

How you can show your support this World Cancer Day

Almost 3.5 million people in the UK are living with cancer.¹

This is the highest figure ever reported for the UK.

That's millions of lives turned upside down, every day, in so many ways. This World Cancer Day we need to shine a light on the urgent need to ensure more people get the best care the UK has to offer.

There are unacceptable differences in the care people are receiving

Significant differences in people's experiences of diagnosis, treatment, and care are causing an unacceptable 'cancer care gap' across the UK, with people being left behind. This must change.

Better care is possible for people with cancer across the UK

Tackling the worst experiences of cancer care across the UK is the only way to make it better for everyone, everywhere.

We need to work together to reach everyone, starting with those having the worst cancer experiences and outcomes

Every day we see how cancer is impacting all areas of people's lives. Their relationships, jobs, finances and more, and how this can be even worse for some, simply because of who they are or where they live.

Everyone in the UK should be able to access the best care possible, whoever and wherever they are.

One in three people with cancer say it's harder to have cancer now than at 'any other time they can remember'.²

The number of people living with cancer has surged to the highest figure ever reported for the UK.²

There will be almost half a million more people living with cancer in 2025 than there were just five years ago.²





We need to transform cancer care to reach everyone, especially those who are most in need.

The Government must join forces with Macmillan and our trusted partners, including people living with cancer, healthcare professionals and local community groups. This will help more people with cancer get the best care the UK has to offer, whoever and wherever they are, and transform cancer care for the future.

This means people receiving care and support which fits in with their lives and the things that are important to them. Everyone's cancer journey is unique, their support should be too.

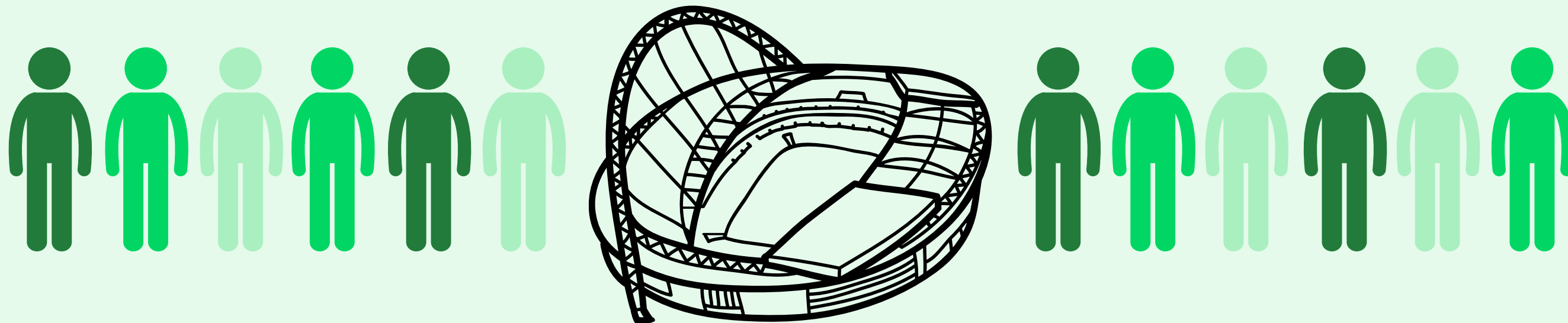
We also need the Government in Westminster to tackle the unacceptable gaps in care and experiences head-on, by ensuring timely access to the latest innovations and life-saving cancer care for everyone, regardless of their background. Macmillan can help with this, by helping the Government to uncover where need is the greatest.

Almost

3.5m

people in the UK are living with cancer

This is the equivalent to filling Wembley Stadium almost 38 times



"I was lucky that my medical team eventually got to know me and understand that it's not one size fits all when it comes to cancer treatment."

