefectural Office Showa Building, Utsunomiya, Japan

Saitama Cancer Center, Saitama City, Japan

Saitama Stadium 2002, Saitama City, Japan

Sasaki Institute, Tokyo, Japan

Tokyo Metropolitan Government Building, Tokyo, Japan

Ofuna Kannon Temple, Kamakura, Japan

Niigata Nippo Media Ship, Niigata City, Japan

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 Nively 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

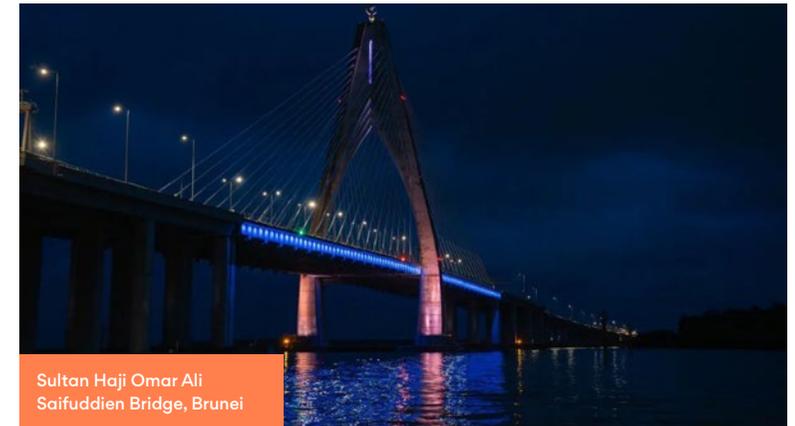
Warwick’s Castle, Warwick, UK

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



Sultan Haji Omar Ali Saifuddien Bridge, Brunei



Sharjah Museum, Sharjah, United Arab Emirates



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

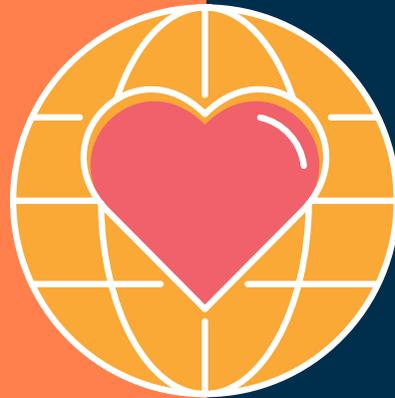
South Korea

National Cancer Center - Korea

Thank you, Merci, Gracias شكراً 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—



Have questions?

Email us at

hello@worldcancerday.org

Get more information and the latest

news – sign up to our newsletter at

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