

 **IMPACT REPORT**



World
Cancer Day
4 February

**UNITED
BY
UNIQUE**

WORLD CANCER DAY 2025

WORLD Cancer DAY.ORG

[#UNITEDBYUNIQUE](https://twitter.com/UnitedByUnique)

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FOREWORD



On World Cancer Day, 4 February 2025, the global cancer community came together to raise awareness, drive change and take action against cancer. Events took place around the world, including walks, talks, panel discussions, bake sales, petitions, workshops, flash mobs, and illuminated landmarks. Across countries, individuals and organisations celebrated the progress made and called for further efforts in cancer control. They also honoured those who had passed away from cancer.

When UICC initiated World Cancer Day in 2001, it could never have imagined the scope that the event would take only a few decades later. This would not have been possible without our members, partners and supporters.

This year, we highlighted the importance of people-centred care with the campaign theme ‘United by Unique’. Every experience of cancer is unique, and it takes all of us, united, to create a world where care and support is personalised, compassionate, and accessible to all.

The first year of the campaign was a great success, demonstrating just how deeply this theme resonated with people across countries. We witnessed incredible levels of engagement, with communities, organisations, and individuals embracing the campaign and adapting it to their local contexts in inspiring ways.

This 4 February, we wanted to hear the voices of those living with or affected by cancer. Because every person has a unique perspective, whether it’s someone living with cancer, a loved one, a medical practitioner, a supporter, or an advocate. These stories build awareness and help address stigma. They send a message to those with the power to change things for the better. They call for a future where every person receives the care they need—tailored, compassionate, and centred around people.

Through the pages of this report, I invite you to explore for yourself the remarkable achievements and energy felt on World Cancer Day. And may it inspire you for World Cancer Day 2026.

A heartfelt thank you to each individual, organisation, government, partner, who brought this day to life.

A handwritten signature in dark ink, appearing to read 'C. Adams', written in a cursive style.

Cary Adams
CEO, Union for International Cancer Control

THE WORLD CANCER DAY THEME 2025-2027 'UNITED BY UNIQUE' PLACES PEOPLE AT THE CENTRE OF CARE AND THEIR STORIES AT THE HEART OF THE CONVERSATION.

The campaign calls for a fundamental shift in cancer care and health systems worldwide towards a people-centred approach, which is oriented around individuals and communities instead of just the disease.

Indeed, cancer is more than just a medical diagnosis – it's a deeply personal matter. Behind every diagnosis lies a unique human story – stories of grief, pain, healing, resilience, love and more.

That's why a people-centred approach to cancer care that fully integrates each individual's unique needs, with compassion and empathy, leads to the best health outcomes.

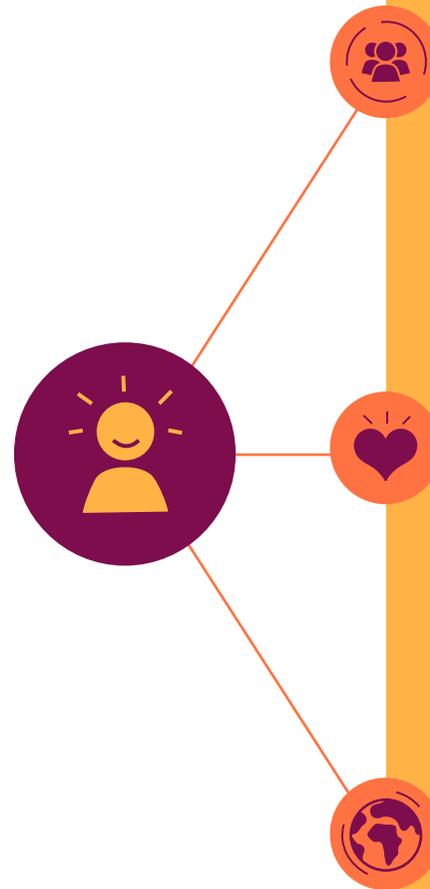
Every experience with cancer is unique and it will take all of us, united, to create a world where we look beyond the disease and see the person before the patient.



WHY PEOPLE-CENTRED CARE?

PEOPLE LIVING WITH CANCER DON'T ALWAYS FEEL HEARD, SEEN, OR UNDERSTOOD. THEY MIGHT FEEL ALIENATED AND VOICELESS AT A TIME WHEN THEY'RE ALSO LEARNING TO NAVIGATE AN UNFAMILIAR AND CONFUSING HEALTH SYSTEM, NOT TO MENTION DEALING WITH THE EMOTIONAL HIGHS AND LOWS OF CANCER DIAGNOSIS, TREATMENT, OR RECOVERY.

People-centred cancer care represents an opportunity to refocus, rewire, and rewrite how we think about cancer. It means delivering health and cancer services at the right time, in the right place, and in the right way, tailored to each individual's needs. It embraces people's differences, engages and empowers people to have a more active role in their own health, and ensures that everyone is seen for who they really are and has access to the care they need.



IT'S ABOUT COLLABORATION.

People-centred care reorients healthcare around people instead of diseases. It recognises that every person is unique and prioritises their needs, hears their concerns with compassion and empathy, helps them retain autonomy, and empowers them to actively participate in the decision-making process rather than simply being passive receivers of care.

IT'S ABOUT CONNECTION.

People-centred care also recognises the importance of social ties. It seeks to engage individuals, families, and communities beyond the clinical setting and is built on the knowledge that involving these connections enables more humane and holistic care that better meets a person's unique physical, mental, and spiritual needs.

IT'S ABOUT COMMUNITY.

People are more than just patients, and before they ever interact with a healthcare system, they benefit by being informed and engaged. Taking a community approach to cancer care improves health literacy and self-care while ensuring that health systems meet the real-world needs of the people they serve.

A THREE-YEAR JOURNEY

The campaign explores different dimensions of people-centred cancer care and new ways of making a difference. It offers a three-year journey from raising awareness to taking action.

We believe that a multi-year initiative creates more opportunities for global engagement and builds greater awareness, ultimately leading to more meaningful impact.



2025 YOUR STORY WILL BE HEARD

The 'United by Unique' campaign began its journey by inviting individuals from all walks of life to share their personal cancer stories. Much like people-centred care aims to see the individual behind the disease, this first year of the campaign showcases real stories with unique perspectives.

Whether it's someone living with cancer, a family member, a caregiver, a medical professional, an advocate, or an ally, these stories show different people's experience with cancer, the diverse challenges each faces, and how a people-centred approach to care could respond to their unique situation.

By bringing these stories together into one place, the campaign builds a rich collection of voices that serves as a striking illustration of what is meant by 'United by Unique': every person is one-of-a-kind, but no-one is alone in their aim to take meaningful and lasting action to reduce the burden of cancer. It's about recognising and validating each unique experience and fostering a sense of community and shared purpose among those affected by cancer.



2026 YOUR STORY WILL CHANGE MINDS

Building on the foundation laid in 2025, the campaign in 2026 will focus on transforming these personal stories into powerful advocacy tools. Now that we've seen a wide range of unique perspectives on people-centred care, it's time to influence policymakers, healthcare providers, and the broader public about the necessity of the necessity of having national health plans and cancer strategies adopt a people-centred approach to service delivery.

By highlighting real-life experiences and outcomes, the second year of the campaign will strive to shift perspectives and encourage systemic changes that prioritise the holistic needs of people living with cancer. This phase is dedicated to turning individual voices into a collective call for better, more compassionate, and inclusive cancer care.



2027 YOUR STORY WILL DRIVE ACTION

The third and final year of the campaign is dedicated to ensuring that the progress made is sustainable and lasting. This year will focus on fostering new partnerships and strengthening existing ones to embed people-centred care deeply into health systems worldwide.

Through collaboration with various stakeholders, including patient groups, healthcare institutions, and advocacy organisations, the campaign will work towards creating a robust support network that ensures continued access to high-quality, personalised cancer care.

Collaboration and action come in many forms, whether it's a new citizens' group advocating at the city level or the cultivation of connections between organisations that can help cement our gains and ensure that people-centred care continues to be available for years to come.





A GLOBAL MOVEMENT FOR CHANGE

On 4 February, people from every corner of the world came together once again to mark World Cancer Day.

The impact of the day was felt globally, with over 900 events and activities taking place across more than 102 countries and territories, from grassroots initiatives to large-scale awareness campaigns.

The campaign made waves online, with six billion impressions and nine million interactions across different platforms, including dedicated posts by influential figures such as Kate Middleton and King Charles from the British Royal Family, Australian singer Kylie Minogue, FC Barcelona, and the Nobel Prize institution. There were over 30,000 press mentions in 162 countries, putting cancer and people-centred care in the global spotlight.

At the heart of this year's campaign were personal stories, with over 600 submissions on the World Cancer Day website in text, video, and art form. Over 1,000 individuals also shared their experiences on social media via the Upside Down Challenge, flipping pictures to show how cancer turned their lives upside down. UICC's livestream brought together people living with cancer, caregivers, and advocates from across the globe. Over 30,000 materials were downloaded from the website, and the official campaign video received over 300,000 views.

AS THE SUN SET, THE WORLD LIT UP:

Landmarks around the globe – including the CN Tower in Toronto, the Jet d'Eau in Geneva, and the Almaty Tower in Kazakhstan, were illuminated in orange and blue, the World Cancer Day colours.



A LOOK AT WORLD CANCER DAY'S GLOBAL REACH



+ 900

**ACTIVITIES IN
102 COUNTRIES**



+ 600

**STORIES IN TEXT,
VIDEO AND ART FORM
ON THE WEBSITE**



+ 1,000

**PEOPLE TOOK PART
IN THE UPSIDE DOWN
CHALLENGE**



+ 30,000

**PRESS MENTIONS IN
162 COUNTRIES**



**SIX
BILLION**

IMPRESSIONS



**NINE
MILLION**

ENGAGEMENTS



530,000

**WEBSITE
VISITORS**



+300,000

**CAMPAIGN
VIDEO VIEWS
ON YOUTUBE**



**LEADERS AND CELEBRITIES RAISED THEIR VOICES SUCH AS:
EMRAAN HASHMI, KATE MIDDLETON AND KING CHARLES
(BRITISH ROYAL FAMILY), KYLIE MINOGUE, FC BARCELONA,
THE NOBEL PRIZE INSTITUTION**



**WORLD CANCER DAY LIVESTREAM
EVENT WITH INDIVIDUALS FROM
EGYPT, GREECE, INDIA, NAMIBIA,
BRAZIL, HONDURAS AND THE USA**



UICC MEMBER SPOTLIGHTS



UICC MEMBERS DRIVE CHANGE



**WORLD CANCER DAY
WOULD NOT BE POSSIBLE
WITHOUT THE EFFORTS
OF UICC'S NETWORK OF
OVER 1,120 MEMBERS
ACROSS 172 COUNTRIES.**

This diverse community – from patient support groups to research and cancer centres, NGOs, professional associations – drives forward action on 4 February through local events, conducting awareness raising and advocacy campaigns, and reaching global audiences online. By uniting members around a common theme on a single day, UICC helps cut through the noise and allow the voice of the cancer community to be heard.

