



HOW TO TURN SMALL ACTIONS INTO BIG IMPACT

WHAT IF IT WERE POSSIBLE TO REWRITE CANCER CARE? WHAT IF CARE COULD EMBRACE PEOPLE'S DIFFERENCES AND MAKE SURE THAT EVERYONE IS SEEN FOR WHO THEY REALLY ARE AND HAS ACCESS TO THE CARE THEY NEED? THIS APPROACH HAS THE POWER TO CHANGE HEALTH SYSTEMS—AND LIVES—FOR THE BETTER.



People-centred care is more humane and effective, yet barriers stand in its way. To overcome them, we'll need knowledge, hard work, and unshakeable dedication. **We'll need you.**

United in our goals, unique in our needs. Those words will be heard often throughout World Cancer Day activities. **United by Unique** means that **everyone has unique needs, unique perspectives, and a unique story to tell**, yet people touched by cancer are **united** in a shared ambition to lower the cancer burden, to see cancer treated successfully, and to lead better lives with cancer.



THIS ACTION TOOLKIT WILL EQUIP YOU WITH ACTIONS, RESOURCES, AND IDEAS TO HELP YOU MAKE YOUR MARK.

ON 4 FEBRUARY, YOU'LL BE READY TO JOIN US AS WE REIMAGINE CANCER CARE.

**#UNITEDBYUNIQUE
#WORLDNCANCERDAY**



**CANCER IS ONE
OF THE WORLD'S
LEADING CAUSES
OF DEATH.
NEARLY EVERYONE
KNOWS SOMEONE
WHO WAS, IS, OR
WILL BE DIRECTLY
IMPACTED BY
CANCER.**



Improved awareness, better prevention, and more effective treatment and care could all save lives. Yet, the cancer burden continues to grow. **By 2040, experts predict that new cancer cases will top 30 million** if we don't act.

**1 IN 5 PEOPLE WILL
DEVELOP CANCER DURING
THEIR LIVES**

**ABOUT 1 IN 9 MEN AND 1 IN
12 WOMEN DIE FROM THE
CANCER**

**IN 2022, THERE WERE
AROUND 20 MILLION NEW
CANCER CASES**

**IN THAT SAME TIMEFRAME,
CANCER CLAIMED
9.7 MILLION LIVES**

**THE COST OF CANCER
CARE HAS AN ANNUAL
ECONOMIC IMPACT OF
OVER \$1 TRILLION**

GET THE FACTS ABOUT CANCER AT [WHO.INT](https://www.who.int)

CAMPAIGN THEME 2025-2027 TO RISE TO THE CHALLENGE POSED BY CANCER, WE MUST MARSHAL ALL OUR RESOURCES, ENERGISE OUR COMMUNITIES, AND TAKE ACTION TO DISMANTLE THE BARRIERS TO PEOPLE-CENTRED CARE.

From 2025 through 2027, we will all come together on World Cancer Day under the campaign theme **United by Unique**. This campaign is about recognising diversity: everyone has unique needs, unique perspectives, and unique stories to tell, yet despite our differences we are united in our shared ambition to lower the global cancer burden and to provide high-quality cancer care for all.

We'll collectively advocate for people-centred cancer care around the world, and our efforts will be strengthened by the most powerful tool of all: your unique story.



CAMPAIGN ROADMAP

The **United by Unique** campaign will explore different dimensions of **people-centred care** and new ways of making a difference. It's about uplifting our **unique** needs and views while **we join together** to achieve our shared goals. Everyone has an important role to play: patients, loved ones, caregivers, friends, neighbours, practitioners, researchers, advocates, and allies. The campaign offers a three-year roadmap that begins with you.



2025 YOUR STORY WILL BE HEARD

Share your unique experience with cancer and cancer care. Together we will demonstrate the reality that no two cancer stories are exactly alike and that everyone deserves care that meets their unique needs.



2026 YOUR STORY WILL CHANGE MINDS

Building on the foundation laid in 2025, the campaign in 2026 will go one step further and explore what changes are needed to achieve people-centred care.



2027 YOUR STORY WILL DRIVE ACTION

Now that we've seen the gaps and understood the problem, the third and final year of the campaign is dedicated to taking action. We can transform the personal stories into powerful advocacy tools – calling for better, more compassionate, and inclusive cancer care.

WHAT IS THE PROBLEM?

MORE AND MORE PEOPLE ARE AFFECTED BY CANCER. IN 2022 ALONE, 20 MILLION PEOPLE WERE DIAGNOSED WITH THE DISEASE. FOR MANY OF THEM, CANCER BECOMES A LONG-TERM CONDITION THAT OVERLAPS WITH OTHER PHYSICAL AND MENTAL HEALTH ISSUES AS WELL AS SOCIOECONOMIC FACTORS, AND REQUIRES COMPLEX, ONGOING CARE.

It can disrupt many areas of life, including job prospects, financial or family responsibilities, relationships, physical, sexual and emotional well-being. Its impact often extends beyond the individual, affecting caregivers, families, and entire communities.

