

**WORLD
CANCER
DAY 4 FEB**

**SCHOOLS AND
LIBRARIES TOOLKIT**



**WE CAN.
I CAN.**

JOIN US IN 2018

**#WorldCancerDay
#WeCanICan**

worldcancerday.org



A GROWING, GLOBAL MOVEMENT

World Cancer Day on 4 February is a key annual date on the global health agenda, bringing together communities all over the world to join in the fight against cancer in a positive and inspiring way. In 2017, close to 1,000 activities in over 130 countries took place. In total, 3 billion social media impressions and over 11,000 press mentions reached a global audience of at least 7 billion.

WHY WORLD CANCER DAY MATTERS

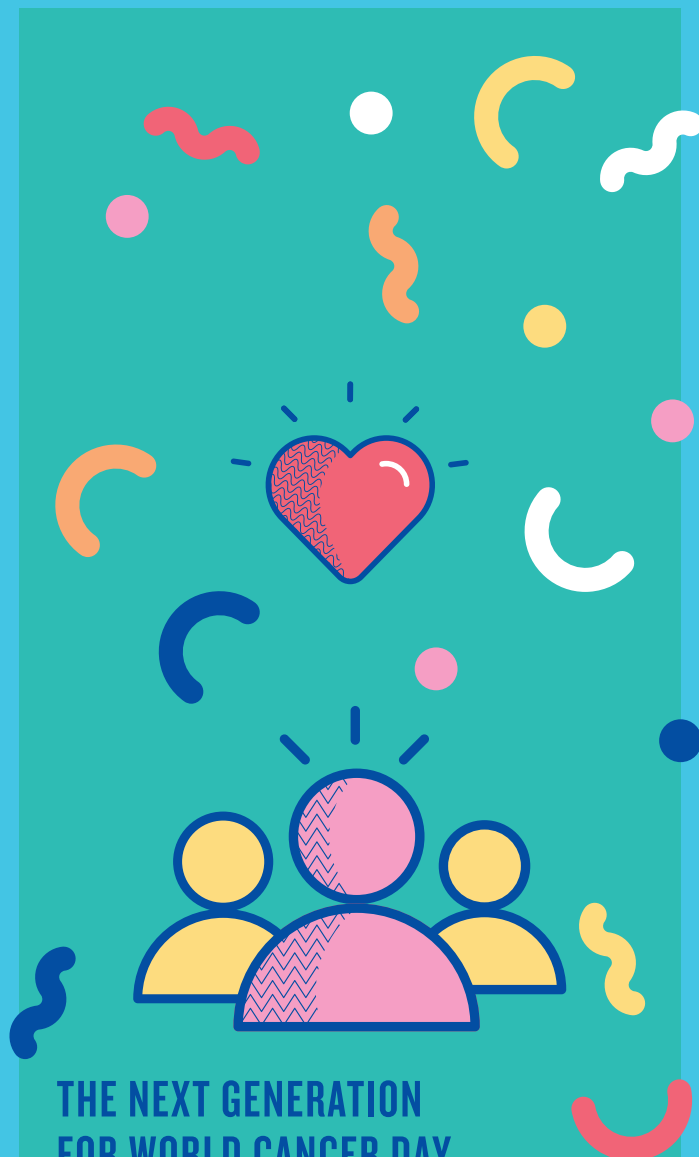
The global cancer epidemic is enormous and set to rise. Currently, 8.8 million people die from cancer worldwide every year. There is an urgent need for action to raise awareness of the disease and to develop practical strategies to reduce the burden of cancer. World Cancer Day is the ideal opportunity to spread the word and raise the profile of cancer, especially in the minds of young people.

WORLD CANCER DAY THEME: 'WE CAN. I CAN.'

Year 3: Action for Real Impact

2018 marks the final year of the three-year 'We can. I can.' campaign, which urges everyone at all levels to take action for real impact.