*Regions as defined by the World Health Organization (WHO)



UICC MEMBERS DRIVE CHANGE: AFRICA

LESOTHO ACTION AGAINST CANCER ASSOCIATION

AACA organised educational workshops, mobile screening services, and support group activities including: training chiefs on their role in community mobilisation for cancer awareness; engaging village health workers to educate community members on prevention; and providing patient support through telephone and home visits.



GHANA BREAST CARE INTERNATIONAL

Breast Care International Ghana organised educational sessions on the importance of early detection and lifestyle changes, featuring testimonials of people living with cancer, and provided free breast and cervical cancer screenings to community members.

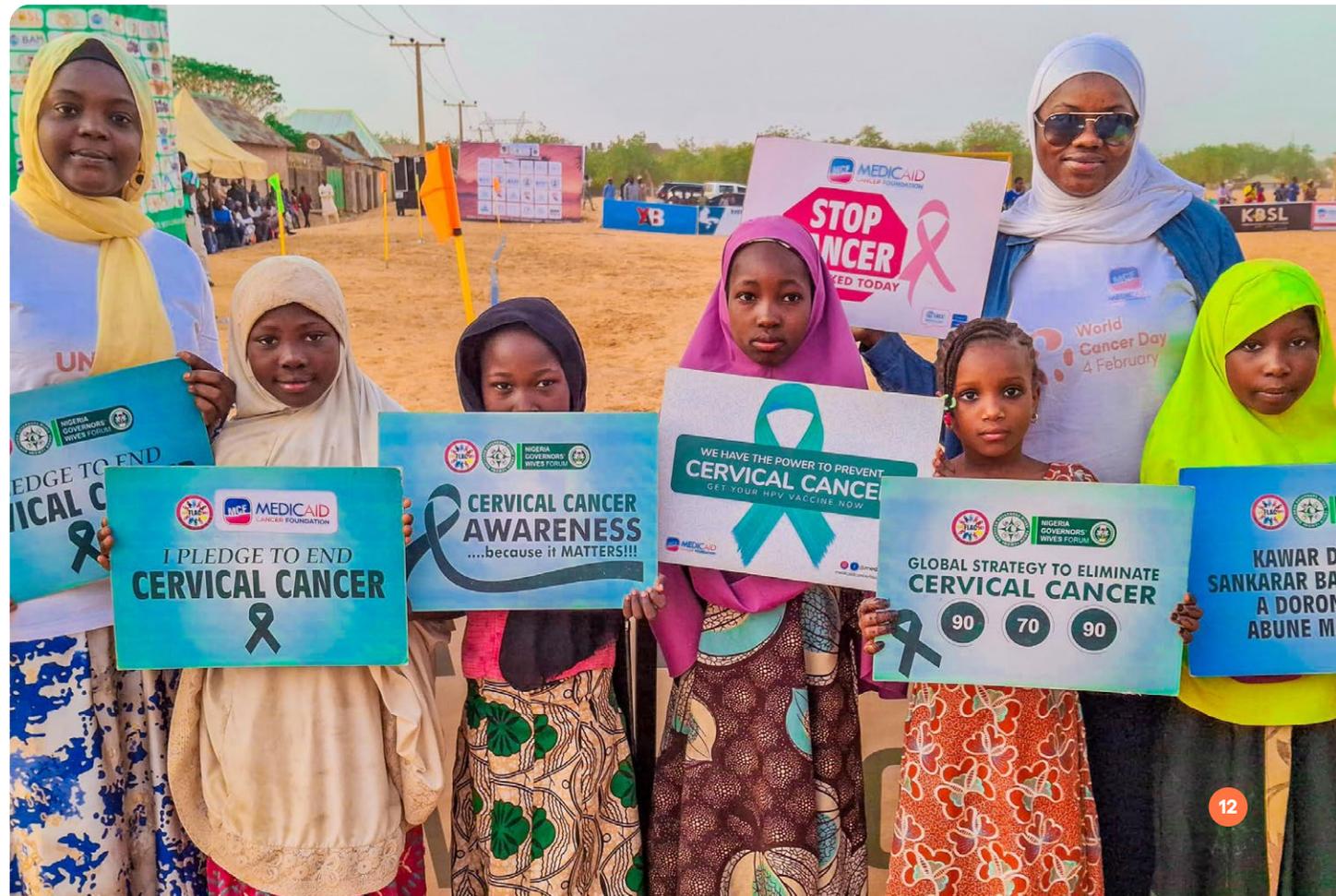


UICC MEMBERS DRIVE CHANGE: AFRICA



NIGERIA MEDICAID FOUNDATION

The Medicaid Cancer Foundation sponsored local football games, using the sport event to promote cancer awareness and encourage healthy lifestyles. They also educated 800 young girls on cancer prevention and early detection through interactive workshops and Q&A discussions. Finally, they launched 'Care Wheels' to provide free transportation for cancer patients within the Abuja metropolitan area, facilitating their access to treatment centres.



UICC MEMBERS DRIVE CHANGE: AFRICA

KENYA NATIONAL CANCER INSTITUTE OF KENYA

The National Cancer Institute of Kenya launched an oncology clinic at the Lodwar Referral Clinic, significantly improving access to cancer care in the region of Turkana County. On World Cancer Day, the newly established clinic held its first chemotherapy session and introduced a pilot programme for colorectal cancer screening.



ZANZIBAR ZANZIBAR OUTREACH PROGRAM

The Zanzibar Outreach Program ran mobile clinics and specialised medical camps for screening, early detection, and treatment. They reached underserved communities and promoted better health outcomes through education and timely medical interventions.

UICC MEMBERS DRIVE CHANGE: THE AMERICAS



CANADA CANADIAN PARTNERSHIP AGAINST CANCER

For World Cancer Day, the Canadian Partnership Against Cancer highlighted the stories and insights of Patient, Family and Caregiver Advisors in a dedicated video. CEO Dr. Craig Earle also contributed, reflecting on what more is needed to make people-centred care a reality in Canada.



MEXICO ASOCIACION MEXICANA DE LUCHA CONTRA EL CANCER

To mark World Cancer Day, the organisation carried out a public awareness campaign across various locations in Mexico. Through street activities involving banners and interviews, they encouraged people to reflect on their health and recognise the importance of early detection and regular medical check-ups. The initiative aimed to reduce unnecessary deaths by promoting timely action in response to persistent symptoms.

UICC MEMBERS DRIVE CHANGE: THE AMERICAS

COLOMBIA FUNDACION SALBO

Fundación Salbo organised the 'Gran Corrida Unidos por lo Único', a race to promote cervical cancer prevention, in collaborating with governmental and health entities.



USA LUNGevity

LUNGevity held a Facebook Live with experts and patients called 'Beyond Clinical Trials: Unique Ways to Unite for Lung Cancer Research', to discuss the importance of patient-focused research.



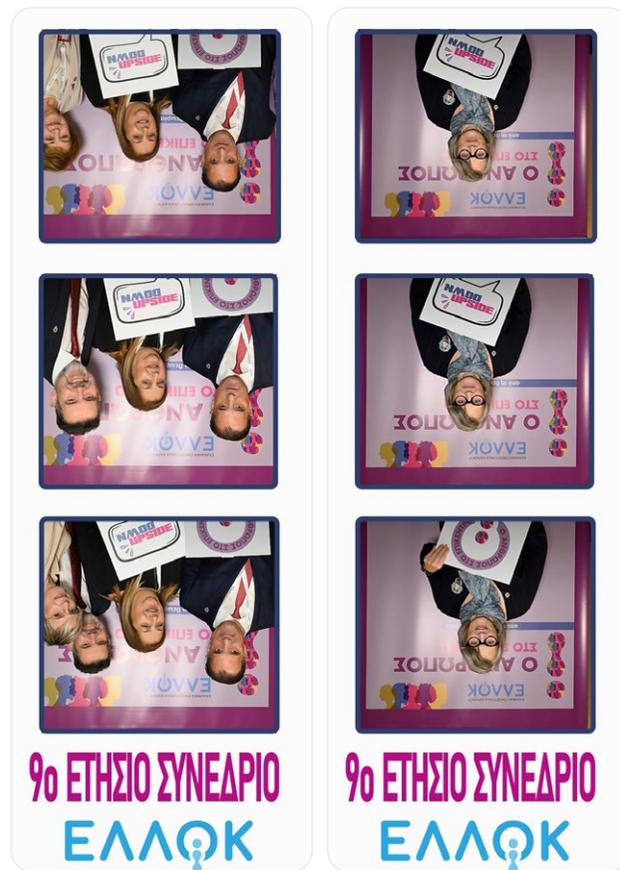
PERU POR UN PERÚ SIN CÁNCER

Por un Perú sin Cáncer marked World Cancer Day with a nationwide awareness campaign across print and digital media, and interviews on radio and television. They worked with influencers and allies to rally support and share key messages.

UICC MEMBERS DRIVE CHANGE: EUROPE

GREECE ELLOK

The Hellenic Cancer Federation (ELLOK) held a conference focusing on key oncology policy and treatment advancements in Greece and Europe. The conference brought together experts, policymakers, and patient representatives to address emerging challenges and innovations in cancer care.



HUNGARY HUNGARIAN CANCER LEAGUE

The Hungarian Cancer League held free melanoma screening, all-day, informing participants about testicular and breast self-examination, and offered consultations with oncologists.



SWITZERLAND SWISS CANCER LEAGUE

The Vaud and Geneva Leagues against Cancer, along with the Romand mutual aid network, and cantonal hospitals, hosted events on February 4 in Lausanne and Geneva. The events focused on understanding cancer and supporting people living with cancer and their loved ones. During the conference, attendees heard testimonials from people with cancer, while numerous associations and foundations shared their resources and expertise.

UICC MEMBERS DRIVE CHANGE: EUROPE

PORTUGAL LIGA PORTUGUESA CONTRA O CANCRO

World Cancer Day 2025 in Portugal was a vibrant display of activities with nationwide participation. The Liga Portuguesa Contra o Cancro rallied its community to do the Upside Down Challenge alongside influencers such as Joana Cruz and Bárbara Guimarães. One of the day's most powerful moments unfolded at Porto City Hall, where nearly 1,000 people gathered to form a human chain, with cancer survivors and patients at the centre.



UICC MEMBERS DRIVE CHANGE: EASTERN MEDITERRANEAN

AFGHANISTAN AFGHANISTAN NCD ALLIANCE

The Afghanistan NCD Alliance held a conference to raise awareness and advocate for improved cancer care in the country. The event addressed the status of cancer in Afghanistan, emphasising the difficulties in accessing medical services and medications, which are often paid for out-of-pocket. The audience included high-level decision-makers in the health sector, people living with cancer from various provinces, medical staff, and the public.



