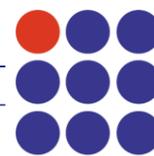




World  
Cancer Day  
4 February



ECL  
Association of European  
Cancer Leagues

## ECL Youth Ambassadors

An invitation to take part in the 20<sup>th</sup> anniversary of World Cancer Day



### About the theme

It's the second year of the 'I Am and I Will' campaign, which is all about each one of us and our commitment to act. *Who are you? and What will you do?*

We believe that through our positive actions, together we can reach the target of reducing the number of premature deaths from cancer and noncommunicable diseases by one third by 2030.

This World Cancer Day, we recognise that our commitment to act will lead to powerful progress in reducing the global impact of cancer. So, this 4 February whoever you are, your actions - big and small - will make lasting, positive change.

*2020 is all about pushing for progress and sharing your stories of progress.* Progress can mean progress in political will, reduced stigma, increased investment, the way we talk about cancer, the quality of patient lives and so much more.

### About the 20<sup>th</sup> anniversary

Since the creation of World Cancer Day, we have witnessed incredible progress in many areas, from increased political will, technological advancements, research breakthroughs, and greater public understanding of the disease. However, in 2019 the World Health Organization included Non-communicable Diseases (NCDs), including cancer, as one of top ten threats to public health. There is still much more to be done. *Our message in 2020 is: Progress is possible. It's not inevitable.*

Should you have any questions about your engagement in the campaign, please contact:

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Communications Officer  
[Association of European Cancer Leagues](https://www.european-cancer-leagues.org/) (ECL)  
[comms@european-cancer-leagues.org](mailto:comms@european-cancer-leagues.org)

Thuy Khuc-Bilon  
World Cancer Day Campaign Manager  
[Union for International Cancer Control](https://www.who.int/teams/disease-prevention-control-and-rehabilitation/cancer-prevention-control-and-rehabilitation/union-for-international-cancer-control) (UICC)  
[khuc-bilon@uicc.org](mailto:khuc-bilon@uicc.org)

**Option 1: Post, share & engage**



**Everything you need to spread the word.**

Download and share the **World Cancer Day** campaign materials.



**How to guides**



**Logo files and artwork**



**World Cancer Day posters**



**Social media and digital content**



**Infographics**



**Factsheets**

- Download & share [ECL's social media posts](#) focusing on the ECAC as far and wide as you can
- Create your own [social media graphics & custom posters](#)
- Create, personalise and download the [World Cancer Day materials](#) (incl. posters, GIFs, infographics & factsheets, profile banners)
- Tag and challenge other Youth Ambassadors, friends & family to take part in the campaign. Find the social media handles of all Ambassadors' in the [YAs Contact List](#)
- Share, like, comment and engage with UICC's posts on [Facebook](#) & [Instagram](#).

In your posts you should focus, in order of importance, on:

- 1) *European Code Against Cancer* – promote the whole code and the messages you are most passionate about!
- 2) *I Am and I Will* - Who are you? What will you do?
- 3) *Progress* – What's been achieved in cancer control in the last 20 years? What are your actions for progress?

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

- This 4 February is #WorldCancerDay. Share your personal commitment to reduce the impact of #cancer for yourself, the people you love and the world. #IAmAndIWill worldcancerday.org
- This #WorldCancerDay, let's take action for a cancer-free world. What will you do? #IAmAndIWill worldcancerday.org
- We all have the power to save lives. Make a personal commitment to act today. #IAmAndIWill #WorldCancerDay worldcancerday.org
- 3.7m lives can be saved from #cancer every year if we act now. What actions will you take? #WorldCancerDay #IAmAndIWill #cancercode worldcancerday.org
- At least one third of cancers are preventable. What will you do to reduce your #cancer risk? #IAmAndIWill #WorldCancerDay #cancercode worldcancerday.org
- Everyone has the power to reduce the impact of #cancer. What will you do? #IAmAndIWill #WorldCancerDay #cancercode worldcancerday.org
- #Cancer is not just a health issue, it's personal. This #WorldCancerDay, let's come together and take action for a cancer-free world. #IAmAndIWill worldcancerday.org
- #Cancer hurts families, hurts the economy, hurts our future. Let's fight for a healthier world this 4 February on #WorldCancerDay. #IAmAndIWill worldcancerday.org
- This #WorldCancerDay, (I'm / we're) making a commitment to a world without #cancer. #IAmAndIWill worldcancerday.org
- I am (fill in blank) and I will (fill in blank). What will you do this #WorldCancerDay? Share your #IAmAndIWill message. worldcancerday.org
- A world where access to life-saving cancer treatment is equal for all? That's a world worth fighting for. Join me this 4 February for #WorldCancerDay. #IAmAndIWill worldcancerday.org
- Every person matters. Every action counts. This #WorldCancerDay, who are you and what will you do? #IAmAndIWill worldcancerday.org