The 'We can. I can.' tagline explores how everyone – as a collective or as individuals – can do their part to reduce the global burden of cancer. Just as cancer affects everyone in different ways, everyone has the power to take action to reduce the impact of cancer. World Cancer Day is a chance to reflect on what your school and library can do, make a pledge and take action.



THE NEXT GENERATION FOR WORLD CANCER DAY

We recognise the vital role that schools, libraries and education professionals play in promoting and educating the next generation about their health and wellbeing. World Cancer Day is an opportunity for teachers, librarians, students and parents to learn more, raise awareness, take action and engage in this critically important health issue.

We invite you to join classrooms and libraries across the world this coming 4 February to support the forward progress in the fight against cancer.

HOW YOUR CLASS AND LIBRARY CAN MAKE AN IMPACT



LEARN MORE WITH THE WORLD CANCER DAY FACTSHEETS

The World Cancer Day factsheets offer an overview of the key issues and areas of focus around World Cancer Day's theme of 'We can. I can'.

They include facts and figures and outline important advocacy messages. Factsheets that may be especially useful to share and investigate with young people include:

- **WE CAN CREATE HEALTHY SCHOOLS**
- **WE CAN CHALLENGE PERCEPTIONS**
- **WE CAN INSPIRE ACTION, TAKE ACTION**
- **WE CAN PREVENT CANCER**
- **WE CAN JOIN FORCES TO MAKE A DIFFERENCE**
- **I CAN MAKE HEALTHY LIFESTYLE CHOICES**
- **I CAN UNDERSTAND THAT EARLY DETECTION SAVES LIVES**
- **I CAN MAKE MY VOICE HEARD**
- **I CAN ASK FOR SUPPORT**
- **I CAN LOVE AND BE LOVED**

Go to worldcancerday.org/materials to download all 19 factsheets.

GET THE FACTS: WORLD CANCER DAY INFOGRAPHIC

The World Cancer Day infographic highlights global cancer statistics and trends, along with an action list of what you can do to prevent cancer. Download it from the website and use it as part of your classroom discussion and lessons.

LESSON IDEAS:

- The World Cancer Day infographic shows information for the whole world. Let's take a closer look at cancer in your own country. Can you find any cancer information about your country in the library or by searching on the internet?
- Can you remember what top five factors increase the chances of cancer?
- The infographic shows a list of what we can do to reduce our cancer risk. Can you create your own personal checklist? What healthy habits do you have to reduce these risk factors?

Go to worldcancerday.org/materials to download the infographic.



WE CAN. I CAN. GET ACTIVE.

This World Cancer Day, we're encouraging everyone to be more active – in every sense - in the fight against cancer.

We're asking schools and library communities to take part in physical activity by creating a sport activity or event to bring greater awareness to the cancer cause.

For schools, this could be a fun run or a bike-to-school week. For libraries, take inspiration from other libraries who have introduced physical activity through walks with poetry reading or Storytime or singalongs that incorporate movement.

WHY PHYSICAL ACTIVITY?

Physical activity has been shown to combat cancer, particularly through prevention; helping cancer patients manage the side-effects of treatment, such as fatigue, depression and heart damage; and reducing the risk of the disease worsening or recurring.

Like World Cancer Day, physical activity and sport allows everyone at every level to participate and get involved. It also highlights the common areas of interest between the cancer community and sport, including being physically active, creating healthy communities and joining forces to make a difference.

“

“Last Friday the young people and staff at Meldreth Manor School and Orchard Manor took part in a sponsored walk/bike ride to raise money for World Cancer Day. As well as the walk/ride some of the students were selling cakes, and there was even time for some indoor football.”

Aurora Meldreth Manor School and Orchard Manor, United Kingdom



CREATE YOUR OWN CUSTOMISED POSTER

Using the World Cancer Day customised poster online tool, everyone can create their own custom poster by adding their own photo and personalising their World Cancer Day message.

We encourage students to create their own poster, display them in class and share them with their families.

