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## **New report highlights public perception of cancer**



World Cancer Day 'I Am And I Will' campaign © Shalom Mwenesi for Unsplash

**On World Cancer Day the Union for International Cancer Control (UICC) releases new report on what the public thinks, feels and believes about cancer.**

To mark the 20<sup>th</sup> anniversary of [World Cancer Day](#) [1], UICC has released a new report which details the findings of an international survey to **better understand people's opinions, beliefs and attitudes on cancer**.

The survey, conducted by Ipsos, of over 15,000 people across 20 countries is one of the first multi-country public surveys on cancer perceptions in a decade. The results, detailed in UICC's report, [International Public Opinion Survey on Cancer 2020: What people feel, think and believe about cancer today](#) [2], indicate **clear inequities that exist between socioeconomic groups in all surveyed countries**.

Those who have a lower income and a lower level of education are less likely to recognise the main cancer risk factors and to take steps in reducing their cancer risk.

This particular finding should serve as an impetus to double-down on efforts to **reduce the inequities faced by lower socioeconomic groups**. Government responses must include national policies that explicitly focus on addressing this gap, including prioritising awareness and education programmes that engage lower socioeconomic groups.

**Download the report [here](#) [3].**

On World Cancer Day, each person can speak up and lend their support to reimagine a world where millions of lives are saved from unnecessary cancer deaths and **for everyone, everywhere to have an equal chance to a healthier, brighter future**.

This World Cancer Day, leaders around the world have been asked to reflect on the question: **'What is the bravest thing we can do about cancer?'** Watch NCD Alliance CEO's Katie Dain and her response:

**To join World Cancer Day, and for more information, visit [worldcancerday.org](https://worldcancerday.org) [4]**

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### Links

[1] <http://www.worldcancerday.org>

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