

MEPs Against Cancer: An invitation to take part in World Cancer Day 2022

'Close the Care Gap' is the theme of World Cancer Day 2022. This year's campaign has a global dimension and aims to put under the spotlight disparities in cancer care across the world.

Get your own custom quote card with your personal commitment or policy message!

#1: Quote cards

Bearing in mind that February 2022 also marks one year since the launch of the [Communication on Europe's Beating Cancer Plan](#) (recently supplemented by the [Implementation Roadmap](#)), WCD campaigners and the [MEPs Against Cancer \(MAC\) Secretariat](#) invite you to answer one or two questions to create customised social media quote cards to post from the official MAC accounts on [Twitter](#) and [Facebook](#) on 4 February 2022.

We will design it and post it for you on [@MAC MEPs](#) and [@MEPsAgainstCancer](#) on [#WorldCancerDay](#) (4 February 2022).

What should I write on my quote card?

Email us your short answer (90 words or less) to [one or both](#) of the questions below. Let us know:

- 1. Why does closing the cancer care gap matter to you?**
- 2. What will you, as an MEP, do to support your country to successfully translate Europe's Beating Cancer Plan into action?**

How will my quote card look like?

See the template example below:



Photo

- Email us a recent photo of yourself (in PNG or JPG format) to add to the top left corner of the quote card.

Who shall I send my quote and photo to? And by when?

- Please send your quotes and photos to Gina@cancer.eu **by Wednesday 2 February 2022**. We will make sure to share them via the official MEPs Against Cancer's [Twitter](#) and [Facebook](#) accounts.
- Feel free to also share the quote card on your personal social media accounts, ideally on **4 February 2022** or alternatively in the week commencing 31 January, accompanied with the official hashtags: #WorldCancerDay and #CloseTheCareGap.

#2: Proudly wear the World Cancer Day buttons and/or the MAC pins, scarfs and ties



Show your support on World Cancer Day by **taking a photo of yourself wearing the World Cancer Day buttons** and sharing it on your social media channels with the hashtags **#WorldCancerDay** and **#CloseTheCareGap**.

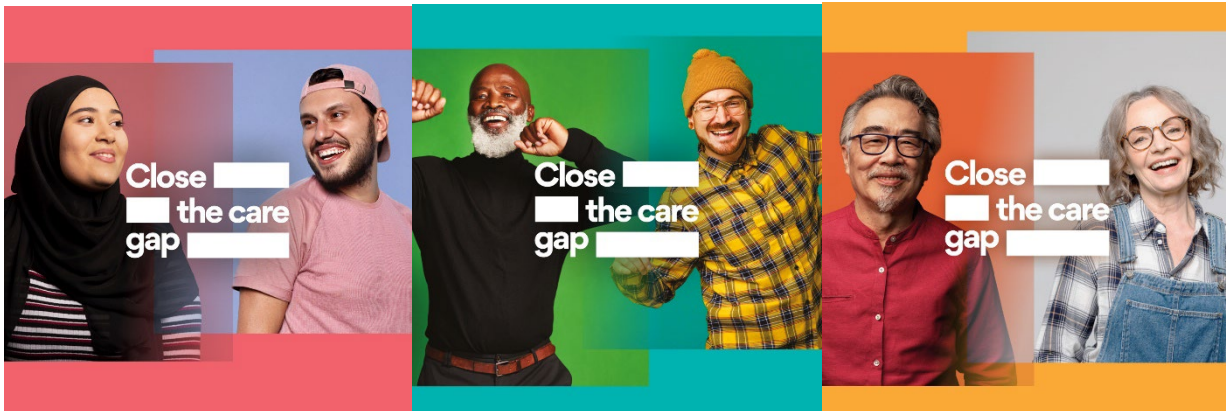


The **WCD orange buttons** were distributed at the MAC MEPs internal meeting in November 2019 and at the launch of Europe's Beating Cancer Plan at the European Parliament in February 2020. If you wish to get your buttons posted to you, please email Gina@cancer.eu **by Monday 24 January 2022**.



