



?Cancer can be prevented too? ? World Cancer Day 4 February 2010

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Cancer is a leading cause of death around the world, killing more people than HIV/AIDS, tuberculosis and malaria combined. Each year, 12 million people receive a cancer diagnosis and 7.6 million people die of cancer. If no action is taken, the worldwide cancer burden is projected to reach 26 million new diagnoses in the year 2030 and 17 million deaths, with the most rapid increases occurring in low- and middle-income countries.

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Cancer can be prevented too? is a global campaign being launched in the lead up to World Cancer Day on 4 February by the International Union Against Cancer (UICC), custodians of the World Cancer Declaration, to increase public awareness on the prevention of cancer

and how a number of simple steps can significantly reduce the risk of developing cancer later in life.

Celebrated every year on 4 February, World Cancer Day is led by UICC and its member organizations with the support of the World Health Organization and key partners. Cancer is an illness that has in some way touched most people around the globe which is why World Scouting supports the day and urges its NSOs and Scouts around the world to take note of the campaign and spread the prevention message.

The good news is that experts estimate that approximately 40% of cancers are potentially preventable. You can significantly reduce the risk of you or your family developing cancers related to tobacco use, heavy alcohol consumption, excessive sun exposure and obesity by avoiding these risk factors and encouraging healthy behaviour such as regular exercise and eating healthily.

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Cancer can be prevented too? campaign is backed by free informative material, including a series of comprehensive UICC expert reports, fact sheets, and many more online resources and contacts.

For materials including posters, eCards, banners, fact sheets and more, visit

www.worldcancercampaign.org

How can you get involved on World Cancer Day:

- **Send an e-card:** Under the heading "Because I love you, I can tell you..." eCards and web banners available that encourage individuals to pass on the ?Cancer can be prevented too? messages to those they love. www.worldcancercampaign.org/ecards
- **Spread the prevention message** on your Facebook, Twitter and other social networking sites by using the images, banners and eCards provided.
- **Sign the World Cancer Declaration** and lots more information, and under www.uicc.org/declarationbanner you will find a series of buttons and banners that can be published or placed on your website. Get involved and sign the World Cancer Declaration and be one of the 1,000,000 signatures in 2010!

The World Cancer Declaration

World Cancer Declaration is a call to action to significantly reduce the global cancer burden by 2020. It represents a consensus between government officials, public health experts and cancer advocates from around the world who are committed to eliminating cancer as a major threat for future generations.

International Union Against Cancer Introducing UICC

The International Union Against Cancer (UICC) is the leading international non-governmental organization dedicated to the global prevention and control of cancer. UICC's mission is to connect, mobilize and support organizations, leading experts, key stakeholders and volunteers in a dynamic community working together to eliminate cancer as a life-threatening disease for future generations.