

**WORLD
CANCER
DAY4FEB**

I CAN



**MAKE MY
VOICE HEARD**

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I CAN MAKE MY VOICE HEARD



People living with cancer and their families, friends and caregivers can be powerful advocates for others dealing with the disease.

By sharing their own story, cancer survivors can help others by reducing the fear and stigma around the disease that often deter others from seeking care and support.¹ For example, the impact assessment of an anti-stigma campaign in Mexico that centred on giving cancer survivors a platform to tell their own story, showed that 76% of people exposed to the campaign learned something new about cancer and 70% said they now talked more openly about the disease. Participants also commented that they were more supportive of a person living with cancer because of what they learned.²

Individuals can also be part of the wider conversation on cancer policy through engaging in public campaigns, communicating with decision-makers, and joining with consumer support groups to ensure the patient's voice is heard. In this way, cancer patients and their families can inspire change by helping define the issues that matter to them and advocate for measures to address these issues.³

The parents, families and caregivers of children and adolescents with cancer have a particular role to play in advocating for their rights to be protected, pushing for equitable and affordable access to quality cancer care and making others aware of the particular challenges faced by children and adolescents with cancer.⁴

By making their voices heard, individuals can be powerful agents of influence and change for all people affected by cancer.

We encourage you to make your voice heard and share your story at worldcancerday.org/share-your-story

This factsheet is aimed at



Patients
& Carers

1. LIVESTRONG. (2011). Cancer Stigma and Silence Around the World: A LIVESTRONG Report. Austin: LIVESTRONG. <http://www.livestrong.org/What-We-Do/Our-Actions/Programs-Partnerships/Anti-Stigma-Campaign>

2. Results from LIVESTRONG Mexico anti-cancer stigma campaign. <http://blog.livestrong.org/2012/08/27/results-from-livestrong-mexico-anti-cancer-stigma-campaign/>

3. Cancer Voices Australia. <http://www.cancervoicesaustralia.org/>

4. Childhood Cancer International. <http://www.childhoodcancerinternational.org/>