



World  
Cancer Day  
4 February



MEPs  
AGAINST CANCER

## MEPs Against Cancer: An invitation to take part in World Cancer Day 2021

### Option 1: Video message

#### Answering 2 questions:

2021 is the last year of the Union for International Cancer Control's 3-year '[I Am and I Will](#)' **flagship campaign**. This year's theme '**Together, all of our actions matter**' is a reminder that our actions have an impact on everyone around us, within our neighbourhoods, communities and cities. When we choose to come together, we can achieve what we all wish for: a healthier, brighter world without cancer.

This year's campaign also **puts a spotlight** on the need for governments to accelerate [action to eliminate cervical cancer](#) following the launch of the [global strategy to accelerate the elimination of cervical cancer as a public health problem](#). 2021 will also see the launch of the long-awaited [Europe's Beating Cancer Plan](#).

Political will and effective policies are a crucial step in the right direction but, without proper implementation, cancer incidence and mortality rates will remain high. WCD campaigners and the MEPs Against Cancer (MAC) Secretariat are inviting MAC members to answer 2 questions in a video message.

#### The questions are:

1. **Why does cervical cancer elimination matter to you?**
2. **How can Europe's Beating Cancer Plan be successfully translated into action?**

#### Time

A short and concise answer to the questions is the best. Please aim for 30-40 seconds or less.

#### Video frame

- Have yourself talk directly to camera, a clean and neutral background out of focus and make sure to get as good lighting and sound as possible
- Video format: MP4 video format with H264 format with AAC audio (file size up to 512MB)
- Video resolution: Minimum 32 x 32 and Maximum 1920 x 1200 (and 1200 x 1900)

#### Getting the soundbite

- We want to keep it as natural and spontaneous and off the cuff as possible – the less scripted, the better
- Leaders can answer in the language they are most comfortable with – adding subtitles in English is highly recommended

#### Share

Please send your videos to [Gina@europeanleague.org](mailto:Gina@europeanleague.org) **by Tuesday 2 February 2021** and we will make sure to share them via the official MEPs Against Cancer's [Twitter](#) and [Facebook](#) accounts.

Feel free to share the video message on social media, ideally on **4 February 2021** or alternatively in the week leading up to 4 February, accompanied with the official hashtags: #WorldCancerDay and #IAmAndIWill

## Option 2: Proudly wear the World Cancer Day buttons and/or the MAC pins, scarves and ties



Show your support on World Cancer Day by **taking a photo of yourself wearing the World Cancer Day buttons** and share it on your social media channels with the hashtags **#WorldCancerDay** and **#IAmAndIWill**.

Post your photo and accompanying 'I Am and I Will' message on World Cancer Day, 4 February.

The **WCD orange buttons** were distributed at the MAC MEPs internal meeting on 19 November 2019 and at the launch of Europe's Beating Cancer Plan at the European Parliament on 4 February 2020. If you wish to get your buttons posted to you, please email [Gina@europeancancerleagues.org](mailto:Gina@europeancancerleagues.org) **by Monday 18 January 2021**.



You can also wear your **MEPs Against Cancer pins, scarves and ties** to celebrate the day. These were distributed last year during one-to-one meetings in 2019-20. If you wish to get your golden pins posted to you, please email [Gina@europeancancerleagues.org](mailto:Gina@europeancancerleagues.org) **by Monday 18 January 2021**.

## Option 3: Post, share, engage.

Read the [Action Toolkit](#), create your own [custom poster](#), and download, personalise and share the [World Cancer Day materials](#) as far and wide as you can.

**Share, like, comment and engage on social media** in support of World Cancer Day. Feel free to use the ready-made messages below or post your own thoughts, views and opinions. *We highly encourage you to link your posts to your and your party's planned action against cancer in this legislature and to Europe's Beating Cancer Plan (#EUCancerPlan)*

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I Am (fill in blank) and I Will (fill in blank). What will you do this #WorldCancerDay on 4 February? Share your #IAmAndIWill message. [worldcancerday.org](http://worldcancerday.org)

Cancer hurts families, hurts the economy, hurts our future. Let's fight for a healthier world this 4 February on #WorldCancerDay. #IAmAndIWill [worldcancerday.org](http://worldcancerday.org)

Our actions can change minds and hearts. By educating and informing ourselves and those around us about #cancer, we can challenge misinformation, stigma and fear. Who are you and what will you do this 4 Feb? #WorldCancerDay #IAmAndIWill [worldcancerday.org](http://worldcancerday.org)

We can prevent at least one third of cancers. That means millions of lives could be saved. What will you do to reduce your cancer risk? #IAmAndIWill #WorldCancerDay [worldcancerday.org](http://worldcancerday.org)

A world where access to life-saving cancer treatment is equal for all? That's a world worth fighting for. Join me this 4 February for #WorldCancerDay. #IAmAndIWill [worldcancerday.org](http://worldcancerday.org)

Each person deserves the right to access quality essential cancer services on #equal terms, based on need and not on the ability to pay. Speak up this 4 Feb #WorldCancerDay #IAmAndIWill [worldcancerday.org](http://worldcancerday.org)

Together, all of our actions matter. This #WorldCancerDay, who are you and what will you do to reduce the impact of #cancer for yourself, the people you love and the world? Speak up, stand up and take action. #IAmAndIWill [worldcancerday.org](http://worldcancerday.org)

## About World Cancer Day

[World Cancer Day](#) every 4 February is the global uniting initiative led by the [Union for International Cancer Control](#) (UICC). By raising worldwide awareness, improving education and catalysing personal, collective and government action, we're working together to reimagine a world where millions of preventable cancer deaths are saved and access to life-saving cancer treatment and care is equal for all – no matter who you are or where you live. Because we believe that cancer isn't just a health issue but a human issue that touches all of us.

Created in 2000, World Cancer Day has grown into a positive movement for everyone, everywhere to unite under one voice to face one of our greatest challenges in history. Each year, hundreds of activities and events take place around the world, gathering communities, organisations and individuals in schools, businesses, hospitals, marketplaces, parks, community halls, places of worship - in the streets and online - acting as a powerful reminder that we all have a role to play in reducing the global impact of cancer.

## About the 2021 theme

The 2019-2021 theme places supporters at the heart of the campaign and calls for commitment and action by asking two questions: Who are you? and What will you do?

2021 – the ultimate year of the '[I Am and I Will](#)' campaign – shows us that our actions have an impact on everyone around us, within our neighbourhoods, communities and cities. And that more than ever, our actions are also being felt across borders and oceans. This year is a reminder of the enduring power of cooperation and collective action. When we choose to come together, we can achieve what we all wish for: a healthier, brighter world without cancer. Together, all of our actions matter. This World Cancer Day, who are you and what will you do?

We believe that through our positive actions, together we can reach the target of reducing the number of premature deaths from cancer and noncommunicable diseases by one third by 2030.

For any questions about the [MEPs Against Cancer \(MAC\) interest group](#) and your video messages, please contact:

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For more information on the [2021 World Cancer Day campaign](#), please contact:

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