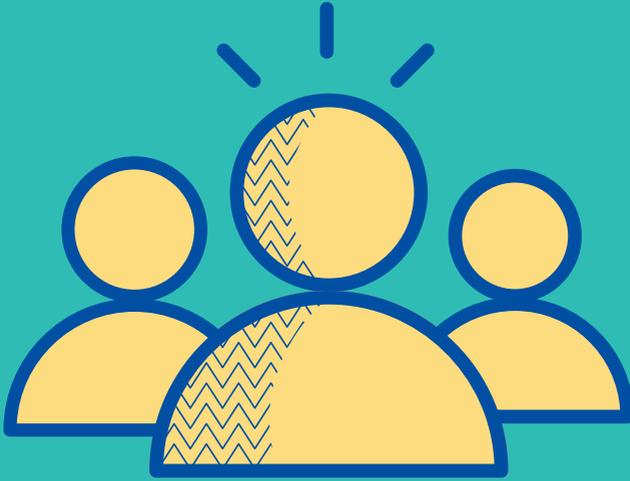


**WORLD
CANCER
DAY4FEB**

WE CAN



**JOIN FORCES TO
MAKE A DIFFERENCE**

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#WorldCancerDay



WE CAN JOIN FORCES TO MAKE A DIFFERENCE



Joining forces to create innovative and multisectoral partnerships is a key step in mobilising civil society, strengthening advocacy efforts and making governments accountable.

By uniting around common goals and aspirations, the global cancer community can leverage the complementary skills, knowledge and spheres of influence of each partner to increase investment in cancer prevention measures, to address inequities in access to quality affordable cancer treatment and care, and reduce premature deaths from the disease.^{1,2}

The Union for International Cancer Control (UICC), as a founding member of the NCD Alliance, recognises the power of working together as a network united in the goal of creating sustained global action on non-communicable diseases (NCDs). Through the NCD Alliance,

local, national and regional networks of cancer experts and advocates have come together to drive remarkable progress in elevating cancer and other NCDs on the global health and development agenda and to stimulate collaborative advocacy, action and accountability at the national level.³

Other global networks, such as the global coalition Cervical Cancer Action, are accelerating progress by uniting global health leaders and grass-roots organisations from diverse backgrounds to call on governments to invest in cervical cancer prevention.⁴ Through political mobilisation, coalitions of partners can expand global support to end cancer, engaging champions to support a comprehensive approach to cancer prevention and control.

Uniting around common goals will drive action on all fronts - in prevention, early detection, treatment and care - catalysing progress towards achieving the World Cancer Declaration targets.

This factsheet is aimed at



Healthcare professionals



Workplaces



Policy makers



Schools



Cities



Sport & leisure groups

1. UICC Advocacy Toolkit 2014. <http://www.uicc.org/advocacy/advocacy-resources>

2. World Cancer Declaration. <http://www.uicc.org/world-cancer-declaration>

3. NCD Alliance. <http://www.ncdalliance.org/>

4. Cervical Cancer Action. <http://www.cervicalcanceraction.org/home/home.php>