You can also wear your **MEPs Against Cancer pins, scarves and ties** to celebrate the day. These were distributed during one-to-one meetings in 2019-2020. If you wish to get your golden pins posted to you, please email Gina@cancer.eu **by Monday 24 January 2022**.

#3: Post, share, engage



- Read the [Action Toolkit](#)
- Read the [Social Media Toolkit](#)
- Post your own 'Close the Care Gap' [custom poster](#)
- Download, personalise and share the [World Cancer Day materials](#) as far and wide as you can.
- **Share, like, comment and engage on social media** in support of World Cancer Day.

Feel free to use the ready-made messages below or post your own thoughts, views and opinions.

We encourage you to link your posts to your and your party's planned action against cancer in this legislature and to Europe's Beating Cancer Plan (#EUCancerPlan)

- Cancer hurts families, hurts the economy, hurts our future. Let's fight for a healthier world this 4 February on #WorldCancerDay #CloseTheCareGap worldcancerday.org
- #Cancer + Inequities = lives lost. #CloseTheCareGap this #WorldCancerDay 4 February 2022. worldcancerday.org
- Thousands of people around Europe often suffer and die unnecessarily due to a lack of awareness, resources and access to affordable and quality #cancer services. It's time to #CloseTheCareGap this #WorldCancerDay worldcancerday.org
- Each European deserves the right to access quality essential cancer services, regardless of where they live. Speak up this 4 Feb #WorldCancerDay #CloseTheCareGap worldcancerday.org
- Inequities in accessing cancer education, prevention, treatment & care are unnecessary, avoidable and unjust. Speak up this 4 Feb #WorldCancerDay #CloseTheCareGap worldcancerday.org
- I believe that access to life-saving #cancer diagnosis, treatment & care should be equitable for all – no matter where you live, your income, your ethnicity or gender. Show your support and get involved this 4 February. #WorldCancerDay #CloseTheCareGap worldcancerday.org
- Let's #CloseTheCareGap. The time to act is now. Find out how you can show your support this #WorldCancerDay on 4 February: worldcancerday.org

About World Cancer Day

World Cancer Day every 4 February is the global uniting initiative led by the Union for International Cancer Control (UICC). By raising worldwide awareness, improving education and catalysing personal, collective and government action, we're working together to reimagine a world where millions of preventable cancer deaths are saved and access to life-saving cancer treatment and care is equal for all – no matter who you are or where you live. Because we believe that cancer isn't just a health issue but a human issue that touches all of us.

Created in 2000, World Cancer Day has grown into a positive movement for everyone, everywhere to unite under one voice to face one of our greatest challenges in history. Each year, hundreds of activities and events take place around the world, gathering communities, organisations and individuals in schools, businesses, hospitals, marketplaces, parks, community halls, places of worship - in the streets and online - acting as a powerful reminder that we all have a role to play in reducing the global impact of cancer.

About the 2022 theme

The 2022-2024 theme places supporters at the heart of the campaign and calls for commitment and action to close the gap in cancer care within and between countries.

2022 is the first year of the 'Close the Care Gap' campaign and it is all about understanding and recognising the inequities in cancer care around the globe. It's about having an open mind, challenging assumptions and looking at the hard facts:

- Inequity in cancer care costs lives.
- People who seek cancer care hit barriers at every turn.
- Income, education, location and discrimination based on ethnicity, gender, sexual orientation, age, disability and lifestyle are just a few of the factors that can negatively affect care.
- The gap affects everyone, including you and your loved ones.
- These barriers are not set in stone. They can be changed.

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

That's how we can begin to imagine a better way of doing things and to build a fairer vision of the future - a future where people live healthier lives and have better access to health and cancer services, no matter where they are born, grow, age, work or live. **This World Cancer Day, what will you learn about the gaps in cancer care?**

Contact the MAC Secretariat

- Want a quote card or help with your communications? Email Gina@cancer.eu
- Any questions about the MEPs Against Cancer (MAC) interest group? Would you like to connect with national and regional cancer societies in your countries? Send an email to Linda Linda@cancer.eu