IRAN BEHNAME DAHESHPOUR

The Behnam Daheshpour Charity Organization in Iran set up an information counter at a shopping centre in Tehran. The event aimed to raise awareness about cancer prevention and early detection methods. It also held a multi-day Charity Bazaar to raise funds and awareness for cancer prevention and treatment, with 700 volunteers reaching 1,000 new patients.

MOROCCO NABD-BC2

NABD-BC2 in Morocco held a workshop with people living with cancer, exploring ways to create strong support networks and emphasising their effectiveness in supporting patients through their cancer journey. It was an opportunity for participants to connect with each other and to amplify stories of cancer.



UICC MEMBERS DRIVE CHANGE: EASTERN MEDITERRANEAN

LEBANON NAEF K BASILE CANCER INSTITUTE

Naef K Basile Cancer Institute in Lebanon held a wide range of activities around the idea of a people-centred approach to cancer care. The event included a gymnastic performance, speeches, activities related to the Upside Down Challenge, a video competition, a comedy session, educational stands on nutrition, physical therapy, smoking cessation, wellness, and palliative care.



PAKISTAN SHAUKAT KHANUM MEMORIAL TRUST

Shaukat Khanum Memorial Cancer Hospital and Research Centre organised a carnival in Lahore, Pakistan, for children living with cancer. The aim was to provide a moment of relief for young ones and their caregivers going through a challenging time, creating moments of joy, and promoting their mental wellbeing along with their physical health. The fun-filled day featured entertaining activities for children living with cancer, including storytelling, games, jumping castles, rides, a magic show, and a puppet show.



UICC MEMBERS DRIVE CHANGE: SOUTH-EAST ASIA

MALDIVES CANCER SOCIETY OF MALDIVES

The Cancer Society of Maldives held cancer awareness and free screening sessions across different islands, focusing on breast, oral, colorectal, cervical, and prostate cancer. These sessions empowered communities with the knowledge and resources needed for individuals to take charge of their health.

Additionally, the Society organised a three-day art workshop where people living with cancer shared their stories through visual arts, language, and photography.



UICC MEMBERS DRIVE CHANGE: SOUTH-EAST ASIA

INDONESIA INDONESIAN BREAST CANCER FOUNDATION

Throughout the month of February, the Indonesian Breast Cancer Foundation organised a health and education programme on breast self-examination for women, notably high school and university students in Jakarta. The Foundation also participated in the 'Car Free Day' event in Jakarta (organised by the Indonesian Cancer Foundation).



MYANMAR SHWE YAUNG HNIN SI CANCER FOUNDATION

The SYHSCF in Myanmar gathered 130 participants for a World Cancer Day event including healthcare professionals and people living with cancer with group discussions on cancer awareness.



UICC MEMBERS DRIVE CHANGE: WESTERN PACIFIC

FIJI FIJI CANCER SOCIETY

The Fiji Cancer Society held a 5km walk to show unity and support for the cancer community. The Grand Pacific Hotel was illuminated to commemorate World Cancer Day. Across various media platforms, the organisation also shared stories of people living with cancer, caregivers, and healthcare professionals. Finally, they hosted a health exposition where various medical stakeholders provided services to people across regions in the country.



TAIWAN HOPE FOUNDATION FOR CANCER CARE

The Hope Foundation for Cancer Care in Taiwan organised a 'Ribbons of Hope' exhibition, with figurines representing the 20 most common cancers, and encouraged nationwide participation in the Upside Down Challenge. A press conference was held with President Lai Ching-te, who reaffirmed his commitment to reducing cancer mortality by one-third by 2030, alongside other guests including the former Vice President and health officials. The event marked the highest-level government attendance in the history of their World Cancer Day press conferences.



UICC MEMBERS DRIVE CHANGE: WESTERN PACIFIC

PHILIPPINES PHILIPPINE CANCER SOCIETY

The Philippine Cancer Society, alongside government agencies, healthcare professionals, and communities launched the '30-Day Screening to Treatment' campaign, to reduce the time that patients wait after having been diagnosed with cancer following a screening to their first treatment, ensuring prompt and comprehensive care for patients.



BRUNEI THE BRUNEI CANCER CENTRE OF JERUDONG PARK MEDICAL CENTRE

On 4 February, The Brunei Cancer Centre of Jerudong Park Medical Centre hosted a cake-cutting ceremony with staff, illuminated the PJSC building in blue and orange, and held a 'Walk, Run & Cycle' event attended by dignitaries and the public.

UNITED NATIONS AGENCIES



UNITED NATIONS AGENCIES

International Agency for Research on Cancer



INTERNATIONAL AGENCY FOR RESEARCH ON CANCER (IARC)

Dr Elisabete Weiderpass, IARC Director, marked World Cancer Day with a video statement on the importance of collective efforts, urging all organisations to share knowledge and experiences, and to commit to taking action to reduce the burden of cancer, including IARC, whose projects all place people living with cancer at the heart of their research.

INTERNATIONAL ATOMIC ENERGY AGENCY (IAEA)

Through their Rays of Hope initiative, the IAEA is expanding access to nuclear medicine for diagnosing and treating cancer in low- and middle-income countries, supporting patients around the world with little or no access to advanced imaging techniques and radiotherapy, as explained by Rafael Mariano Grossi, IAEA Director General in a video released for World Cancer Day.

PAN AMERICAN HEALTH ORGANIZATION (PAHO)

The UN Pan American Health Organization hosted a webinar on timely and quality access to medicines and supplies for prevention and cancer control, with experts and representatives from the region.



UNITED NATIONS AGENCIES



UNITED NATIONS CHILDREN'S FUND (UNICEF)

UNICEF Maldives supported health and wellbeing screenings, offered nutrition counselling and engaged with children at the World Cancer Day event organised by the Cancer Society of Maldives.



WORLD HEALTH ORGANIZATION (WHO)

Tedros Ghebreyesus, Director General at WHO, released a video message honouring the courage of those affected by cancer, celebrating scientific progress in treating the disease, and affirming WHO's commitment to Health for All.

Saima Wazed, WHO Regional Director for South-East Asia, delivered a statement on 4 February, highlighting the theme of United by Unique as a reminder of our collective commitment against cancer. She praised the progress made in the South-East Asia Region and highlighting the importance of the WHO South-East Asia Regional Strategy in addressing persisting challenges. Dr Matshidiso Moeti, WHO Regional Director for Africa emphasised the need to address the rising cancer burden in low-and middle-income countries.



GOVERNMENTS



GOVERNMENTS

BELIZE

The Minister of Health & Wellness, Hon. Kevin Bernard, acknowledged cancer as the second leading cause of death in Belize, and spoke about working alongside local and regional cancer partners to strengthen collaborative efforts in addressing the growing cancer burden in the country.



Hon. Kevin Bernard and the Ministry of Health & Wellness recognizes:

World Cancer Day

"United by Unique"



EUROPEAN UNION (EU)

On World Cancer Day, Commissioner Olivér Várhelyi hosted his first Youth Policy Dialogue with 30 young cancer survivors and professionals in the field. This dialogue provides a platform for participants to share their perspectives on EU health policies and programmes related to oncology, as well as discuss ways to improve health policies to better support cancer patients and survivors.

The Commission also published the latest Country Cancer Profiles for all Member States, as well as Norway and Iceland. The report shows that cancer survival rates are increasing across the EU but that cancer continues to be a public health concern, with persisting inequalities across Member States.

INDIA

Prime Minister Narendra Modi pledged to create 200 daycare centres in a speech to Parliament on World Cancer Day, aiming to ease access to treatment, especially for those travelling to cities from rural areas.

INDONESIA

Indonesia announced their 19-year National Action Plan for Cancer to strengthen cancer control amid rising cases. The plan includes early prevention measures, such as a free health screening programme, and the development of a national cancer care network.

GOVERNMENTS

LEBANON

At an event hosted by Children's Cancer Center of Lebanon (CCCL), Lebanon's Minister of Public Health and other notable figures participated in educational workshops, conferences, and community engagement to raise awareness and honour people living with cancer.



GREECE

The Greek Ministries of Health and National Economy and Finance launched a EUR 4.5 million initiative to provide free mammography screenings for women aged 45-74. The programme aims to ease the burden on the healthcare system, reduce treatment costs, and improve access for women in remote areas, while also collecting vital health data to enhance future policies.

NEPAL

On 4 February, Nepal launched a 15-day nationwide HPV vaccination campaign aimed at immunising 1.6 million adolescent girls aged 10–14 years. This initiative marked the integration of the HPV vaccine into Nepal's routine immunisation programme. Schools served as primary vaccination sites, with additional efforts made to reach out-of-school girls within the eligible age group. To mark the occasion, the Nepal Cancer Relief Society organised a rally to raise awareness about the importance of HPV vaccination and various aspects of cervical cancer.



GOVERNMENTS

UGANDA

The Ugandan Minister of Health attended World Cancer Day **activities** in Mbarara District, reinforcing the Ministry's commitment to cancer prevention, early detection, and treatment. Led by the Deputy Resident District Commissioner and supported by the Uganda Cancer Institute, the event marked the start of free cancer screening services and awareness campaigns, particularly targeting rural communities with limited access to specialised care.



UNITED KINGDOM (UK)

On 4 February, the UK government called for expert ideas and evidence to support the development of the national cancer plan for England. Moreover, a world-leading AI trial to tackle breast cancer was also launched, which will include around 700,000 women across the country. Over 100 MPs joined Radiotherapy UK in a campaign to accelerate treatment for patients.



INFLUENTIAL VOICES

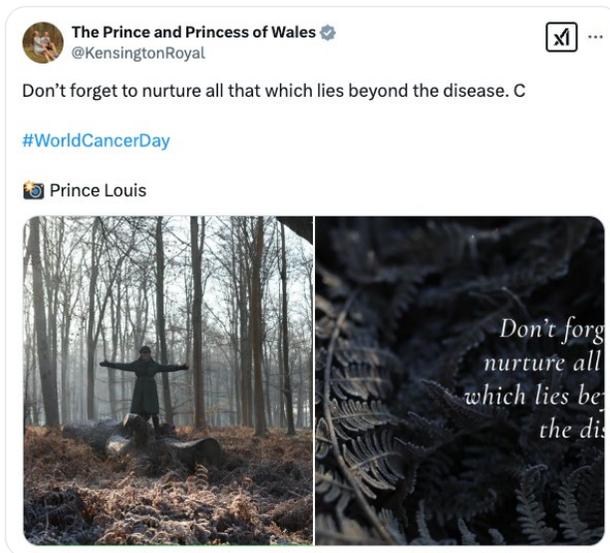


INFLUENTIAL VOICES

THE BRITISH ROYAL FAMILY

Kate Middleton, Princess of Wales, observed World Cancer Day while herself in remission from cancer, by sharing a picture taken by her son Prince Louis.

