



WORLD **CANCER**
RESEARCH DAY

September 24th

WCRD 2023
INFO DAY
SEPTEMBER 12th 2023



WORLD **CANCER**
RESEARCH DAY

September 24th

1. INTRODUCTION TO WCRD & PAST EDITIONS
2. WCRD 2023 CAMPAIGN
3. HOW TO JOIN AND CONTRIBUTE
4. WCRD 2023 CALENDAR

1. INTRODUCTION TO WCRD & PAST EDITIONS

✓ **WORLD CANCER RESEARCH DAY (WCRD)**, launched in **2016**:

- To raise awareness and commitment for cancer research
- To facilitate access to scientific advances worldwide
- To improve survival and quality of life of cancer patients
- To reduce the global impact of this disease



PROMOTING ORGANIZATIONS:



- AMERICAN ASSOCIATION FOR CANCER RESEARCH (AACR)
- AMERICAN SOCIETY OF CLINICAL ONCOLOGY (ASCO)
- ASOCIACION ESPANOLA CONTRA EL CÁNCER (AECC)
- FONDAZIONE AIRC PER LA RICERCA SUL CANCRO (AIRC)
- CANCER RESEARCH UK (CRUK)
- EUROPEAN ASSOCIATION FOR CANCER RESEARCH (EACR)
- EUROPEAN SOCIETY FOR MEDICAL ONCOLOGY (ESMO)
- INTERNATIONAL AGENCY FOR RESEARCH ON CANCER (IARC)
- NATIONAL INSTITUTES OF HEALTH – NATIONAL CANCER INSTITUTE (NIH—NCI)
- UNION FOR INTERNATIONAL CANCER CONTROL (UICC)

WORLD DECLARATION FOR RESEARCH ON CANCER

- Cancer is projected to become the leading cause of death worldwide by 2030
- Cancer research still faces great challenges

People and entities endorsing this declaration commit themselves to work towards the following objectives:

- Increase social awareness and knowledge about the value and impact of cancer research efforts by establishing September 24th as the World Cancer Research Day.
- Enhance sustainable funding sources for cancer research in each country by involving individuals, companies and institutions.
- Promote international collaboration to enable global advances in cancer research.
- Provide training in cancer research.
- Encourage the development of infrastructures for cancer research in each country.

1. INTRODUCTION TO WCRD & PAST EDITIONS

2016 Barcelona



2017 Madrid



2018 Madrid

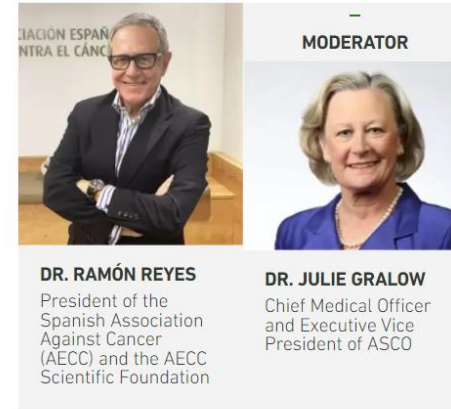
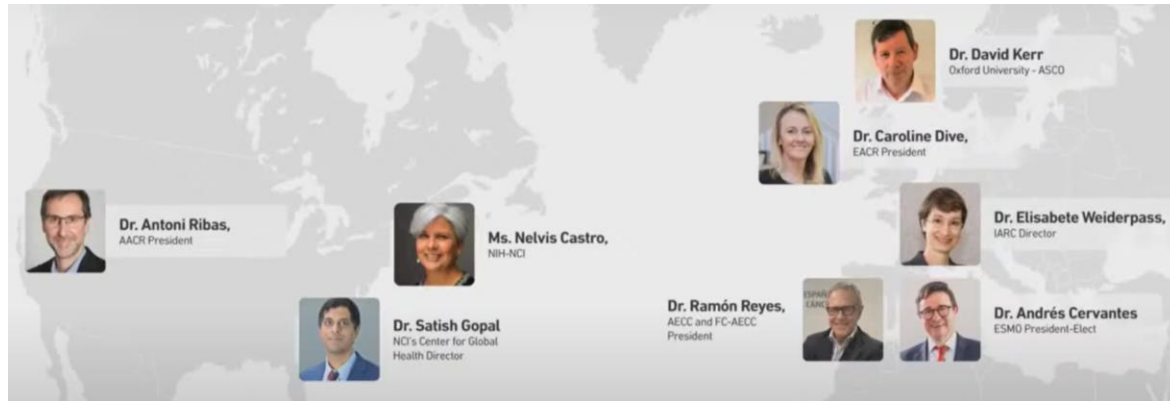
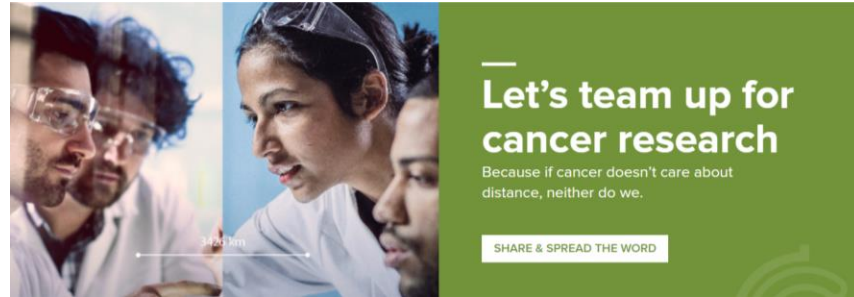


