



World  
Cancer Day  
4 February



## World Cancer Day 2021

# ECL Youth Ambassadors Action TOOLKIT

### WHEN?

Thursday 4<sup>th</sup> February 2021 marks [World Cancer Day](#) !

### ABOUT

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 are 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.

**Who's behind World Cancer Day?** World Cancer Day is an initiative of UICC - the largest and oldest international cancer organisation committed to taking the lead in uniting the cancer community to reduce the global cancer burden, promote greater equity, and integrate cancer control into the world.

### ABOUT THE 2021 THEME

#### **2021: Together, all our actions matter**

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 our actions matter. **This World Cancer Day, who are you and what will you do?**

→Official website of WCD: [HERE](#)



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## HOW TO ENGAGE?

### Live Session Countdown: Getting ready for World Cancer Day 2021 with ECL YAs!

The [YAs Communication Working Group](#) has launched a mini-series of live sessions on Instagram to inform their peers on key cancer prevention messages and share tips on healthy lifestyle choices.

#### Where to follow the live session?

→ You are highly encouraged to follow the sessions and invite your friends, family and colleagues to follow them on the official ECAC Instagram: [@cancercode](#)

## LIKE, POST, SHARE & ENGAGE

You are all welcome to follow the live sessions and share them among your networks. It will be an opportunity for everyone to learn more and ask questions on healthy diet, physical activity, tobacco, vaccinations, and screening. On February 4th, the last live session will present the recently launched [WASABY app](#), an educational tool to learn the messages of the [European Code Against Cancer](#) and an exciting Quiz Competition will be announced!

→ Find, download and share the live sessions' promotional materials [HERE](#)

### Infographics

After each live session, the Communication WG will create an infographic presenting the key takeaways of the event. The infographics will be shared on [ECAC Instagram account](#), [Facebook](#), and [Twitter](#). They will also be available in [THIS FOLDER](#) for you to disseminate among your contacts!

### Organise your own live session & translate the social media cards!

You are encouraged to organise your own live sessions on the same topics in your national languages! You can live stream your sessions from your personal Instagram accounts or from the ECAC Instagram account of your country. Each session has a pre-defined set of questions that will be addressed during the live streaming. Should you be interested in hosting your own live session, let Adele know ([intern@europeanleague.org](mailto:intern@europeanleague.org)), she will share with you the set of questions of each session.

### Hashtags & accounts to tag

Instagram: [@cancercode](#) / [@uicc\\_official](#)



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## WCD COUNTDOWN - CONTENT CALENDAR

JAN 23 / 24



**#WorldCancerDay**  
**#IAmAndIWill #ECAC**

JAN 25



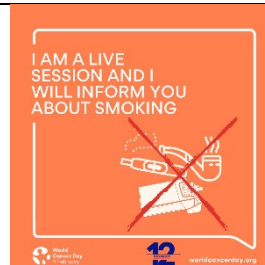
**#WorldCancerDay**  
**#IAmAndIWill #ECAC**  
**#nutrition #physicalactivity**  
**#health #prevention #training**  
**#sports #food**

JAN 26

**LIVE SESSION: Nutrition and Physical Activity**

Infographic: available [here](#)

JAN 27



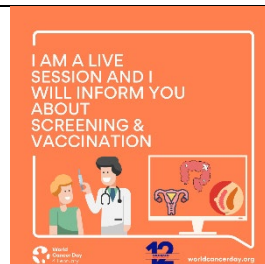
**#WorldCancerDay**  
**#IAmAndIWill #ECAC**  
**#smoking #nosmoke**  
**#prevention #health**

JAN 28

**LIVE SESSION: Tobacco**

Infographic: available [here](#)

FEB 1



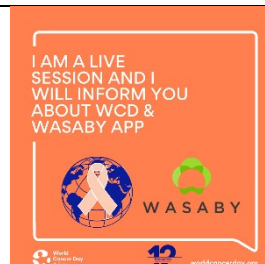
**#WorldCancerDay**  
**#IAmAndIWill #ECAC**  
**#screening #vaccination**  
**#prevention #health**