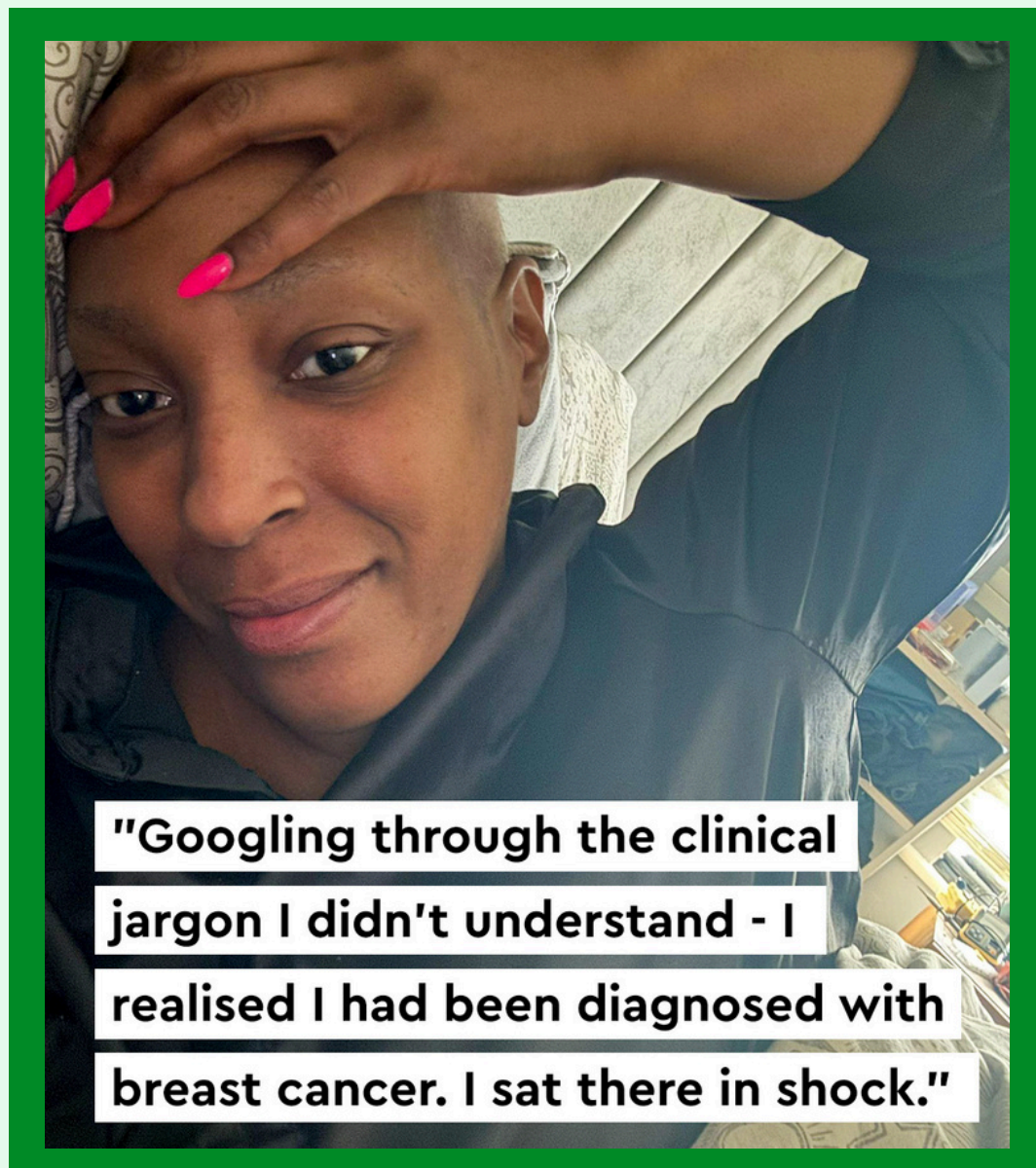
Nicola received a piece of paper containing layers of clinical jargon that were not explained to her, and it was only after googling did she realise she was diagnosed with breast cancer.

This marked the beginning of a complicated cancer journey.

"My experience has been such a whirlwind of emotions, decisions, adapting and learning. I've had so many tests, PET scans, MRIs, echo scans, blood tests and having my eggs frozen. I was told it could be stage four and there may be nothing they can do, then tests confirmed it wasn't.

"I was put under immense pressure to have treatment I was unsure of, had a port put in, had treatment; hospitalised after treatment with sepsis. I was told I needed nine rounds of chemo, but my lump disappeared after one. I was still pushed to do more treatment then was needed, then was told it wasn't necessary.