As the number of people affected by cancer continues to rise, so does the need to ensure services are accessible, appropriate, and adapted to individuals and populations that use them.



WHAT IS PEOPLE-CENTRED CARE?

People-centred care is about reorienting healthcare around people instead of diseases. It recognises that every person is unique, values their lived experience, and empowers them to actively participate in the decision-making process. It engages individuals, but also families and wider communities beyond the clinical setting: an approach that can improve health literacy and cancer prevention.

It works. People-centred care promotes equity and inclusivity, leads to a higher quality of care and improved satisfaction, and fosters a more trusting relationship between individuals and healthcare workers while improving prevention and treatment outcomes.



DISCOVER THE BENEFITS OF
PEOPLE-CENTRED CANCER CARE AT
[BIT.LY/3NPJPDU](https://bit.ly/3NPJPDU)



WHAT'S IN A NAME?

SO, IS IT PEOPLE-CENTRED, PERSON-CENTRED OR PATIENT-CENTRED CARE?

THESE TERMS ARE CLOSELY RELATED
BUT ARE NOT QUITE THE SAME.



Patient-centred care focuses on the individual as a patient within the healthcare system.



Person-centred care considers the individual holistically, with the broader context of their life.



People-centred care adds a focus on the health and well-being of entire populations or communities, aiming to improve healthcare systems and access for all.

HOW DO WE ACHIEVE PEOPLE-CENTRED CARE?

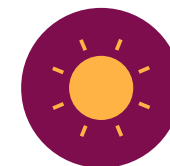
People-centred cancer care requires a profound and multifaceted transformation. Here are a few actionable changes can make a real difference.



**PRINCIPLE 1:
ENGAGE PEOPLE AND
COMMUNITIES**



**PRINCIPLE 2:
REORIENTING THE
MODEL OF CARE**



**PRINCIPLE 3:
EQUITY, INCLUSION
AND TRANSPARENCY IN
GOVERNANCE**



**PRINCIPLE 4:
CREATING AN ENABLING
ENVIRONMENT FOR CANCER
CARE REFORM**



**READ MORE AT
[WORLDANCERDAY.ORG/THE-CAMPAIGN](https://worldcancerday.org/the-campaign)**



TAKING ACTION



TAKING ACTION: STARTING SMALL

EVERYONE STARTS SOMEWHERE. NO MATTER WHO—OR HOW CONNECTED—YOU ARE, THERE'S SOMETHING YOU CAN DO TO HELP MAKE PEOPLE-CENTRED CANCER CARE A REALITY AROUND THE WORLD.

It begins with awareness. The more you know, the more you'll be able to spread the word and communicate with the people closest to you about the need for a different model of cancer care. Take the time to learn more about cancer and the benefits of people-centred care.



FIND OUT HOW YOU CAN TAKE ACTION
[BIT.LY/4ELSJOQ](https://bit.ly/4ELSJOQ)



● SHARE YOUR STORY

YOUR STORY HAS POWER.

No one understands cancer care better than the people who are affected by it. Whether you're a person living with cancer, caregiver, family member or friend, advocate – your story matters. You've seen what works, what doesn't, what truly makes a difference.

That's why we're asking a few simple questions to gather voices from around the world. We want to understand what cancer care really feels like, across individuals, cultures, communities, and contexts.

YOUR STORY CAN INFORM, ENERGISE, AND INSPIRE.

Every experience of cancer is unique. But united, they can create something bigger. Stories can help shift the conversation, highlight the gaps, and push cancer care to become more compassionate and more human.



**SHARE YOUR STORY NOW AT
WORLDNCANCERDAY.ORG/SHARE-YOUR-STORY**



TAKING ACTION: NEXT STEPS



IMPACTFUL ACTION DOESN'T HAVE TO BE COMPLICATED. HERE ARE 6 SIMPLE WAYS TO MAKE A DIFFERENCE:



Spread the word on social media and engage your community—coworkers, friends, family, and followers—on the need for a people-centred revolution in cancer care. Make sure to use the hashtags **#UnitedByUnique** and **#WorldCancerDay**. Head to the website to download resources to campaign materials!



Join the action by looking for World Cancer Day events and activities happening near you and signing up or volunteering. Check out the map at worldcancerday.org/map-activities.

Translate materials by working alongside our volunteer translators, who help make World Cancer Day campaign resources available and accessible to as many people as possible. Sign up by emailing hello@worldcancerday.org.



Participate in the “upside down challenge” on social media or face to face. Get some inspiration at worldcancerday.org/upside-down-challenge.

Light up the world: find out more about lighting a significant landmark, monument, or building on World Cancer Day by contacting hello@worldcancerday.org.



Donate directly to World Cancer Day, which helps us make a real difference in countries around the world. Donate now at worldcancerday.org/donate.



CAMPAIGN MATERIALS: EASY TOOLS TO GET YOU STARTED

USE ONE OF OUR POSTERS...