One year after his own cancer diagnosis, King Charles also shared a video message of support to those facing a diagnosis, directing them to cancer support centres in the UK. Celebrities such as Olympic champions Chris Hoy and Tom Daley, Strictly Come Dancing star Amy Dowden, fashion consultant Gok Wan, also participated in the video.



KYLE MINOGUE

Singer and songwriter Kylie Minogue marked 20 years since her breast cancer diagnosis with a message urging her audience to make time for check-ups and seek medical help when they have concerns.



FC BARCELONA

FC Barcelona football players wore green armbands on 4 February to show their solidarity with cancer patients and draw attention to World Cancer Day.

INFLUENTIAL VOICES

THE NOBEL PRIZE ORGANISATION

The Nobel Prize organisation celebrated on its LinkedIn page, the research done by chemistry laureate Carolyn Bertozzi, whose work on tumour cells is feeding into the development of new pharmaceuticals against cancer.

The Nobel Prize
1,025,946 followers
2mo · 🌐

+ Follow ...

On World Cancer Day, we celebrate the research done by chemistry laureate Carolyn Bertozzi, who took click chemistry to a new level.

Click chemistry is a form of simple and reliable chemistry, where reactions occur quickly and unwanted by-products are avoided. To map important but elusive biomolecules on the surface of cells – glycans – Bertozzi developed click reactions that work inside living organisms. Her bioorthogonal reactions take place without disrupting the normal chemistry of the cell.

Bertozzi has continued refining her click reaction so that it works even better in cell environments. In parallel with this, she and many other researchers have also used these reactions to explore how biomolecules interact in cells and to study disease processes.

One area that Bertozzi focuses on is glycans on the surface of tumour cells. Her studies have led to the insight that some glycans appear to protect tumours from the body's immune system, as they make the immune cells shut down. To block this protective mechanism, Bertozzi and her colleagues have created a new type of biological pharmaceutical. They have joined a glycan-specific antibody to enzymes that break down the glycans on the surface of the tumour cells. This pharmaceutical is now being tested in clinical trials on people with advanced cancer.

Many researchers have also started to develop clickable antibodies that target a range of tumours. Once the antibodies attach to the tumour, a second molecule that clicks to the antibody is injected. For example, this could be a radioisotope that can be used to track tumours using a PET scanner or that can aim a lethal dose of radiation at the cancer cells.





EMRAAN HASHMI

Actor Emraan Hashmi shared how his world was turned upside down when his son was diagnosed with cancer. He talked of the importance of early detection, urging his audience to get screened.



IMAGINE DRAGONS

Musicians and bands such as Imagine Dragons marked World Cancer Day in collaboration with Amazon Music to support cancer research.

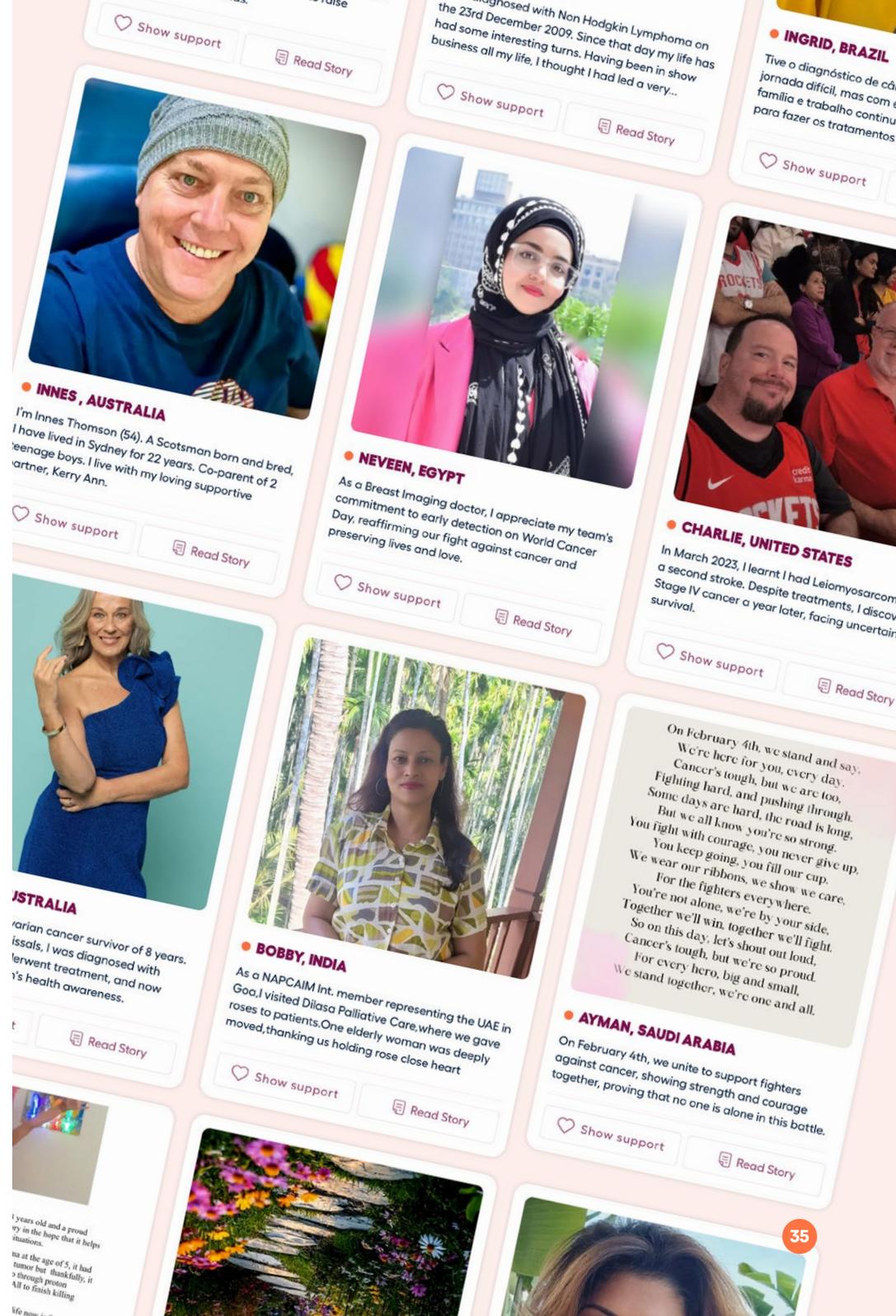
SHARING STORIES



UICC INVITED INDIVIDUALS FROM ALL WALKS OF LIFE TO SHARE THEIR PERSONAL CANCER STORIES.

MUCH LIKE PEOPLE-CENTRED CARE AIMS TO SEE THE INDIVIDUAL BEHIND THE DISEASE, THE CAMPAIGN INTENDS TO SHOWCASE REAL STORIES WITH UNIQUE PERSPECTIVES – WHETHER IT'S SOMEONE LIVING WITH CANCER, A FAMILY MEMBER, A CAREGIVER, A MEDICAL PROFESSIONAL, OR AN ADVOCATE.

By collecting these stories in one place, the campaign aims to build a rich tapestry of voices that illustrates what is meant by 'United by Unique': every person is one of a kind, but no one is alone in the aim to take meaningful and lasting action against cancer.



STORYTELLING WORKSHOPS

AROUND 200 PARTICIPANTS JOINED TWO WORKSHOPS ORGANISED BY UICC TO SUPPORT INDIVIDUALS IN SHARING THEIR CANCER EXPERIENCES. A PROFESSIONAL STORYTELLER AND AN ART THERAPIST EACH LED A SESSION, GUIDING PARTICIPANTS ON WAYS TO CRAFT COMPELLING PERSONAL NARRATIVES, OR USE ART TO EXPRESS THEIR EMOTIONS.



• AMINATH MUSHTHAREE, MALDIVES
In 2019, my son was diagnosed with leukemia, and I later faced two cancer diagnoses myself. Support from family and friends helped us navigate this challenging journey.

Show support | Read Story



• KARLA, MEXICO
My artwork is a visual representation of my journey through cancer—a mix of pain, hope, and resilience. Using bold colors and abstract forms, I aimed to capture the emotional rollercoaster of the...

Show support | Read Story



• DR SOUMEN, INDIA
The unique ways to fight cancer at our institution which unites us for a larger mission