→Read & download [UICC's 'How to get social' guide](#)

## **Option 2: Organise an activity or an event**

World Cancer Day activities can take place anywhere – in a lecture hall, in a park, in a shopping mall, on social media – wherever you can get people together.

- Set up an information stall in a trafficked place in your city to raise awareness of the ECAC & WCD

[Miranda](#), Youth Ambassador for Cyprus, contributed to the organisation of various information booths and activities around Cyprus on 4 February 2019. Read more about her action [here](#) & contact her [here](#).



- Give a presentation on the ECAC & WCD at a third-party event

[Oksana](#) organised a press conference to raise awareness of the modifiable risk factors of cancer. Read about her action [here](#) & contact her [here](#).



- Organise an online event – e.g. a Twitterchat, a live poll or an online competition on Instagram

Whatever you do and however big or small, every action counts. Share your plans with ECL and upload your activity on [UICC's Map of Events](#).

- Read & download [UICC's 'How to be a great host'](#) guide for some tips and tricks on event-management
- Read & download [UICC's 'How to use your voice'](#) guide for guidance on advocacy
- Read & download [UICC's 'How to talk about cancer' guide](#)
- Need facts, figures and information on cancer? Read UICC's list of [Useful Links & Resources](#)
- Follow & get inspiration from WCD's official [Instagram](#) & [Facebook](#) accounts

### ***Option 3: Approach health leaders & influencers in your countries to do a video message***

#### **Answering 1 question:**

2020 will be the 20th anniversary of the World Cancer Day. WCD campaigners are inviting leaders, academics and influencers around the world to answer one question in a video message.

#### **The question is:**

##### **1. What's the bravest thing we can do about cancer?**

#### **Time**

A short and concise answer to the questions is the best. They should aim for 30 seconds or less.

#### **Video frame**

- They should talk directly to the camera
- Ideal is to have a clean and neutral background out of focus
- Make sure to get as good lighting and sound as possible

## Getting the soundbite

- Keep it as natural and spontaneous and off the cuff as possible – the less scripted, the better
- Leaders can answer in the language they are most comfortable with

→You can find some guidelines and tips on shooting videos (from 2019 bit still relevant) [here](#)

## Share

Leaders should share the video message on social media, ideally on 4 February or alternatively in the week leading up to 4 February, accompanied with the official hashtags: #WorldCancerDay and #IAmAndIWill

If you shoot the video for them, please send it to Ginevra ([comms@europeanleague.org](mailto:comms@europeanleague.org)). ECL will make sure to liaise with UICC and publish the videos via ECL social media channels, giving you credit.

## Option 4: Record YOUR video message or an ECAC-related video

If you do not feel like approaching other people, you can record a short video message yourself.

## Answering 1 question:

1. **What are the most important things we can do to prevent cancer?**  
(refer to the European Code Against Cancer)

→You can find some guidelines and tips on shooting videos (from 2019 bit still relevant) [here](#).

## Share

You should share your video message on social media, on 4 February and/or in the week leading up to 4 February, accompanied with the hashtags: #WorldCancerDay, #IAmAndIWill & #cancercode

Please send your videos to Ginevra ([comms@europeanleague.org](mailto:comms@europeanleague.org)). ECL will post them from the ECAC social media channels.



If you are into video editing and creation, you can undertake a more elaborate video project linking the ECAC to World Cancer Day.

[Janet](#), Youth Ambassador for Bulgaria, shoot a great video for WCD 2019. You can watch it [here](#) and get in touch with [Janet](#) to learn more about it.