"I had surgery, and lymph nodes removed, only to be told it might not have been necessary and pushed to do more treatment. It's so hard to advocate for yourself when you are unclear what things mean, and if you have specific needs."



"Googling through the clinical jargon I didn't understand - I realised I had been diagnosed with breast cancer. I sat there in shock."

How can you make a difference?

How you can show your support this World Cancer Day.



We will be posting across our social media accounts throughout the day from 8am on Tuesday 4th February. We're hoping to reach as many people as possible and you can help us by liking, interacting with and sharing our posts.



Feel free to share the attached graphics if you would like to join us in raising vital awareness this World Cancer Day.



The number of people with cancer in the UK is rising, and, for many, the experience of cancer is getting worse. With your support, we want to change the future of cancer care to ensure everyone in the UK gets the help they need.



Head to our website to find out more about World Cancer Day - www.macmillan.org.uk

Suggested social media post

Wording to be used on World Cancer Day - 4th February 2025

The logo for World Cancer Day is presented within a square frame with a dark green border. The text 'World Cancer Day' is written in a bold, dark green, sans-serif font. The letter 'o' in 'World' is replaced by a small, stylized globe icon showing the continents in a lighter shade of green.

World
Cancer
Day

Post copy

As the number of people with cancer continues to rise, the experience of cancer is getting worse for many people.

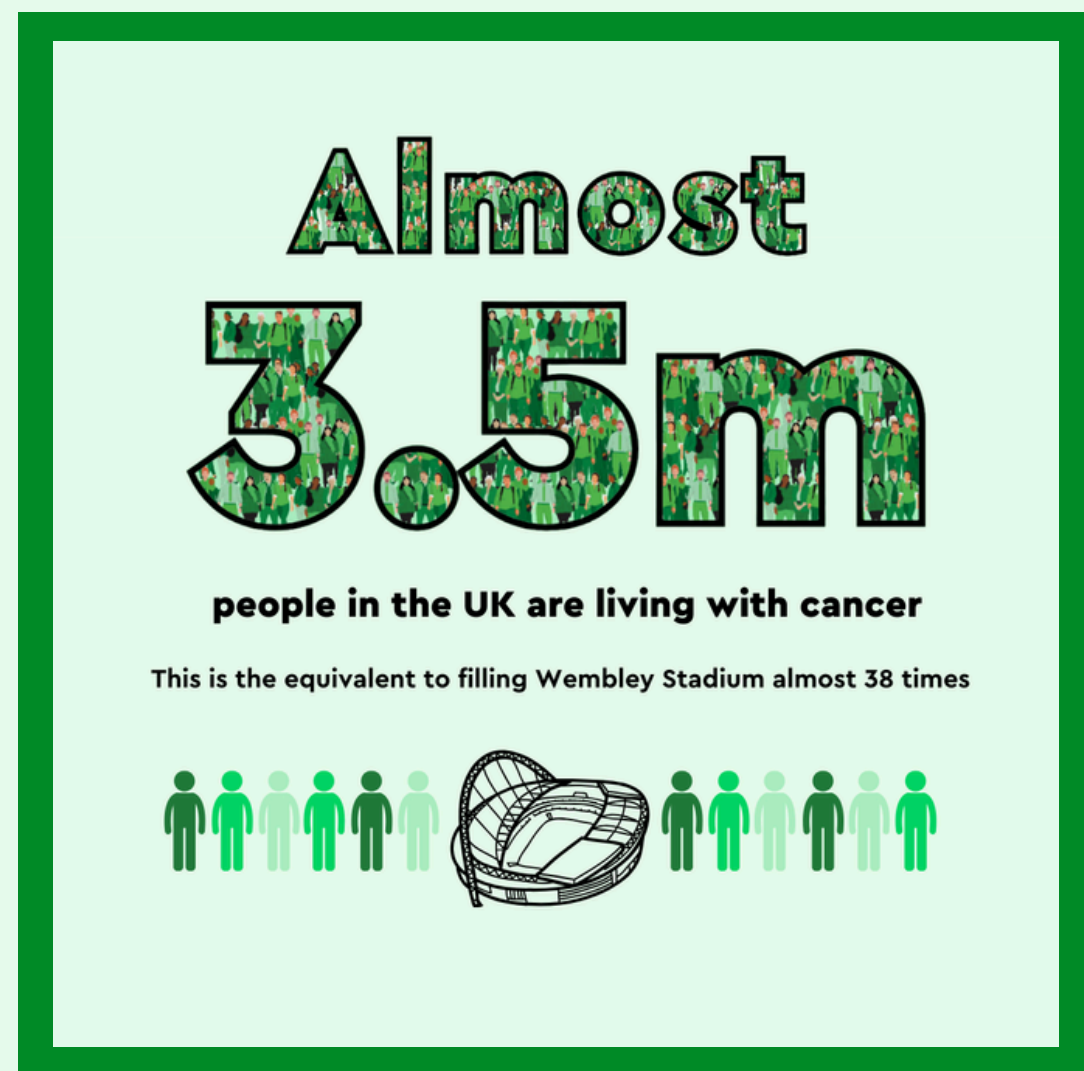
This World Cancer Day, we're joining forces with @MacmillanCancer to work with Governments across the UK to tackle the cancer care gap and ensure everyone can access the best cancer care possible, whoever and wherever they are.