Show support | Read Story

WRITTEN



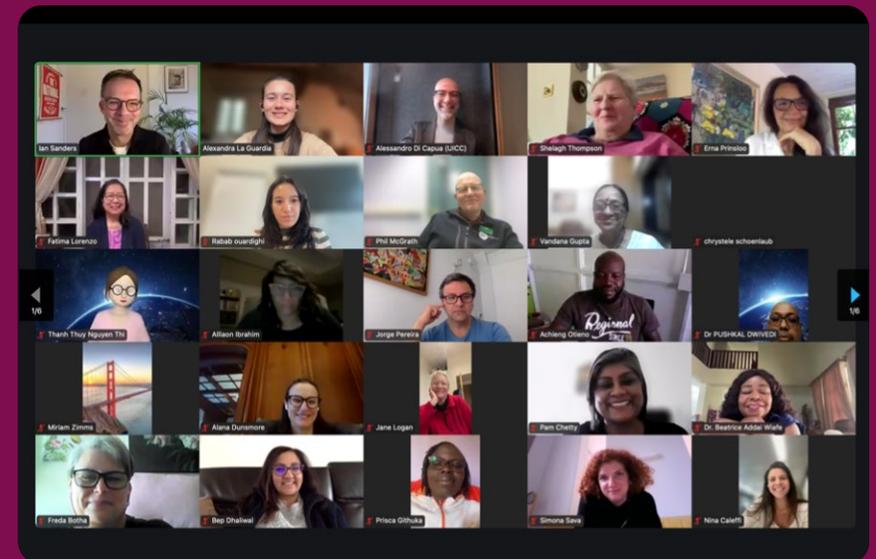
ART



VIDEO

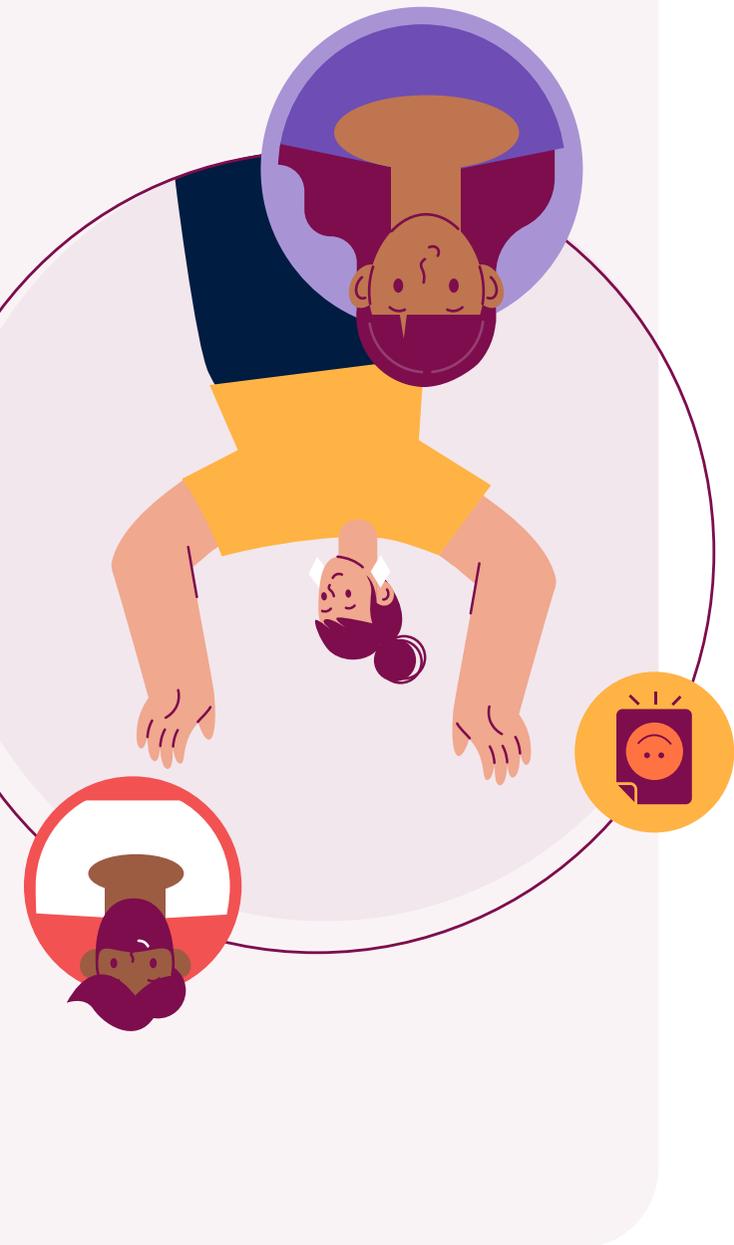


OVER 600 INDIVIDUALS SHARED THEIR STORIES IN WRITTEN, VIDEO, OR ART FORM ON THE WORLD CANCER DAY WEBSITE.



UPSIDE DOWN CHALLENGE





FOR THOSE LOOKING TO SHARE THEIR STORY IN A MORE CREATIVE WAY, WE LAUNCHED THE UPSIDE DOWN CHALLENGE. ACROSS SOCIAL MEDIA, PEOPLE SHARED VIDEOS OR PHOTOS OF THEMSELVES UPSIDE DOWN, ALONG WITH THEIR UNIQUE STORY ABOUT HOW CANCER HAS AFFECTED THEM.

OVER 1,000 INDIVIDUALS, INFLUENCERS AND ORGANISATIONS TOOK PART IN THE CHALLENGE ACROSS SOCIAL MEDIA.





oncoguia Follow



colmalkalee

Katie Owens · 2nd Information and communication officer at the European Co...
 Cancer turned my world upside down. But it does not define me.
 For the past five years, January was one of my most intense professional periods, as I coordinated the Commission's actions for World Cancer Day. Traditionally, this has included a high level event as well as press and communication material.
 However this year looks a little different. By sharing my cancer journey so far, I want to highlight how every story is unique, whilst encouraging others to speak up if something doesn't feel right. I also want to thank my own network, including health professionals, patient organisations and NGOs as well as those personally touched by cancer for the ongoing support and encouragement. Thanks to them, I'm able to go on living my life, albeit from a new perspective.
 Read my story here on the Union for International Cancer Control (UICC) website: <https://lnkd.in/gYzDseG>
 #WorldCancerDay #UnitedByUnique



ligacontracancer and joana.m... Follow



811 20



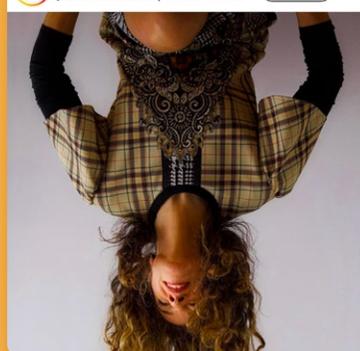
association_amal Follow

Harvard Medical School Center for Primary... · 6,552 followers
 Cancer turned our world upside down. Each of us has been personally affected by cancer whether it be as a patient, loved one, caregiver, or clinician.
 As the Lancet Global Health Commission on People-Centered Care for Universal Health Care, we set out to promote equitable, high-quality care, grounded in the principles of people-centered care and health equity. This undoubtedly extends to people and communities affected by cancer. Though our experiences are unique, we are #UnitedByUnique.
 #WorldCancerDay @worldcancerday



The Lancet Global Health
 Commission on People-Centered
 Care for Universal Health Coverage

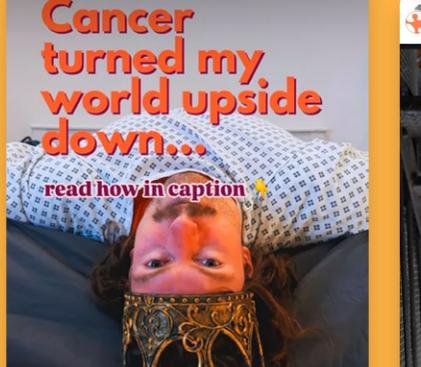
humansproject.ch · Keith Merrill · Hope and Emotion Follow



hayleygullen Follow



thekingofchemo · KT Tunstall · Suddenly I See



carlymoosah
 London, United Kingdom
 Cancer turned my world upside down. I never thought it would be breast cancer. There was no lump to feel by hand, just a swelling in my left armpit.
 I was only 37.
 My big sister was already going through chemo for ovarian cancer so I thought what were the chances I'd be diagnosed at the same time...
 It turns out quite high thanks to us both carrying the BRCA1 gene mutation.
 And that swelling under my armpit was the triple negative breast cancer cells spreading to my lymph nodes.
 It felt like a scene from the movies as the Dr said you have cancer to me over the phone. Time stood still and spun all at once. I truly couldn't understand much else after that, collapsing into tears and passing the phone to my best friend to take down the details.
 My world was now upside down.
 And for a while it was terrifying. Tears before sleep. Tears when I woke up. Fear in loved ones eyes. So much fear for my future and all the unknowns.
 But with a plan and a fantastic team around me and so much support, I got through the 16 chemo, 15 months of immunotherapy, double mastectomy and radiotherapy, and next month I will be celebrating 4 years cancer free.
 I adjusted my sails to the upside down. My perspective has changed so much that I accepted the upside down and in turn this led it to feel more right side up. I've grieved the person I was before my diagnosis and embraced who I have become.
 Liked by kreenadhiman and others
 17 hours ago

worldcancerday 21m



worldcancerday and willwise24



Hona Elizabeth Saltoos
 13 January at 12:53 · 49
 Cancer turned my world upside down...
 It's just under 1 month until my 20 year Canceriversary (09/02/2005). This is a significant year for me and I am celebrating it by raising money for Blood Cancer UK by running some half marathons (Weymouth Harf Marathon, 149.125 & London Landmarks Harf Marathon 149.125 and maybe more!)
 My cancer story is on my just giving page - link is below.
 Today I post this message as part of the 'Upside Down Challenge' to promote World Cancer Day which takes place 04/02/2025.
 Cancer affects everyone whether you are a patient, survivor, family member or friend. If you are able to donate to my fundraising I would be so grateful.
 https://www.justgiving.com/page/hona-saltoos-1723307668326
 #WorldCancerDay #UnitedByUnique #UpsideDownChallenge #Cancersurvivor #canceriversary #20years #weymouthhalfmarathon #londonlandmarkshalfmarathon World Cancer Day Just Racing UK and Nine Physio London Landmarks Harf Marathon Dorset County Hospital NHS Foundation Trust



TAKING IT OFFLINE

A POWERFUL DISPLAY OF THE UPSIDE DOWN CHALLENGE WAS THE EXHIBITION OF LARGE BILLBOARDS IN LONDON, MANCHESTER AND BIRMINGHAM. THESE FEATURED THE FACES OF 12 INDIVIDUALS FROM AROUND THE WORLD LIVING WITH CANCER, AND WAS SEEN AROUND 1.5 MILLION TIMES.

Battersea Power Station, London



The Two Towers, Manchester



WE ENCOURAGED PEOPLE TO TAKE THE UPSIDE DOWN CHALLENGE OFFLINE, WITH HEADSTANDS, HANDSTANDS, UPSIDE DOWN ART WORKSHOPS, AND MORE.



Carolyn Sousa · 2nd
Regional Commercial Strategy Lead, Solid Tumor Oncology at Joh...

Cancer turned my world upside down. Supporting my loved one during their chemotherapy treatment last year was one of the most heartbreaking experiences I've had. The debilitating side effects like low energy, nausea, lack of appetite and hair loss are constant reminders that you're sick. While some great TV shows provided moments of distraction, navigating through this is tough both for those with cancer and their loved ones.

Seeing this devastating impact propels me forward in my work to bring patients new treatments for this devastating disease. I'm proud to work for a company innovating with an inspiring purpose - to transform the lives of people living with cancer.

I believe J&J is unique, as a company with both innovative therapeutic interventions but also medical technologies. Our additional emphasis on precision medicines can help understand someone's genetic profile and how their disease has mutated over time, ensuring the best possible therapy.

Across solid tumours and haematology, teams at J&J work tirelessly every day as we aim to be in front of cancer. This article from Professor Aleš Ryška sets out the urgency of earlier diagnosis and optimal treatment selection in the solid oncology landscape: Optimizing Molecular Biomarker Testing for Solid Tumors <https://link.inj.ej2vfff>

#MyCompany #WorldCancerDay #UnitedByUnique



depernasparaoar · 1h
O nosso Setembro Dourado de 2024 começou "de pernas para o ar", e ainda bem que o mote continua...
Neste Dia Mundial do Cancro, que a sensibilização sobre esta realidade continue... porque há muito mais para além do diagnóstico, e ninguém vai sozinho 🙌

Têm o vosso livro por aí? Aceitem o desafio do @worldcancerday e partilhem a vossa foto de pernas para o ar 📸

Our Golden September 2024 started "upside down", and thankfully the motto continues... On this World Cancer Day, may awareness about this reality continue... because there is so much more to this disease than a diagnosis.

38 likes
1 hour ago

Add a comment...



elena_krawzow · Berlin, Germany

elena_krawzow @ Cancer turned my world upside down.

Exactly two years ago I finished my long follow-up treatment after the brain cancer diagnosis.

