
World Cancer Day 2015: #NotBeyondUs

Taking place under the tagline 'Not beyond us', World Cancer Day 2015 (4th February 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.

In many countries, negative public perceptions and stigma associated with cancer stifle informed public discussion and perpetuate misconceptions about this disease. This obstructs efforts to raise awareness about cancer prevention, healthy behaviours and seeking early diagnosis for signs and symptoms.

Individuals and communities need to be made aware that at least one third of the most common cancers can be prevented through reducing alcohol consumption, healthier diets and improved physical activity levels. If smoking is included the figure is about 50%.

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. 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

Do you want to know more? Visit the campaign [website](#) [1]

Show your support on #WorldCancerDay by [signing the Thunderclap](#) [2] for WCC2015

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Links

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

[2] <http://www.thunderclap.it/projects/20675-world-cancer-day-2015>

[3] <https://ncdalliance.org/taxonomy/term/141>