FEB 2

**LIVE SESSION: Screening and Vaccination**

Infographic: available [here](#)

FEB 3



**#WorldCancerDay**  
**#IAmAndIWill #ECAC #app**  
**#wasaby #prevention #health**

FEB 4

**LIVE SESSION: Wasaby / Infographic: available [here](#)**



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## UICC Media Campaign

Visit the official website of [World Cancer Day](#) and engage in UICC official social media campaign! Share, like, comment and engage with UICC's posts on [Facebook](#) & [Instagram](#). Download the [World Cancer Day](#) materials (eg. posters, GIFs, infographics, factsheets, and profile banners). → **Download and read UICC Action Toolkit.**

### Create & Share custom social media posts

On WCD website ([here](#)) you can easily **create customisable social media images** and posters with your own personal message on your commitment as Youth Ambassador to raise awareness on cancer prevention! Do not forget to tag ECAC and UICC official accounts!

In your posts you should focus on:

1. **European Code Against Cancer** – promote the whole code and the messages you are most passionate about!
2. **I Am and I Will** - Who are you? What will you do?
3. **Joint Actions** – What could be done to promote collaborations in cancer prevention? What do the YAs do to promote joint actions in cancer prevention?

## 12 Days ECAC Countdown

Participate to the YAs traditional 12 days ECAC Countdown! Post every day for 12 days until WCD a social media card referring to a specific ECAC message. **You can use the ready-made cards downloadable [HERE](#).**

### Countdown Calendar

JAN 24	ECAC Message 1 – <i>Tobacco</i>
JAN 25	ECAC Message 2 – <i>Tobacco free environments</i>
JAN 26	ECAC Message 3 – <i>Body weight</i>
JAN 27	ECAC Message 4 – <i>Physical activity</i>
JAN 28	ECAC Message 5 – <i>Diet</i>
JAN 29	ECAC Message 6 – <i>Alcohol</i>
JAN 30	ECAC Message 7 – <i>Sun protection</i>
JAN 31	ECAC Message 8 – <i>Workplace exposure to pollutants</i>
FEB 1	ECAC Message 9 – <i>Radon</i>
FEB 2	ECAC Message 10 – <i>Vaccination</i>
FEB 3	ECAC Message 11 – <i>Breastfeeding</i>
FEB 4	ECAC Message 12 – <i>Screening</i>



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## WASABY public launch

On WCD, the [Wasaby App](#) will be officially launched to the general public!

The app was already presented to Youth Ambassadors and cancer leagues in December 2020. Please find the recording, slides and a demo video for the Wasaby app [HERE](#).

**WASABY is an educational mobile app** to help young people understand the messages within the European Code Against Cancer, which gives key advice on how to follow a healthy lifestyle and reduce personal cancer risk. The app is aimed at young healthy adolescents aged approximately 14 - 19 years. The app does not provide medical advice for cancer patients or any other sick populations.

**Follow and share** among your network the live session that will take place on February 4th on ECAC Instagram account ([@cancercode](#)) to explain the content and use of Wasaby app.

**Post and share Wasaby demo video** on your social media channels! Find Wasaby Demo Video [HERE](#)

**Share among your network** (schools, youth organisations, health promoters, friends & family etc.) the links to download Wasaby app on Androids and iOS devices!

Download the app on :

- [Google Play Store](#)
- [Apple store](#)

## Approach health leaders and policy makers

Contact health leaders, policy makers, influencers in your country to start a conversation around important issues in cancer prevention. Download and read [UICC HOW TO: USE YOUR VOICE](#) guide.

Do not forget to refer to the recently published [Youth Ambassadors for the European Code Against Cancer Initiative: A call to action](#) to demand for strong joint actions against cancer.

## QUESTIONS?

Should you have any questions about your engagement in the campaign, please contact: Adele [intern@europeanleague.org](mailto:intern@europeanleague.org)