

## World Cancer Day: 4th February 2015

**Taking place under the tagline ‘Not beyond us’, World Cancer Day 2015 will take a positive and proactive approach to the fight against cancer, highlighting that solutions do exist across the continuum of cancer, and that they are within our reach.**

The campaign will explore how we can implement what we already know in the areas of prevention, early detection, treatment and care, and in turn, open up to the exciting prospect that we can impact the global cancer burden – for the better.

World Cancer Day is a unique opportunity to raise awareness that there is much that can be done at an individual, community and governmental level, to harness and mobilise these solutions and catalyse positive change. By moving forward together we have the potential to show: Cancer. It is not beyond us.

The 2015 campaign will be articulated around four key areas of focus:

- Choosing healthy lives
- Delivering early detection
- Achieving treatment for all
- Maximising quality of life



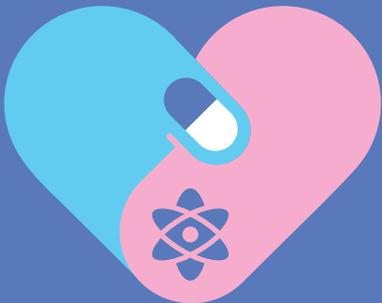
## Choosing Healthy Lives

Reducing the social and environmental risk factors for cancer and empowering people to make healthy choices, are key components to achieving the global overarching goal of reducing premature deaths from NCDs by 25% by 2025 and reaching the aspirational targets of the World Cancer Declaration.



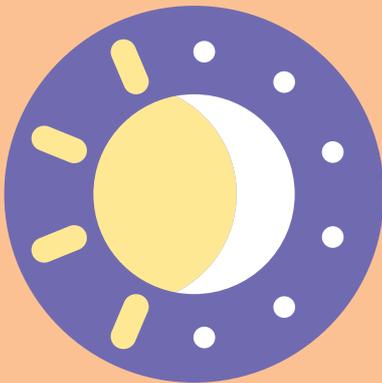
## Delivering Early Detection

Ensuring the availability of, and access to, early detection programmes for cancer can significantly reduce the cancer burden in all countries.



## Achieving Treatment For All

All people have the right to access quality, effective cancer treatment and services on equal terms, regardless of geography and without suffering economic hardship as a consequence.



## Maximising Quality Of Life

Understanding and responding to the full impact of cancer on emotional, mental and physical wellbeing will maximise the quality of life for patients, their families and carers.