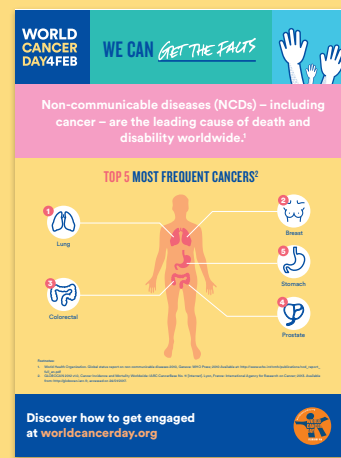
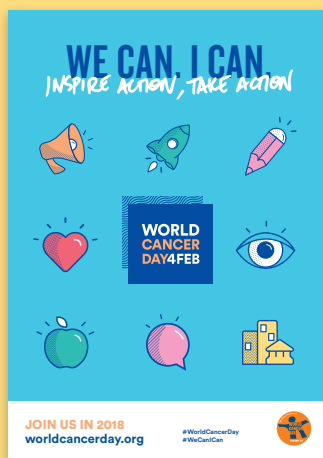
To customise your own World Cancer Day poster, go to worldcancerday.org/custom-posters.





MATERIALS FREE FOR SCHOOLS AND LIBRARIES

Campaign posters, customisable posters, fact sheets, infographics, and social media graphics are all available to download for free from worldcancerday.org/materials



ADD YOUR SCHOOL OR LIBRARY'S ACTIVITY TO THE MAP OF IMPACT

Share with the world what your school or library will be doing for World Cancer Day. Add your activity or event details to the World Cancer Day online interactive map and be part of the bigger picture.

Go to worldcancerday.org/map to add your activity.



UNDERSTANDING CANCER



WHAT IS CANCER?

Cancer is actually a group of many related diseases that all have to do with cells. Cells are the very small units that make up all living things, including the human body. There are billions of cells in each person's body.

Cancer happens when cells that are not normal grow and spread very fast. Normal body cells grow and divide and know to stop growing. Over time, they also die. Unlike these normal cells, cancer cells just continue to grow and divide out of control and don't die when they're supposed to.

WHAT CAUSES CANCER?

Doctors aren't sure why some people get cancer and others don't. They do know that cancer is not contagious. You can't catch it from someone else who has it. So don't be afraid of other kids — or anyone else — with cancer. You can talk to, play with, and hug someone with cancer.

Kids can't get cancer from anything they do either. But some unhealthy habits, especially cigarette smoking or drinking too much alcohol every day, can make you a lot more likely to get cancer when you become an adult.

Reprinted with the permission from Kids Health. For more information on cancer aimed at a younger audience, visit kidshealth.org/en/kids/cancer.html



"One in two people will be diagnosed with cancer at some point in their lives. Dunluce School is at the heart of a community, and as such we feel we have to support those who are doing important work – that could impact on the lives of so many in the community."

Tracy Lafferty, Dunluce School, Classroom assistant, United Kingdom



"Schools throughout South Africa need to champion healthy behaviours for learners, educators and parents. This will not only assist in the battle against cancer, it will also help to prevent and manage other dread diseases."

Elize Joubert, CEO, The Cancer Association of South Africa



CHILDHOOD CANCER: SIGNS AND SYMPTOMS

Each year approximately 300,000 children (up to the age of 19 years old) are diagnosed with cancer and it is estimated that 80,000 of these children will die of the disease.

The causes of childhood cancer are still largely unknown and cannot be entirely prevented. There are also many types of childhood cancer, which differ in their development, symptoms, level of invasiveness and cures. It develops in different parts of the body and can be aggressive and grow more rapidly than cancer in adults. **However, the good news is that most childhood cancers can be cured if prompt and essential treatment is given.**¹

The most common childhood cancer is leukaemia, the name given to cancer of the blood and bone marrow where blood cells are made, followed by tumours of the central nervous system and lymphomas - cancer that starts in the cells that are part of the body's immune system.

As part of understanding and educating young people about cancer risks and making healthy choices, it's also important for students, staff, teachers, parents and families to be able to identify the warning signs of childhood cancer.



