

## **World Cancer Day: 4th February 2015**



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In 2013, World Health Organisation launched the Global Action Plan for the Prevention and Control of Non-communicable Diseases (NCDs) 2013-2020. The action plan provides a road map and a menu of policy options for all Member States and other stakeholders, to take coordinated and coherent action, at all levels, local to global, to attain the nine voluntary global targets, including that of a 25% relative reduction in premature mortality from cardiovascular diseases, cancer, diabetes or chronic respiratory diseases by 2025. The main focus of this action plan is on four types of NCDs (cardiovascular diseases, cancer, chronic respiratory diseases and diabetes) which make the largest contribution to morbidity and mortality due to NCDs, and on four shared behavioral risk factors including tobacco use, unhealthy diet, physical inactivity and harmful use of alcohol. It recognizes that the conditions in which people live and work and their lifestyles influence their health and quality of life. Some of the voluntary targets are most relevant for cancer prevention, including target 5 aimed at reducing the prevalence of tobacco use by 30%.

World Cancer Day is an initiative of the Union for International Cancer Control (UICC), a leading international non-governmental organisation that unites the cancer community to reduce the global cancer burden, to promote greater equity, and to integrate cancer control into the world health and development agenda. The organisation is a founding member of the NCD Alliance, a global civil society network that now represents almost 2,000 organisations in 170 countries.

World Cancer Day 2015 has been placed under the tagline 'Not beyond us'. This highlights that solutions for cancer control and prevention are within our reach. The campaign will explore how to implement what we know in the areas of prevention, early detection, treatment and care. World Cancer Day is a unique opportunity to raise awareness on what we can do (at individual, community and governmental level) to mobilise available solutions.

Four key areas of focus for the 2015 campaign are:

- 1. Choosing healthy lives**
- 2. Delivering early detection**
- 3. Achieving treatment for all**
- 4. Maximising quality of life**

### **References**

Stewart BW, Wild CP, editors (2014). World Cancer Report 2014. Lyon, France: International Agency for Research on Cancer.  
World Health Organization: Global Action Plan for the Prevention and Control of Noncommunicable Diseases 2013-2020. Geneva: World Health Organization; 2013.