2019 Madrid



1. INTRODUCTION TO WCRD & PAST EDITIONS

2020 and 2021 international online live-streaming events



DR. HONG GWAN SEO
NCCK President
South Korea

DR. JOAN SOEANE
EACR Secretary General
Spain

DR. ABUBAKAR BELLO
AORTIC President
Nigeria




1. INTRODUCTION TO WCRD & PAST EDITIONS


2022 New York – Columbia University



SUPPORT RESEARCH TO PREVENT CANCER AND CATCH IT EARLY.

We know that research moves us closer to detecting cancer early, when it is easier to treat. Let's support research together to develop effective strategies and provide equal access to the latest advances in cancer prevention and early detection.



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#WorldCancerResearchDay
www.worldcancerresearchday.com



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2. WCRD 2023 CAMPAIGN

WCRD: EQUITY IN CANCER RESEARCH



WCRD 2021

DISPARITIES IN CANCER SURVIVAL RATES & CHALLENGES IN CANCER RESEARCH



WCRD 2022 – WCRD 2024

RESEARCH FINDINGS INTO CLINICAL PRACTICE SOCIAL AWARENESS & ENGAGEMENT EQUITY OPPORTUNITIES

- Equal opportunities to everyone
- Equal access to the research results

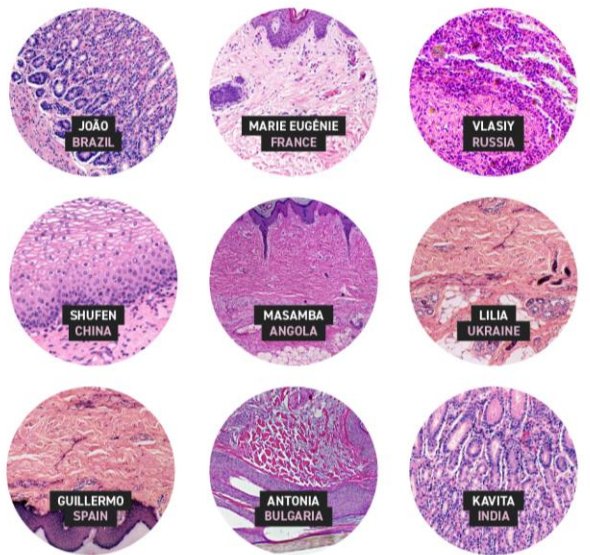
CANCER RESEARCH CONTINIUM



2022

2023

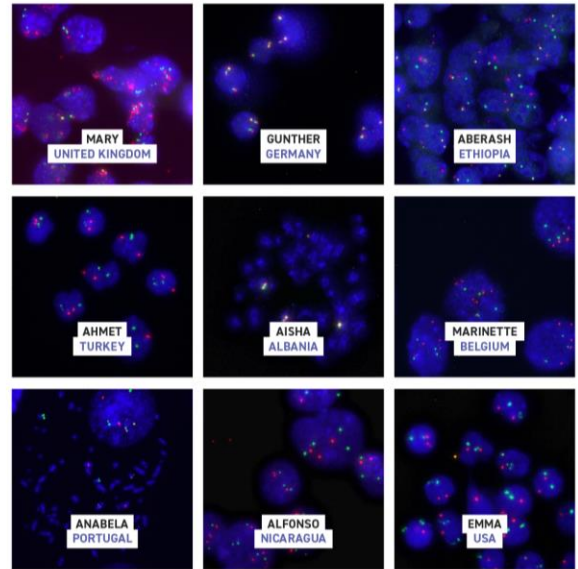
2. WCRD 2023 CAMPAIGN: KEY VISUALS



- INTEGRATING DIVERSITY
- ADVANCING RESEARCH
- ACHIEVING EQUITY

Join us in support of incorporating diverse populations in cancer research to improve outcomes for all patients around the world.

#WorldCancerResearchDay
www.worldcancerresearchday.com



Images provided by the Spanish National Cancer Center (CNIO).