Raise awareness by displaying and distributing free World Cancer Day posters, available in several languages. These materials can be a great starting point to kick off your own activities around World Cancer Day.

worldcancerday.org/materials

...OR CREATE YOUR OWN

Put your personal stamp on World Cancer Day by creating a customised poster with your own United by Unique message and photo. Create, customise, download, and share your poster directly to social media.

worldcancerday.org/custom-poster

HOW-TO GUIDES

Not sure where to begin? Our how-to pages are packed with helpful hints, tips, and tricks to help you take action on World Cancer Day. The full series covers topics like Social Media, Advocacy, Event Planning, Conversation, and Fundraising.

bit.ly/4haa8ls

INFOGRAPHICS

Get the word out and help educate your community about people-centred care with eye-catching social media cards.

bit.ly/4dO8p2w

LOGO FILES AND ARTWORK

The World Cancer Day and campaign theme logos are freely available to use in all your World Cancer Day materials. Ready-made artwork files make it even easier for you to spread the word.

bit.ly/3YfLkzM

FACTSHEETS

Get the facts and explore some of the most critical issues in cancer with our informative factsheets.

bit.ly/4fdYC77



**DOWNLOAD ALL THE RESOURCES AT
[WORLDNCANCERDAY.ORG/MATERIALS](https://worldcancerday.org/materials)**



TAKING ACTION: MAKE YOUR MARK TODAY

THERE ARE SO MANY WAYS TO MAKE A DIFFERENCE IN YOUR COMMUNITY AND AROUND THE GLOBE, AND YOU DON'T NEED TO WAIT FOR 4 FEBRUARY—YOU CAN START ANY TIME. HERE ARE A FEW PATHWAYS TO IMPACT:



ADVOCATE FOR POLICY CHANGES

Lobby your leaders! Many local and regional decision-makers have offices you can contact directly to express your concerns. You could take a personal approach by calling or writing your representatives directly to make sure they know how important people-centred cancer care is. You could even create a powerful call to action or open letter of your own and invite others to sign it.



VOLUNTEER YOUR TIME

Look for community organisations in your area or explore volunteering opportunities at local hospitals or cancer associations. This is a great way to not only make a difference in people's lives, but to create the kinds of connections with likeminded people that can lead to more effective grassroots efforts later.



RALLY YOUR COMMUNITY

There's strength in numbers. Organise community workshops, info sessions over coffee, or online seminars focused on people-centred care to educate people and get them interested in and excited about the cause.



GET CREATIVE

Use the power of your personal story to find new ways to bring awareness to the personal experiences of people living with cancer and their families and loved ones. Share your firsthand experiences with your networks and encourage them to do the same. Maybe you'll inspire others to add their perspectives and unique stories to our United by Unique campaign, making our collective efforts even stronger.



WHATEVER YOU DECIDE TO DO, MAKE SURE TO REGISTER YOUR ACTIVITY OR EVENT ON THE WORLD CANCER DAY MAP OF ACTIVITY AT [WORLD CANCER DAY.ORG/MAP-ACTIVITIES](https://www.worldcancerday.org/map-activities)

GET INSPIRED: HOW UICC MEMBERS HAVE TAKEN ACTION

Need some inspiration? From education events to exciting sport challenges and fundraising walk-a-thons, World Cancer Day action has taken many fascinating and fun shapes over the years. These are just a tiny sample of the great work we've seen.

**A PANEL DISCUSSION IN GHANA...
A BIKE RIDE IN PAKISTAN...
CHARITY YOGA IN HUNGARY...
A NEW SONG FOR WORLD CANCER DAY IN AUSTRALIA...
A ZUMBA SESSION IN BAHRAIN...
FREE MAMMOGRAMS IN ARGENTINA...
AN AWARENESS RALLY IN NEPAL...
A FASHION FUNDRAISER IN ECUADOR...
A NETWORKING EVENT IN THE UK...**

There's no limit to the ways to get involved and make your voice count.



**LEARN MORE ABOUT THE ACTION WORLD
CANCER DAY HAS INSPIRED BY LOOKING AT OUR
2024 IMPACT REPORT [BIT.LY/4EHNVIV](https://bit.ly/4ehnviv)**



NEED MORE IDEAS?

LOOKING FOR MORE INSPIRATION
FOR ACTION YOU CAN TAKE FOR
PEOPLE-CENTRED CANCER CARE?
WANT TO GET THE VERY LATEST
WORLD CANCER DAY NEWS?

VISIT **WORLDANCERDAY.ORG**,
FOLLOW OUR SOCIAL MEDIA
CHANNELS, AND JOIN OUR
MAILING LIST AT **BIT.LY/4HAKGEI**



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WORLD CANCER DAY 2026: ACTION TOOLKIT

THANK YOU FOR SUPPORTING WORLD CANCER DAY

VISIONARY PARTNERS

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LABORATOIRE DERMATOLOGIQUE



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

Get 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
4 February

UNITED
BY
UNIQUE