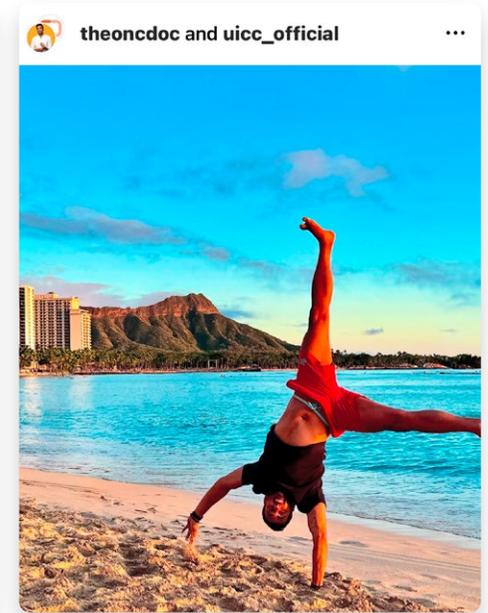
Having to go through this experience was not pleasant, but I learned a lot and this challenge shaped me and my character.

I fought my way back from this crisis and am now stronger and can help other affected people and share my experiences with them. For that reason alone, it was worth going through this hell.

#WorldCancerDay

This is my message to you guys: There is a way out of every crisis. The main thing is to think positively and not give up! 🙌

#UnitedByUnique
4 m



LIVE PROGRAMME

ON 3 AND 4 FEBRUARY, WE HOSTED A LIVE PROGRAMME, DIALING IN WITH INDIVIDUALS FROM UICC MEMBER ORGANISATIONS TO HEAR THEIR EXPERIENCE OF CANCER. WITH THESE CALLS, WE AIMED TO HIGHLIGHT THE HUMAN STORIES BEHIND THE DISEASE AND TO SHINE A LIGHT ON OUR MEMBERS AROUND THE WORLD. WE SPOKE WITH INDIVIDUALS FROM EGYPT, GREECE, INDIA, NAMIBIA, BRAZIL, HONDURAS, AND THE US.



IN THE PRESS

World Cancer Day 2025 received widespread global media coverage, reinforcing its role as a powerful platform for raising awareness and driving action to reduce the burden of cancer. There were over 30,000 press mentions in 162 countries, with major international media organisations, national newspapers, online news platforms, television networks, and radio stations covering World Cancer Day and amplifying its reach to millions of people.

Among the notable outlets were: BBC, Forbes, Daily Maverick (South Africa), Accra Online (Ghana), ABC/ Good Morning America, Times of India, Sky News, The Guardian, The Guardian Nigeria, Business Standard (India), MSN, The Guardian Nigeria, Al Día, Daiji World, English Jagran (India), News18 India, Daily Mail, The Independent, The ASCO Post, Lusaka Times, MSN Chili, Informe21 Venezuela, El Tiempo (Colombia), CNN Español, El País, El Mundo, La Vanguardia, La Nación (Argentina), Sapo (Portugal), La Republicca (Italy), Ria Novosti (Russia), Ouest France.

Warriors With A Purpose observe World Cancer Day with Charlotte Maxeke Johannesburg Academic Hospital oncology patients

The World Health Organization says cervical cancer remained the leading cause of cancer-related deaths among women on the African continent, accounting for 22% of all cancer deaths.

07 February 2025

Charity founder tackling loneliness in people with cancer through letter writing

By PA MEDIA
PUBLISHED: 08:05 GMT, 29 January 2025 | UPDATED: 08:35 GMT, 29 January 2025

A charity founder hopes to "reduce loneliness and isolation" among people living with cancer through a 24-hour letter writing marathon for World Cancer Day.

Alison Hitchcock, 56, is co-founder of From Me To You Letters, a charity supporting people living with cancer by sending them letters, and has created a 24-hour event to mark World Cancer Day which falls on February 4.

The 24-hour Letter Writing Marathon hopes to bring together writers from across the globe via an online video link to spend an hour of their day writing and sharing letters in a bid to combat isolation among people living with cancer.

Cancer : "On guérit de mieux en mieux aujourd'hui en France", pointe le docteur Damien Mascret

Publié le 07/02/2025 23:03

BBC Health News @bbchealth

World Cancer Day: Survivor creates exhibition to empower others

From bbc.com

2025 World Cancer Day: Nigeria Records 125000 Cancer Infections Annually -Project Pink Blue

People @people - Feb 5

Teddi Mellencamp Reshapes Graphic Image of Surgery Scar for World Cancer Day: 'Get Your Skin Checks Scheduled'

From people.com

World Cancer Day 2025: इन 5 चीजों को ज्यादा पकाने से बचें: बढ़ जाता है कैंसर का खतरा

कुछ भूखाने पकाने से बचने की जरूरत है जो कैंसर के खतरा को बढ़ा देते हैं। जो हैं 4 चीजों को ज्यादा पकाने से बचें।

sky news .COM.AU

Australia World Opinion Business Lifestyle Stream Listen

Lifestyle > Celebrity Life

'A gentle reminder': Kylie Minogue marks 20 years since breast cancer diagnosis with touching message on World Cancer Day

Aussie pop princess Kylie Minogue has shared a heartfelt message to mark World Cancer Day and the 20th anniversary of her own breast cancer diagnosis.

EL PAÍS

Día Mundial contra el Cáncer

"Yo superé un linfoma de Hodgkin y ahora quiero ser oncólogo infantil; hay mucho que agradecer"

ZEITUNG ONLINE

Weltfreitag 4. Februar

Zahl der Krebstodesfälle bei Jüngeren deutlich gesunken

Aktualisiert am 30. Januar 2025, 13:05 Uhr Quelle: dpa

ZEITUNG ONLINE hat diese Meldung redaktionell nicht bearbeitet. Sie wurde automatisch von der Deutschen Presse-Agentur (dpa) übernommen.

Unter dem Mikroskop ist zu sehen, wie ein Tumor auf ein Medikament reagiert. © Bernd Weißbrodt/dpa

Dank besserer Vorsorge und neuer Behandlungen haben sich in den vergangenen 30 Jahren die Heilungschancen bei Krebs verbessert. Das trifft vor allem auf jüngere Menschen zu, wie das Statistische Bundesamt berichtet. Das Deutsche Krebsforschungszentrum in Heidelberg hat Hoffnung, dass es mit therapeutischen Implantungen in Zukunft weitere Fortschritte geben könnte.

EL TIEMPO

Por qué se conmemora hoy el Día Mundial contra el Cáncer y cuáles son las claves de la jornada

La jornada, que es este 4 de febrero, busca enfatizar en la detección temprana.

Por qué se conmemora hoy el Día Mundial contra el Cáncer y cuáles son las claves de la jornada

La jornada, que es este 4 de febrero, busca enfatizar en la detección temprana.

PELIGROSO INCREMENTO. SE DIAGNOSTICAN 70 MIL NUEVOS CASOS ANUALES

El cáncer provoca 40,000 muertes cada año en el Perú



SOCIAL MEDIA



World Cancer Day 2025 saw remarkable engagement across social media platforms, demonstrating the power of digital advocacy in raising awareness and mobilising action.

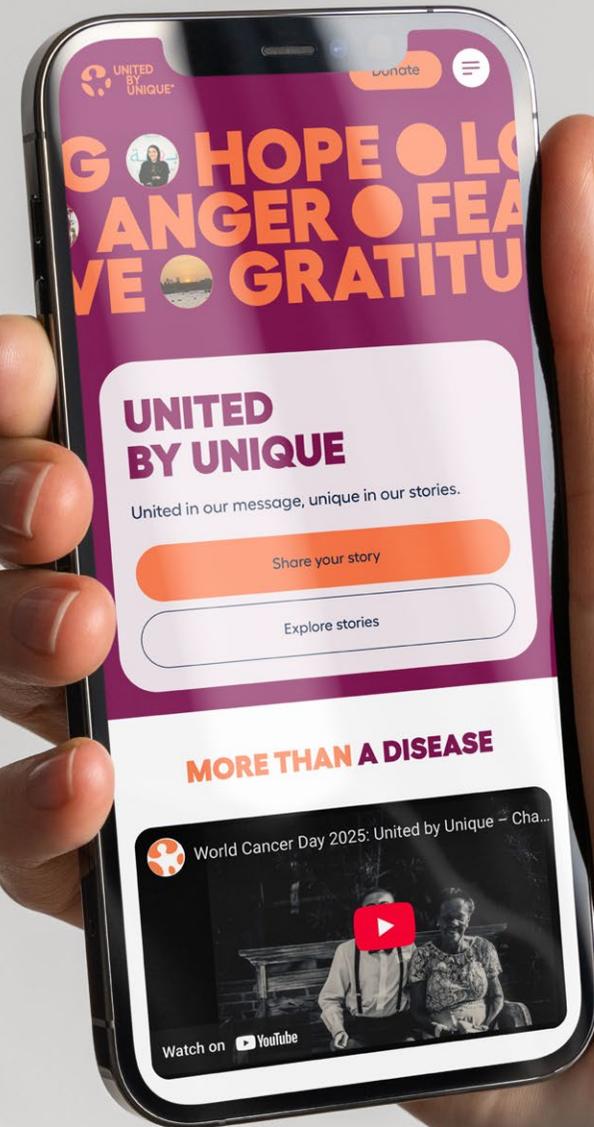
THE CAMPAIGN SAW SIX BILLION IMPRESSIONS AND NINE MILLION ENGAGEMENTS, WITH INDIVIDUALS AND ORGANISATIONS WORLDWIDE ACTIVELY JOINING THE CONVERSATION, AND SHARING MESSAGES, KNOWLEDGE, SUPPORT AND PERSONAL STORIES. ADDITIONALLY, THE OFFICIAL CAMPAIGN VIDEO RECEIVED OVER 300,000 VIEWS.



WEBSITE

THE NEWLY REVAMPED WORLD CANCER DAY WEBSITE SERVED AS A CENTRAL HUB FOR LEARNING, ENGAGEMENT, AND ADVOCACY, ATTRACTING 530,000 VISITORS. THE WEBSITE HOUSES AN EXTENSIVE COLLECTION OF RESOURCES, AND 30,000 MATERIALS WERE DOWNLOADED DURING THE CAMPAIGN PERIOD, INCLUDING HOW-TO GUIDES, SOCIAL MEDIA TOOLS, ACTION TOOLKITS, AND THE CUSTOM POSTER TOOL, EMPOWERING INDIVIDUALS AND ORGANISATIONS TO TAKE MEANINGFUL ACTION.

A key highlight was the growing repository of personal stories, with over 600 individuals sharing their experiences in written, blog, and video formats, creating a vibrant and supportive space for cancer awareness.



SHINING A LIGHT ON CANCER



AROUND THE WORLD, ICONIC LANDMARKS WERE ILLUMINATED IN BLUE AND ORANGE TO MARK WORLD CANCER DAY 2025, FROM HISTORIC MONUMENTS AND CITY SKYSCRAPERS TO BRIDGES AND PUBLIC BUILDINGS.



