

**Showing your support
this World Cancer Day**

Background

At least every 75 seconds, someone in the UK is diagnosed with cancer*.

In that moment their lives are changed forever.

But right now cancer care in the UK isn't fair.

It can depend on where you live, when you need help and the type of cancer you have.

There are unacceptable differences in the care people are receiving.

This must change.

Better care is possible for people with cancer across the UK.

With nearly 1,200 people diagnosed on average each day, tackling the worst experiences of cancer care will help us to make it better for everyone, everywhere.

This World Cancer Day, we need to work together to revolutionise cancer care for the future, starting with those having the worst cancer experiences and outcomes.

Two ways to show your support:

- Share our social content to help spread the word Wednesday 4th February and onwards.
- Create your own social content from the assets in this toolkit and tag us.

Head to our website to find out more: macmillan.org.uk/world-cancer-day

Suggested social media post



4th February

Post Copy

On World Cancer Day, I stand with @MacmillanCancer and the millions of people affected by cancer.

By raising awareness and calling for better care across the UK, I'm supporting a future where everyone gets the help they need, when they need it most. No one should have to face cancer feeling lost or alone ❤️
#WorldCancerDay #Macmillan

Alt Text

Green and white graphic reading "World Cancer Day" with an illustrated green globe forming the letter "O" in "World." Below, the date "4th February" is displayed, representing global awareness and solidarity for cancer care.

Suggested social media post



**At least every 75 seconds,
someone in the UK is
diagnosed with cancer**

Post Copy

At least every 75 seconds, someone's life changes with a cancer diagnosis in the UK.

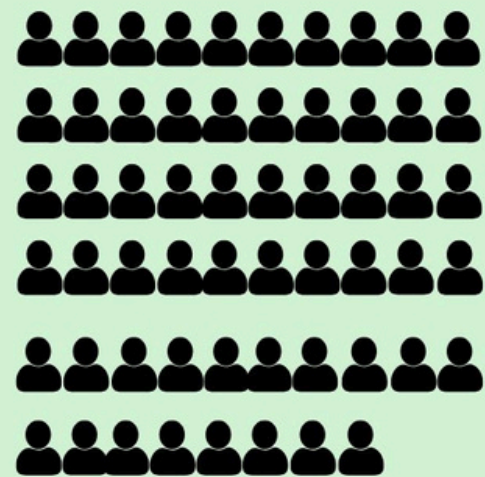
I'm proud to support @MacmillanCancer and raise awareness on the urgent need for better care for every person, no matter who they are or where they live💚


Alt Text

Green graphic featuring a clock icon above bold blacktext that reads, "At least every 75 seconds, someone in the UK is diagnosed with cancer," highlighting the frequency of cancer diagnoses.

Suggested social media post

Each day almost 1,200 people on average are diagnosed with cancer across the UK.



 = 20 people

Post Copy

Every day, almost 1,200 people across the UK on average are diagnosed with cancer.

This World Cancer Day, I'm standing with @MacmillanCancer to mark the Government's new National Cancer Plan for England. This major strategy centres care around the person and could help ensure everyone has access to the best cancer care possible, whoever and wherever they are.

Alt Text

Green graphic displaying the text, "Each day almost 1,200 people are diagnosed with cancer across the UK," alongside rows of person icons representing the number of people diagnosed daily, with a key indicating each icon equals 20 people.

Suggested social media post



Post Copy

Whoever you are, wherever you live, you deserve the best cancer care. At least every 75 seconds, someone's life changes with a cancer diagnosis in the UK.

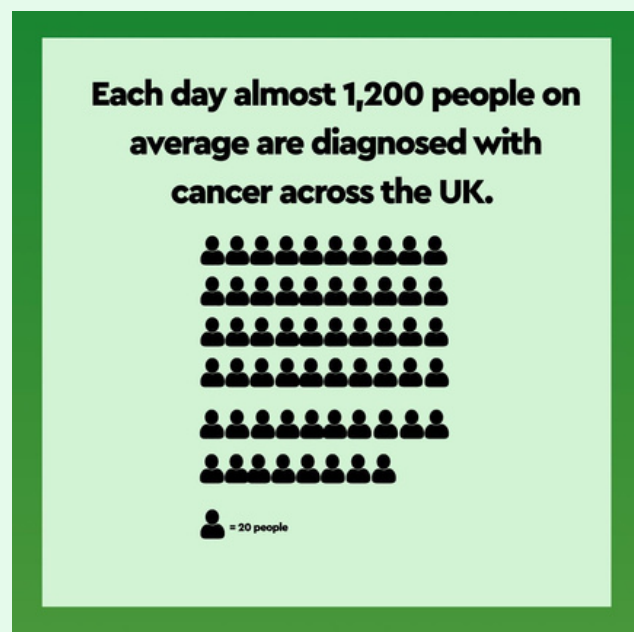
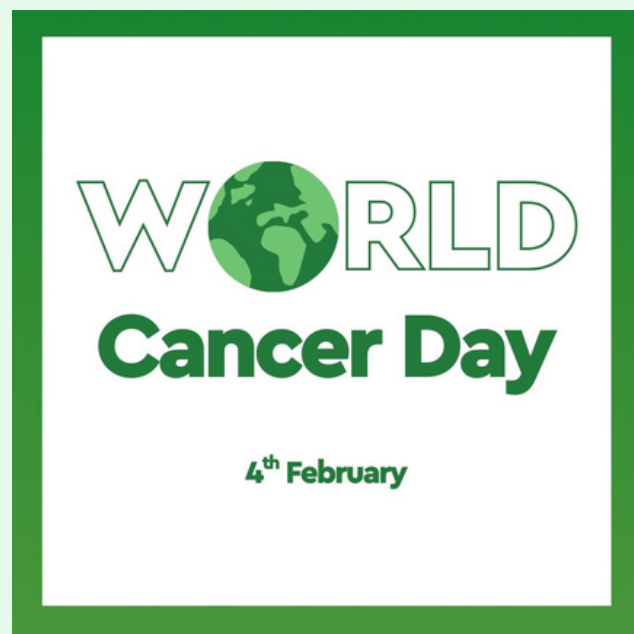
I'm standing with @MacmillanCancer this World Cancer Day in their mission to revolutionise cancer care for the future.

A call, a message, a click. Macmillan is there for what happens next. Every 75 seconds.

Alt Text

Green graphic displaying black bold text that says: "You deserve the best cancer care," overlaid on top of a light green map of the UK.

Suggested social media post



Post Copy

With someone being diagnosed at least every 75 seconds in the UK, the experience of cancer is getting worse for many people.

This World Cancer Day, I'm joining forces with @MacmillanCancer to work with Governments across the UK to tackle cancer care inequities and ensure everyone can access the best cancer care possible.

*Source: Macmillan Cancer Support analysis of official UK statistics

Social Media Links to tag for each platform



Macmillan Cancer Support



Macmillan Cancer Support



@macmillancancer



@macmillancancer



@macmillancancer