Alt text

Infographic with a light green background. Green text reads 'World Cancer Day' and the letter 'o' has been replaced by a graphic globe icon.

Suggested social media post

Wording to be used on World Cancer Day - 4th February 2025



Post copy

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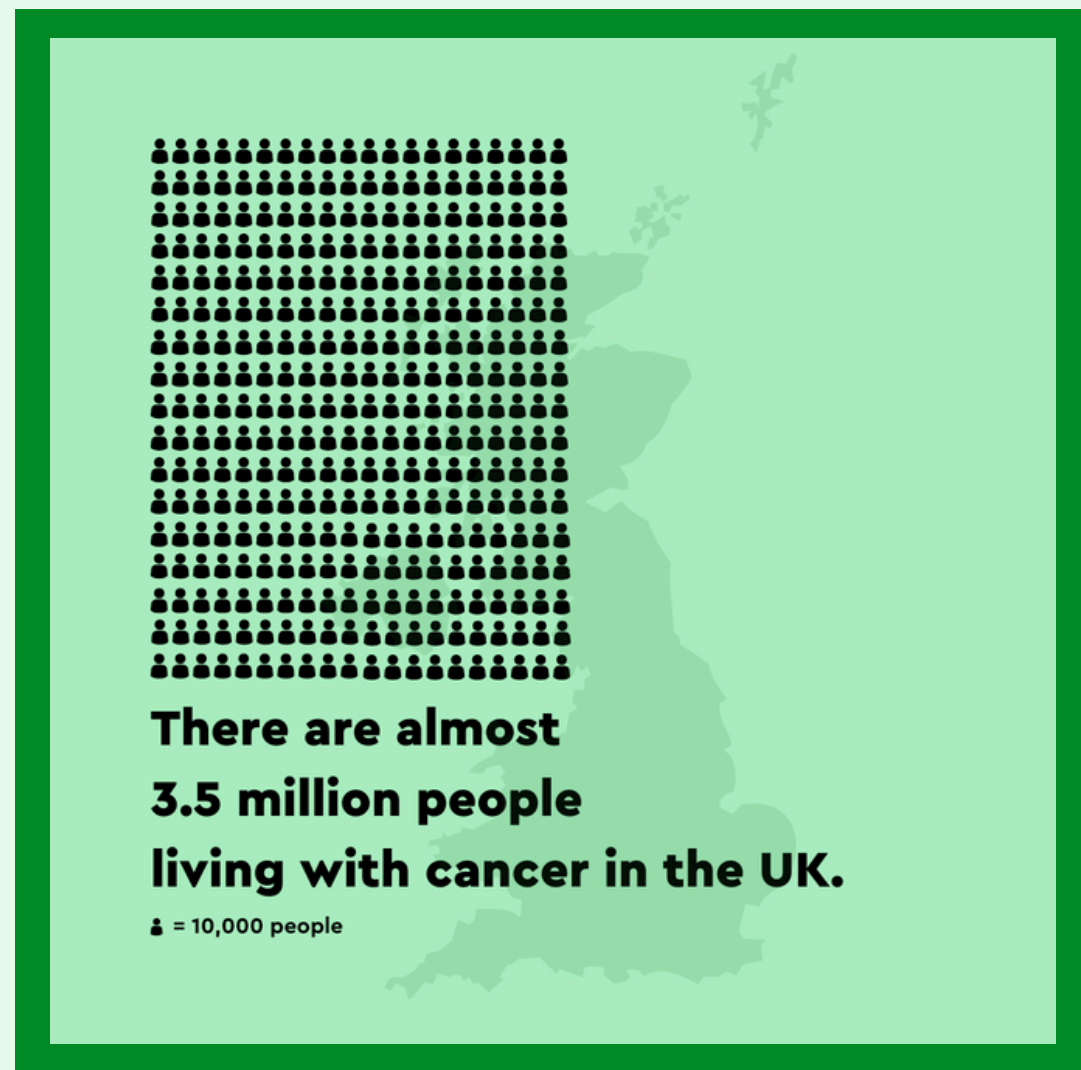
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Alt text