Campanile Tower,
Springfield
Massachusetts



Courtesy of the
TH Chan School of Public Health

Menara Condong
Teluk Intan, Malaysia



Jet d'Eau,
Geneva, Switzerland



London Eye, London,
United Kingdom



Governor Mario M. Cuomo Bridge,
Tarrytown, New York, United States



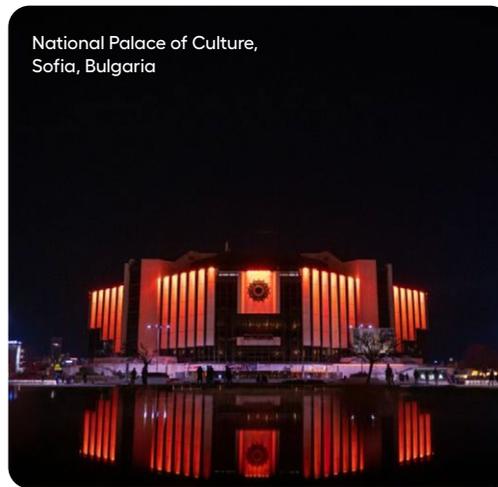
Grand Pacific Hotel,
Suva, Fiji



House of Wisdom, Sharjah,
United Arab Emirates



Quezon Memorial Circle,
Quezon City, Philippines



National Palace of Culture,
Sofia, Bulgaria



Qutub Minar, Delhi Fortis Memorial
Research Institute, Delhi, India

LIGHTING THE WORLD

Lockyer Valley Regional Council,
Gatton, Australia

Grand Pacific Hotel, Suva, Fiji, Fiji
Cancer Society

Jerudong Park Medical Centre, Brunei,
Jerudong Park Medical Centre PJSC

National Palace of Culture, Sofia,
Bulgaria, Bulgarian Cancer Scientific
Society

Baheya Foundation's building,
Haram, Egypt, Baheya Foundation

Baheya Foundation's building, Sheikh
Zayed, Egypt, Baheya Foundation

Jet d'Eau, Geneva, Switzerland, UICC

Rotonda del bulevar Resistencia
Popular, Honduras, Asociación de
Pacientes con Cáncer Fe y Esperanza
Asopafe

Qutub Minar, Delhi, India, Fortis
Memorial Research Institute

Fortis Hospital Mohali, Mohali, India,
Fortis Healthcare

Fortis Escorts, Okhla, New Delhi, India,
Fortis Healthcare

Fortis Hospital, Bannerghatta Road,
Bangalore, India, Fortis Healthcare

Fortis Hospital Mulund, Mulund, India,
Fortis Healthcare

Fortis Hospital Nagarbhavi,
Nagarbhavi, India, Fortis Healthcare

Fortis Hospital Ludhiana, Ludhiana,
India, Fortis Healthcare

Fortis Hospital Ludhiana, Mall Road,
Ludhiana, India, Fortis Healthcare

Fortis Hospital Manesar, Manesar,
India, Fortis Healthcare

Fortis Escorts Hospital, Jaipur, India,
Fortis Healthcare

S.L. Raehja Hospital, Mumbai, India,
Fortis Healthcare

Pataudi Palace, Haryana, India, Fortis
Healthcare

Manesar Toll, Haryana, India, Fortis
Healthcare

J&K Bridge, India, Fortis Healthcare

House of Wisdom, Sharjah, UAE,
Friends of Cancer Patients

Sharjah Art Museum, Sharjah, UAE,
Friends of Cancer Patients

Air Terjun Bukit Sebukor, Melaka,
Malaysia, National Cancer Society
Malaysia

Perbadanan Pembangunan Sungai
dan Pantai Melaka, Melaka, Malaysia,
National Cancer Society Malaysia

A'Famosa, Melaka, Malaysia, National
Cancer Society Malaysia

Batu Caves, Kuala Lumpur, Malaysia,
National Cancer Society Malaysia

Cat Statue, Kuching, Sarawak,
Malaysia, National Cancer Society
Malaysia

Darul Hana Bridge, Sarawak,
Malaysia, National Cancer Society
Malaysia

Dataran Padang, Malaysia, National
Cancer Society Malaysia

Dataran Water Cascade, Malaysia,
National Cancer Society Malaysia

DBKL Tower, Kuala Lumpur, Malaysia,
National Cancer Society Malaysia

Hard Rock Café, Melaka, Malaysia,
National Cancer Society Malaysia

KL Tower, Kuala Lumpur, Malaysia,
National Cancer Society Malaysia

Majlis Agama Islam Melaka, Melaka,
Malaysia, National Cancer Society
Malaysia

Majlis Bandaraya Melaka Bersejarah,
Melaka, Malaysia, National Cancer
Society Malaysia

Menara Alor Star, Kedah, Malaysia,
National Cancer Society Malaysia

Menara Condong, Malaysia, National
Cancer Society Malaysia

Saloma Bridge, Malaysia, National
Cancer Society Malaysia

Persimpangan Masjid Al-Azim,
Melaka, Malaysia, National Cancer
Society Malaysia

Pusat Islam, Melaka, Malaysia,
National Cancer Society Malaysia

Taman Bunga Merdeka, Melaka,
Malaysia, National Cancer Society
Malaysia

Terengganu Bridge, Malaysia,
National Cancer Society Malaysia

Tower Water Front Kuching, Sarawak,
Malaysia, National Cancer Society
Malaysia

Proclamation of Independence
Memorial, Melaka, Malaysia, National
Cancer Society Malaysia

Menara Komtar, Pulau Pinang,
Malaysia, National Cancer Society
Malaysia

Quezon Memorial Shrine, Manila,
Philippines, Philippine Cancer Society

University of Santo Tomas Hospital,
Manila, Philippines, Benavides
Cancer Institute

Tower, Almaty, Kazakhstan,
Kazakhstan Cancer Society

Governor Mario M. Cuomo Bridge,
New York, USA, New York State
Department of Health

The Prudential Tower, Boston, MA,
USA, Zhu Center for Global Cancer
Prevention



LIGHTING THE WORLD

The Hub on Causeway, Boston, MA, USA, Zhu Center for Global Cancer Prevention

100 Federal Street and Atlantic Wharf, Boston, MA, USA, Zhu Center for Global Cancer Prevention

Museum of Science Tower, Boston, MA, USA, Zhu Center for Global Cancer Prevention

Mercantile Center Plaza Lights and Footbridge, Worcester, MA, USA, Zhu Center for Global Cancer Prevention

Footbridge at 100 & 120 Front Street, Worcester, MA, USA, Zhu Center for Global Cancer Prevention

Worcester Public Library, Worcester, MA, USA, Zhu Center for Global Cancer Prevention

Gillette Stadium, Foxboro, MA, USA, Zhu Center for Global Cancer Prevention

Campanile Clock Tower, Springfield, MA, USA, Zhu Center for Global Cancer Prevention

Zhu Center for Global Cancer Prevention, Boston, MA, USA, Zhu Center for Global Cancer Prevention

Beacon of Hope, Salt Lake City, USA, Huntsman Cancer Institute

St Peter's Church of England, Cradley, UK, St Peter's Church of England

Three Graces, Liverpool, UK, Clatterbridge Cancer Charity

Radio City Tower, Liverpool, UK, Clatterbridge Cancer Charity

St Georges Hall, Liverpool, UK, Clatterbridge Cancer Charity

London Eye, London, UK, Macmillan Cancer Support

Pier Pavilion, Penarth, UK, Tenovus Cancer Care

Canada Place Sails of Light, Vancouver, Canada, Canadian Partnership Against Cancer

High-Level Bridge, Halifax, Canada, Canadian Partnership Against Cancer

The Forks Winnipeg Sign, Winnipeg, Canada, Canadian Partnership Against Cancer

Esplanade Riel Bridge, Winnipeg, Canada, Canadian Partnership Against Cancer

CN Tower, Toronto, Canada, Canadian Partnership Against Cancer

Toronto Sign, Toronto, Canada, Canadian Partnership Against Cancer

Niagara Falls, ON, Canada, Canadian Partnership Against Cancer

Ottawa Sign, Ottawa, Canada, Canadian Partnership Against Cancer

CN Tower, Toronto, Canada



Courtesy of the Canada Lands Company



PARTNERS



**WORLD CANCER DAY
WOULD NOT BE THE
GLOBAL FORCE IT
IS TODAY WITHOUT
THE SUPPORT AND
COLLABORATION
OF OUR PARTNERS.**

**THEIR COMMITMENT HAS
BEEN INSTRUMENTAL IN
AMPLIFYING OUR MESSAGE,
RAISING AWARENESS, AND
DRIVING MEANINGFUL
ACTION AGAINST CANCER.**



PARTNERS: VISIONARY PARTNERS



ABBVIE

Abbvie highlighted their work to improve patient treatment outcomes and to develop therapies that elevate the standards of care. They also reiterated their *Working With Cancer* pledge via an employee video, to support employees facing a cancer diagnosis themselves or in their family.



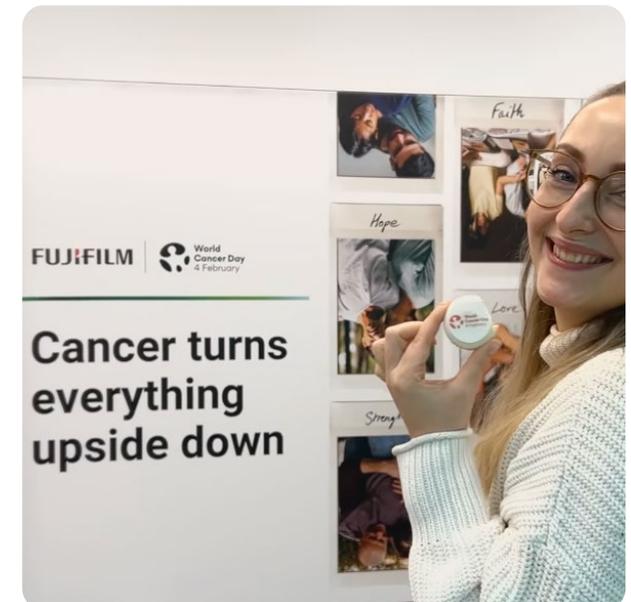
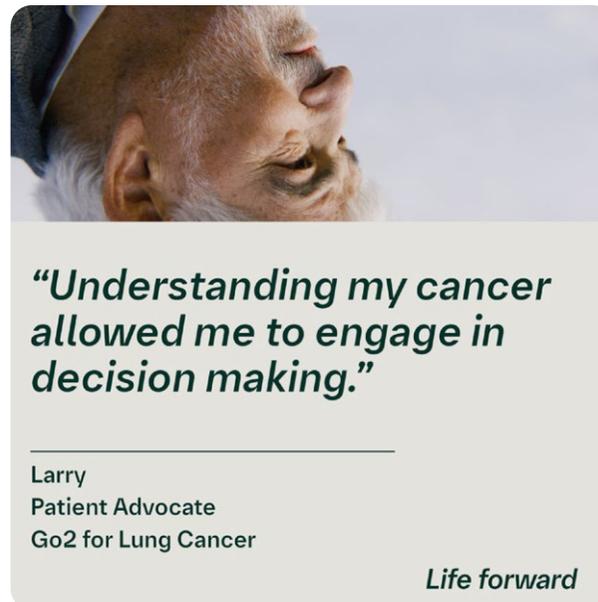
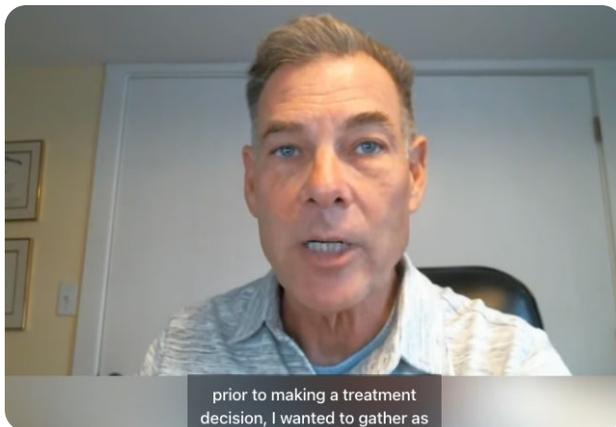
BOEHRINGER INGELHEIM

Boehringer Ingelheim took part in the Upside Down Challenge, sharing a powerful series of stories from their Patient Advocates. These personal accounts detailed their pathways through cancer diagnosis, treatment and life after recovery.