VIDEO LINK

See how one school in Ghana partnered with Bless a Child Foundation to deliver education about cancer in a positive and fun way.

[www.youtube.com/
watch?v=Tddy6V4UnyQ](https://www.youtube.com/watch?v=Tddy6V4UnyQ)

Identifying early warning symptoms of cancer is part of 'early detection'. Sometimes, childhood cancer symptoms can be easily confused with other, more common, childhood illnesses. Different tests can determine whether the symptoms are because of cancer or another disease and are carried out in health clinics by specially trained doctors. Early detection of childhood cancer is important because it means that children can get treatment and care earlier and can also benefit from other services, such as being able to talk to counsellors who can also help parents and siblings understand and cope with childhood cancer.

Share the Signs and Symptoms poster as far as wide as you can among your colleagues, teachers and parents. Download the poster from worldcancerday.org/materials

**CHILDHOOD CANCER
WARNING SIGNS**

- 1 Pallor, bruising or bleeding, general bone pain
- 2 Lumps or swelling – especially if painless and without fever or other signs of infection
- 3 Unexplained weight loss or fever, persistent cough or shortness of breath, sweating at night
- 4 Eye changes – white pupil, new-onset squint, visual loss, bruising or swelling around the eye(s)
- 5 Abdominal swelling
- 6 Headaches, especially if unusually persistent or severe, vomiting (especially early morning or worsening over days)
- 7 Limb or bone pain, swelling without trauma or signs of infection
- 8 Fatigue, lethargy and changes in behaviour, such as being withdrawn
- 9 Dizziness, loss of balance or coordination

IF THESE SYMPTOMS ARE PRESENT REFER FOR FURTHER EXAMINATION

Logos: IARC, WHO, Childhood Cancer International

¹ IARC Associazione Italiana per la Ricerca sul Cancro, "Progetti Interregionali Pediatrici". Available at <http://www.airc.it/ricerca-oncologica/tumori-pediatrici.asp>

A LIFE COURSE APPROACH: REDUCING RISK AT CRITICAL TIME-WINDOWS

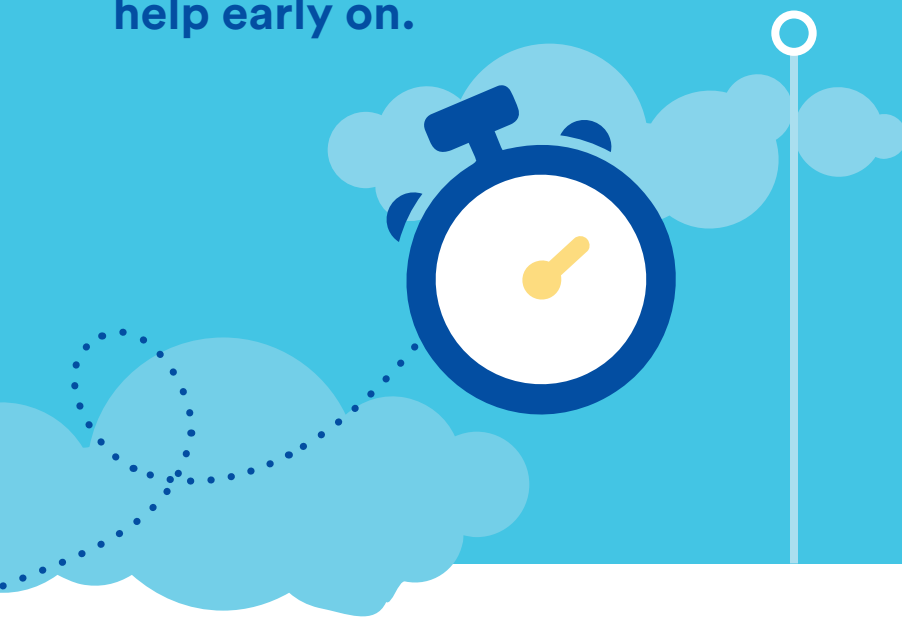
**Take control:
Prevent, reduce
and know your
risks - and seek
help early on.**