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EDITABLE RESOURCES & SOCIAL MEDIA ASSETS


Ready to insert pictures of your own research



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Name of researcher

#WorldCancerResearchDay
www.worldcancerresearchday.com




Diferent formats available online



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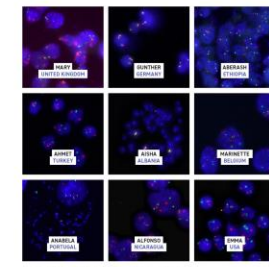
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2. WCRD 2023: EVENT

September 21st 11.00-12.00 @CRUK London

WORLD CANCER RESEARCH DAY (streaming)

Integrating Diversity | Advancing Research | Achieving Cancer Health Equity

NAME	TITLE / ROLE
Federico Caligaris	Scientific Director, Italian Association for Cancer Research
Ramon Reyes	President, Spanish Association Against Cancer Scientific Foundation
Marta Puyol Escolar Noriega	Scientific Director, Spanish Association Against Cancer
Andres Cervantes	President, European Society for Medical Oncology
Michelle Mitchell	CEO, Cancer Research UK (CRUK)
Prof Sir Leszek Borysiewicz (Borys)	Chair, CRUK
Margaret Grayson	Cancer Grand Challenges Advocacy Panel Chair
Tanimola Martins	Research Fellow, University of Exeter Medical School

Streaming via zoom



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3. HOW TO JOIN AND CONTRIBUTE

✓ SHARE THE KEY VISUAL OF THE CAMPAIGN ON YOUR CHANNELS

- Social media, website, newsletters, on site/online events

✓ PERSONALIZE THE AVAILABLE RESOURCES

- To create new cancer research related stories (pdf template available)
- Show more diversity of researchers & laboratories worldwide
- Use your local language to reach more people

INSTRUCTIONS

- Do not forget to include the hashtags **#WorldCancerResearchDay #WCRD #WCRD2023**
- Do not forget to include the WCRD logo. You can also include the logo of your organization.
- **Tag WCRD channels** to be shared from the official accounts
TW @wcrd24sept FB/IG @worldcancerresearchday
- **Please keep the technical secretariat posted about your planned actions** and/or events to improve the impact analysis of the campaign
- Do not hesitate to contact us if you require further assistance:
worldcancerresearchday@gmail.com

3. HOW TO JOIN AND CONTRIBUTE

All materials can be downloaded from WCRD website:

[HTTPS://WWW.WORLDCANCERRESEARCHDAY.COM/INFO-DAY/](https://www.worldcancerresearchday.com/info-day/)

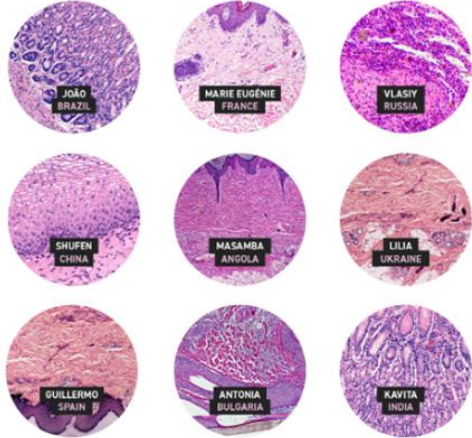
Info day 2023

The WCRD technical secretariat invites you to join the **3rd Info Day session** on **September 12th, 3 pm CET** to know more about the WCRD initiative, born in 2016 as the first goal of the **World Declaration for Research on Cancer**, and how you can contribute this year.

AGENDA

- Introduction to the WCRD campaign and the World Declaration for Research on Cancer
- WCRD 2023: campaign materials
- How to join and contribute to the initiative
- Save the Date: WCRD 2023 events


[Download campaign materials](#)



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September 2023						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1	2	3
4	5	6	7	8	9	10
11	12 INFO Campaign DAY Kick Off	13	14	15	16	17
18	19	20	21 WCRD London	22	23	24 WCRD
25	26	27	28	29	30	

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WCRD 2023 CAMPAIGN:

September 12th –
Info Day and Campaign Kick Off

September 21st –
WCRD International event in London

September 24th –
World Cancer Research Day 2023

Please keep us posted about all
your events and communication
actions!

-Thank you all for all your collaboration to make this World Cancer Research Day campaign a reality-



Contact

worldcancerresearchday@gmail.com

World Cancer Research Day (WCRD)

Officially designated in 2016, WCRD was established to support the overarching goal of the 2013 World Cancer Declaration, which called for major reductions in premature deaths from cancer, as well as improvements in quality of life and cancer survival rates.

The World Declaration for Research on Cancer aims to promote faster progress to defeat cancer by coordinating research among global partners and building on the worldwide investments in cancer research. WCRD is the first objective of the Declaration.

This global initiative is being coordinated jointly by 10 organizations: American Association for Cancer Research (AACR), American Society of Clinical Oncology (ASCO), Asociación Española Contra el Cáncer (AECC), Associazione Italiana per la Ricerca sul Cancro (AIRC), Cancer Research UK (CRUK), European Association for Cancer Research (EACR), European Society for Medical Oncology (ESMO), International Agency for Research on Cancer (IARC), National Institutes of Health (NIH)—National Cancer Institute (NCI) and Union for International Cancer Control (UICC).

The World Cancer Research Day (WCRD) is an international initiative led by the Spanish Association Against Cancer and supported by 120 entities and more than 600,000 people worldwide.