FUJIFILM

Fujifilm embraced the Upside Down Challenge with wide outreach online and in-person. The company's worldwide branches took part in different ways, with Fujifilm India creating a dedicated video for the day recognising the unique stories of people living with cancer while Fujifilm EMEA held a staff event to share their stories.



PARTNERS: VISIONARY PARTNERS



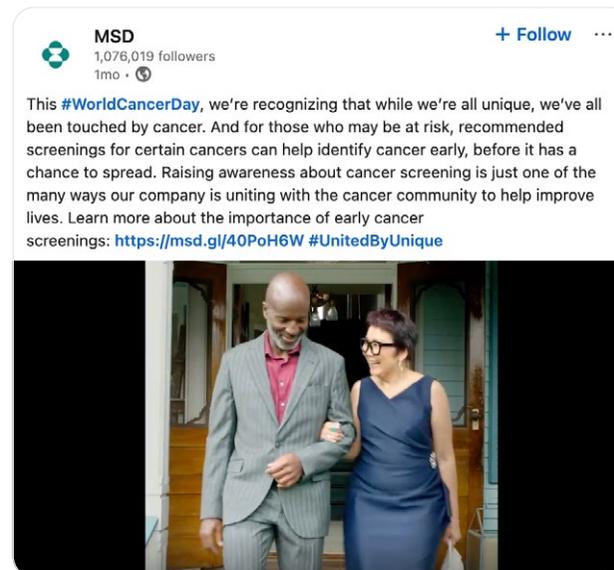
LA ROCHE-POSAY

La Roche-Posay showed their support for people-centred care, and emphasised their work to provide skin safe solutions for those undergoing cancer treatment. A film crew from La Roche Posay also came to Geneva to film the World Cancer Day team as part of their documentary on cancer, skin and scars.



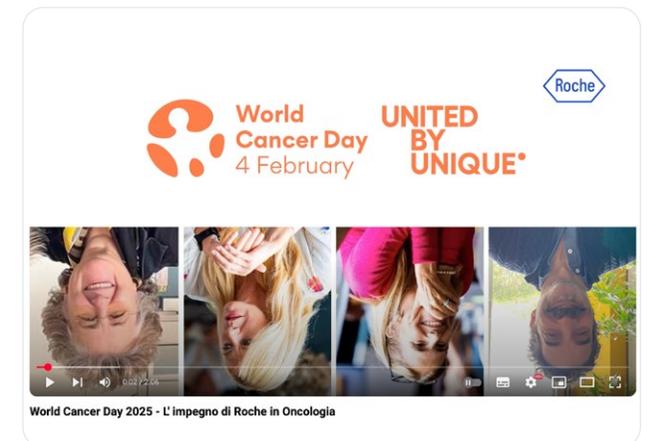
MSD

MSD focused on early detection through screening which can make a life-changing difference by offering the chance for earlier treatment and better outcomes. Their clinical development programmes span more than 30 tumour types, working to break down barriers, reduce disparities, and help ensure people get the care they need.



ROCHE

Roche called for progress in cancer prevention, better disease awareness, innovative screening and diagnostic technologies, and increased understanding of the disease and its causes. Employees were also encouraged to take part in the Upside Down Challenge. Roche Thailand was particularly active, collaborating with doctors, patients, and health agencies to help build a 'cancer-free Thailand'.

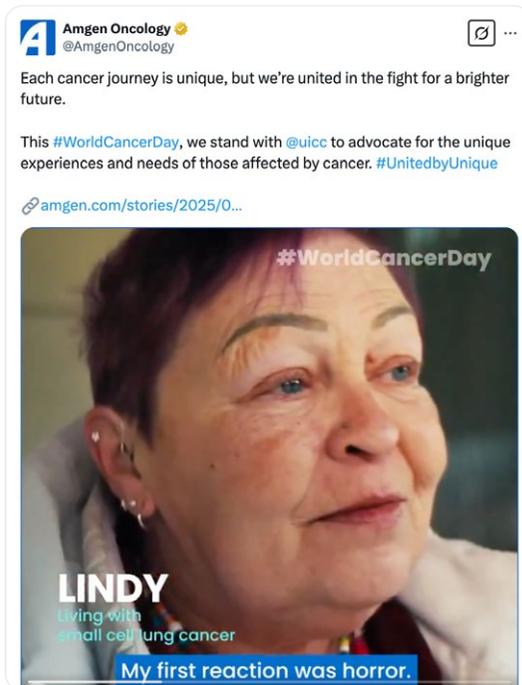


PARTNERS: CHAMPION PARTNERS



AMGEN

Amgen elevated the voices of people affected by cancer through a series of videos showing the unique physical, mental and spiritual needs of people across ages, demographics and locations. They also filmed advocates about their hopes for the future of cancer care.



GENMAB

Genmab reaffirmed their commitment to people living with cancer and published an article citing the personal cancer experiences that motivate employees in their work. They published a video for their 'Antibody Hour', in which their Senior Director of Patient Advocacy shared his experience of losing his mother to cancer as a child and his desire to work in an industry that advances science for patients.



JAZZ PHARMACEUTICALS

Jazz Pharmaceuticals took on the Upside Down Challenge to rally support around the idea of people-centred care, publishing the stories of several individuals with cancer. They also created a suite of materials to encourage employees and country offices to get involved, with toolkits, guidelines, and key messages.



PARTNERS: CHAMPION PARTNERS



ONO PHARMACEUTICALS

ONO Pharmaceuticals conducted a two-month walking campaign for all employees and their families, around the world, with the aim of promoting health, in which 3,600 people participated. They also translated the official World Cancer Day campaign video to Japanese.



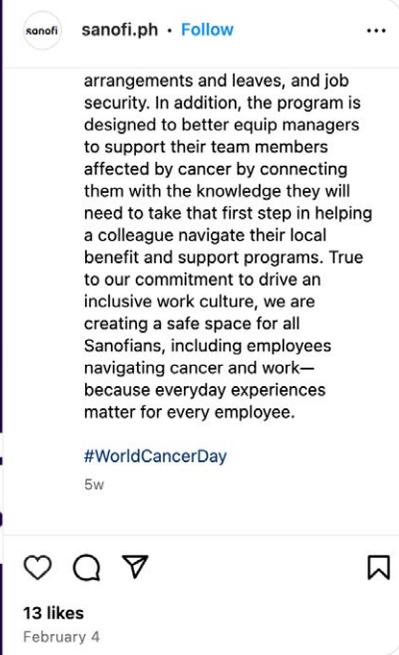
SANOFI

Sanofi staff fully embraced the Upside Down Challenge with posts by employees on social media, some highlighting Sanofi's Cancer & Work programme – a global effort that offers a 360° benefit, providing physical, emotional, financial, and social support.



“Under our corporate philosophy, “Dedicated to the Fight against Disease and Pain,” we have been delivering medicines passionately that bring true benefits to cancer patients. However, we are aware that there are still many issues that cannot be resolved with medicines alone. In collaboration with UICC and other partners, we will continue to devote our energies to not only treating cancer but also solving other remaining issues.”

● TOICHI TAKINO, PRESIDENT AND CHIEF OPERATING OFFICER, ONO PHARMACEUTICAL CO., LTD.



sanofi.ph · Follow

arrangements and leaves, and job security. In addition, the program is designed to better equip managers to support their team members affected by cancer by connecting them with the knowledge they will need to take that first step in helping a colleague navigate their local benefit and support programs. True to our commitment to drive an inclusive work culture, we are creating a safe space for all Sanofians, including employees navigating cancer and work—because everyday experiences matter for every employee.

#WorldCancerDay
5w

13 likes
February 4

WORLD CANCER DAY ADVISORY GROUP 2025



The World Cancer Day Advisory Group is a diverse team of health, advocacy and communications experts from UICC's membership. The group's invaluable input, feedback, insight, and support helps ensure that World Cancer Day remains an inclusive and meaningful platform for everyone, everywhere. Thanks to their collective expertise and dedication, the members of the Advisory Group play a vital role in shaping the strategic direction and success of World Cancer Day every year and provide guidance on emerging issues related to cancer prevention, treatment, and care. Their ongoing contributions and commitment to this global initiative highlight the importance of collaboration, innovation, and community engagement in reducing the burden of cancer.

EASTERN MEDITERRANEAN

Qatar

Qatar Cancer Society
Dr. Hadi Mohamad Abu
Rasheed

Lebanon

Naef K. Basile Cancer
Institute (NKBCI) at
the American University
of Beirut
Dr. Hiba Moukadem

Pakistan

Shaukat Khanum
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THANK YOU, MERCİ, GRACIAS, СПАСИБО, 谢谢你, شكراً!



The World Cancer Day team at UICC extends a heartfelt thank you to everyone who took action, raised their voices, and united their communities to make World Cancer Day 2025 a truly global movement. Your passion, energy, and dedication have once again shown the incredible power of collective action.

A special thanks to UICC members whose tireless efforts – on World Cancer Day and every day – continue to drive meaningful change.

Together, we have created momentum that will carry forward well beyond 4 February. Let's keep pushing for progress, raising awareness, and ensuring that no one faces cancer alone.

WE ARE ALSO DEEPLY GRATEFUL TO OUR WORLD CANCER DAY OFFICIAL PARTNERS, WHOSE BELIEF IN THIS CAMPAIGN HAS HELPED ELEVATE ITS IMPACT AND REACH NEW HEIGHTS.

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