FOETAL LIFE AND INFANCY:

- Maintaining a healthy weight and diet as well as reducing the exposure to carcinogens during pregnancy can help reduce the baby's cancer risk
- Breastfeeding protects the mother from future risks of breast cancer, and offers nutrition and protection for the baby
- Infants 1 – 2 years of age should receive the Hep B vaccine, providing protection against liver cancer

CHILDHOOD:

- Adopting healthy life habits including a balanced diet and physical activity early in life can help to reduce the risk of cancer
- Children under ten years of age are especially impacted when exposed to the sun, carcinogens (e.g. cigarette smoke, automobile exhaust) and chemicals (e.g. pesticides, containers containing BPA)
- Girls 9 – 13 years of age should get vaccinated against HPV (human papillomavirus)
- Parents, teachers, families and children should be aware of the signs and symptoms of cancer in young children and seek help early



Please check with your doctor for guidance on the national recommendations regarding vaccinations, testing and screenings. These may vary from country to country. The above is intended only as a general guideline and does not take into consideration country-specific recommendations.

Reference: World Health Organization. *Preparation for the third High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases, to be held in 2018*. Report by the Director-General. Seventieth World Health Assembly, Provisional agenda item 15.1, Published: 18 May 2017.



ADOLESCENCE:

- This is a critical time during which behaviours start that will shape a person's health over their life, including tobacco and alcohol consumption and a poor diet – each of which contribute to a person's cancer risk
- Sex education for young adults is important in informing teens about how they can reduce their exposure to HPV and HIV – both of which are cancer risk factors.
- The level of physical activity typically drops off in the teenage years. Keep active to help reduce the risk of cancer

ADULT LIFE:

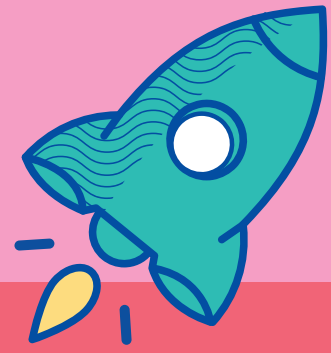
- Starting at age 30, women should get screened for cervical cancer. Depending on each country, this could be through a HPV test every five years, a Pap test every 3-5 years, or visual inspection
- Individuals in a high-risk group for oral cancer (tobacco user, betel-nut chewer) should get screened for oral cancer

OLDER AGES:

- Starting at age 50, all men and women should be screened for colorectal cancer
- From age 50, women should get their mammograms once every two years



BE A YOUNG ADVOCATE



AIMING FOR EQUITY IN CANCER TREATMENT AND CARE

Today, many cancers are preventable or can be cured – and more and more people are surviving the disease. However, for some people, the chances of surviving cancer are not getting better – in fact, 4.3 million people die prematurely from cancer each year.

Who you are, your level of education, level of income or where you live in the world, even in your own country, impact whether your cancer is diagnosed, treated and cared for appropriately and cost-effectively.

For example, in certain countries, if you live in rural areas, your cancer survival rate might be lower than if you live in a city with more access to treatment and care. And did you know that 90% of low-to-middle income countries don't have access to radiotherapy – one of the essential tools to treat cancer?² Sometimes, cancer medicines are available, but they can be expensive and unaffordable for a cancer patient.



There are a few ways we can help reduce these inequities, including:

- Providing greater levels of cancer prevention education to the public
- Equipping healthcare professionals with the appropriate skills and knowledge, particularly to those in low income regions and areas
- Increasing the amount of 'investment' (both money and people) in cancer research and cancer prevention, treatment and care
- Having country-specific cancer prevention and control plans that addresses each country's unique situation, needs and resources
- Uniting as a society and raising our voices to press governments to treat cancer as an important health issue

As the next generation, young people's voices are important in pressing governments to make cancer a priority health issue. We especially encourage students to be aware of how cancer impacts them, those around them and society as a whole.