Large text reads 'almost 3.5m' filled with illustrations of people. Below it text reads, 'people in the UK are living with cancer.' On a new line, text reads 'This is the equivalent to filling Wembley Stadium almost 38 times,' accompanied by an illustration of Wembley Stadium and a row of green and light green stick figures.

Suggested social media post

Wording to be used on World Cancer Day - 4th February 2025



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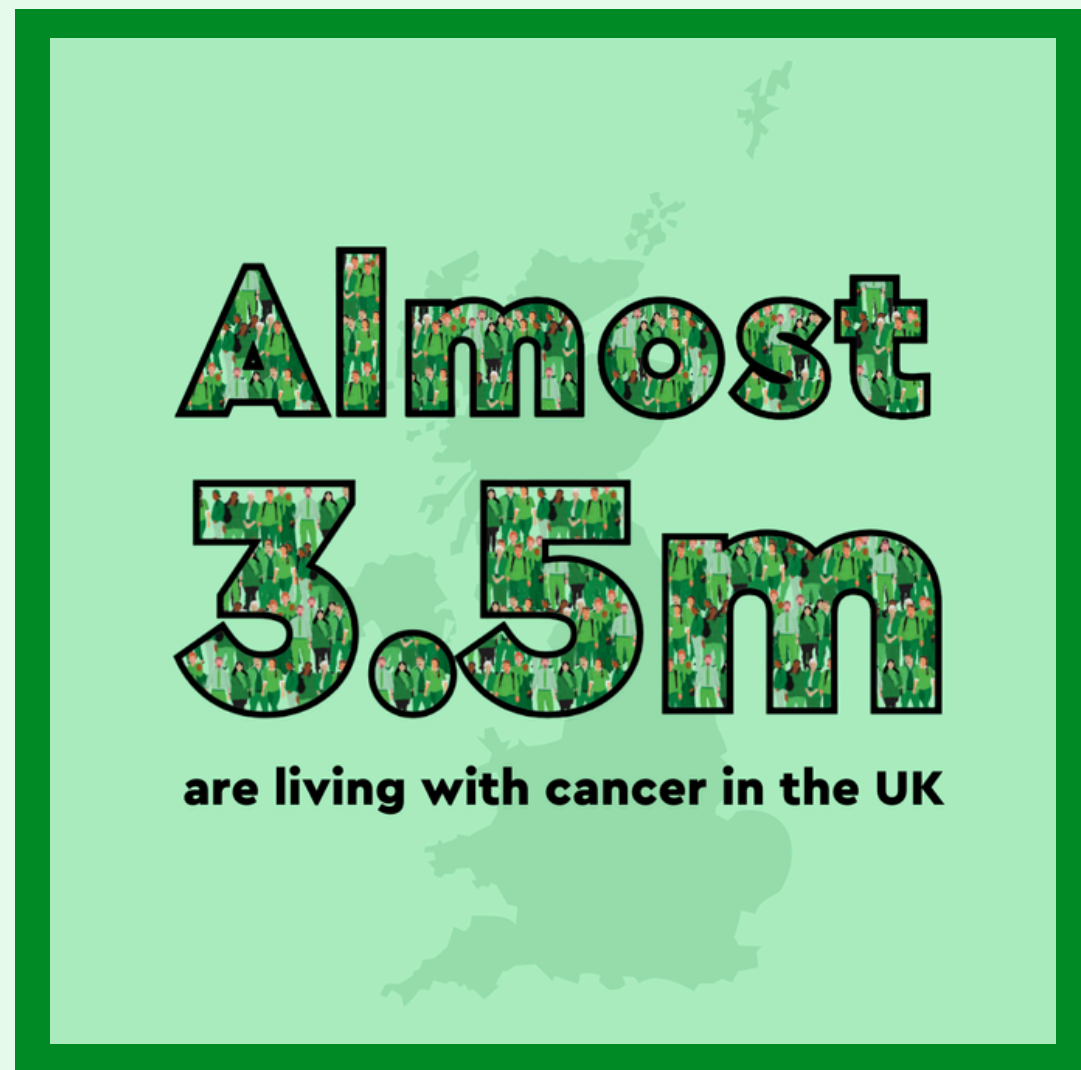
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Alt text