² Zubizarreta EH, Fidarova E, Healy B, Rosenblatt E. Need for radiotherapy in low and middle income countries – the silent crisis continues. 2015. Clin Oncol (R Coll Radiol) 27: 107-14

WHAT DO YOU THINK YOUR GOVERNMENT CAN DO ABOUT CANCER?

WHAT IS THE CANCER RESOLUTION?

The World Health Organization 2017 cancer resolution asks governments around the world to commit to 22 actions that will help to reduce the number of cancer deaths each year and to improve the lives of those living with cancer.

Promoting health, reducing risks, making anti-cancer vaccines more available, and ensuring that early detection, diagnosis, treatment, care and pain relief are more timely and accessible are key priorities of the cancer resolution.

The resolution also places a special emphasis on managing cancer for children, adolescents and young people, who have their own unique needs.

With the support of the World Health Organization and organisations like the Union for International Cancer Control, governments now have the responsibility and guidance to provide high quality cancer services to everyone - and ensure that no one is left behind.

Find out more about the cancer resolution at: www.uicc.org/cancerresolution

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“Cancer’s impact hits close to our hearts at Episcopal. We know that family, friends, colleagues and students have all been touched by its effects. As a community, we wish we could do more to eradicate the disease and its painful reach.”

Episcopal Highschool, United States

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“World Cancer Day, to me, was an incredibly eye opening and enlightening experience. Through the course of the fundraising, we overcame many obstacles but we were reminded by our determined teachers to find alternative ways. This opportunity helped bring great pride from within as well as from my parents and I will be forever thankful for this amazing opportunity.”

Student from Small Health School, United Kingdom

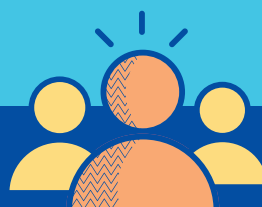
MORE IDEAS FOR CLASSROOMS



1. Dedicate classroom lessons on cancer education in the week leading up to World Cancer Day.
2. As a writing project, ask students to write to their health minister asking him or her to commit to the cancer resolution and make cancer a priority issue.
3. Ask students to research and write an article or create a video presentation on a cancer topic of their choice.
4. Encourage students to raise their fears and concerns. Use the opportunity to debunk myths and misconceptions about cancer, and provide information on how best to cope with their feelings.
5. Ask students to do a presentation on their role models: cancer survivors and those living with cancer at home or in the media.
6. Ask students to research a hospital or clinic nearby that offers cancer care. Use this as an opportunity to make students aware of the importance of access to cancer medicines and technologies, and to encourage a conversation around inequities in access.
7. Ask a local health care professional or a representative of your local cancer organisation to give a talk to students on cancer.
8. Organise a fundraising event involving the school community and donate the funds to your local cancer organisation.

MORE IDEAS FOR LIBRARIES

1. Book display: create a display filled with cancer-related books, DVDs and other resources in the weeks leading up to World Cancer Day (e.g. *The Fault in Our Stars*, *The Bright Hour*, *The Air I Breathe*, *the Emperor of Maladies*, etc.).
2. Show and tell: print and display the World Cancer Day campaign posters, factsheets and infographic.
3. Story hour: dedicate story time to sharing the many illustrated books written to help children better understand cancer (e.g. *The Goodbye Cancer Garden*, *You are the Best Medicine*, *Maximo and the Big C*).
4. Partner up with a cancer organisation to host a Q&A session for families.
5. Book sale: organise a second-hand book sale and donate the funds to your local cancer organisation.



To find and partner up with a cancer organisation close to you, visit the UICC member web page for a list of cancer organisations around the world:

www.uicc.org/membership

WORLD CANCER DAY 4 FEB



WE CAN. I CAN.

WITH THANKS TO THE FOLLOWING PARTNERS FOR THEIR SUPPORT OF THE 2018 CAMPAIGN:

Visionary Partners



Boehringer
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Please email your questions and updates to info@worldcancerday.org

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

Union for International Cancer Control

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