Green infographic with the UK in the background. There is chart of figures to represent 3.5 million people and text reads 'There are almost 3.5 million people living with cancer in the UK' and underneath there is a single figure with the words '= 10,000 people'.

Suggested social media post

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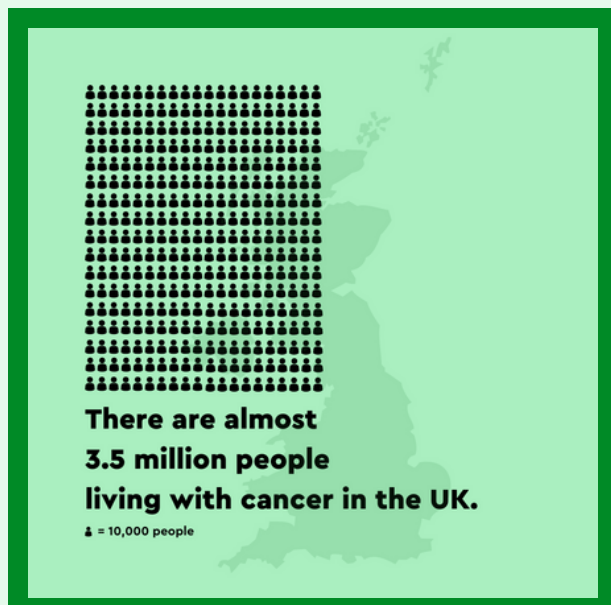
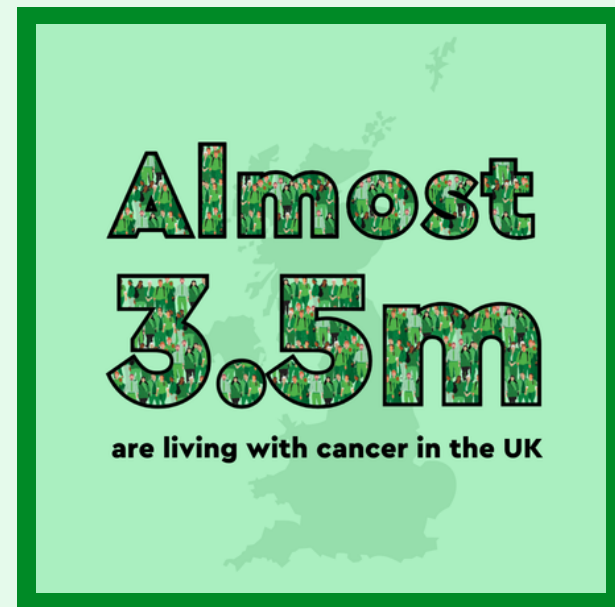
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Suggested social media post

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References

1.

Source: Macmillan Cancer Support cancer prevalence estimates for 2025

2.

Source: Macmillan Cancer Support/YouGov survey of people with cancer, June 2024, plus Macmillan's cancer prevalence estimates for 2025