

# United Action Against Cancer

A pan-European cancer movement  
– from grassroots to government



World Health  
Organization

REGIONAL OFFICE FOR  
Europe



**VISION:** eliminate cancer as a life-threatening disease in Europe



**Why** do we need to act?

Each day in the WHO European Region, **13 100** people are diagnosed with cancer and **6000** die from it – many of these deaths are preventable

The risk of  
**DEVELOPING** cancer is ...



**3x higher** in northern Europe than in central Asia

The chance of being  
**CURED** from cancer is ...



**2.5x higher** in northern Europe than in central Asia



**What** needs to change?

- Cancer inequalities among and within countries are strong: for example, low incomes are associated with worse cancer outcomes
- Healthy choices are often considered as an individual responsibility, yet policies enabling healthy choices remain underimplemented
- Human papillomavirus and hepatitis B vaccine uptake remains too low in many countries
- Most national resources are dedicated to cancer treatment, while prevention, early detection and palliative care remain underdeveloped
- Accessibility, affordability and quality of diagnosis and treatment services are suboptimal in most countries
- Many patients are diagnosed late due to:
  - slow diagnostic processes for symptomatic cancers
  - low-quality screening for asymptomatic cancers
- The affordability of cancer medicines is challenging in all countries, including high-income ones
- Access to pain relief and supportive care remains limited in most countries
- Policy decisions are too often steered by commercial and economic interests rather than by evidence



**How** can we succeed?

We can:

- enhance collaborations and unite partners from all levels
- reinforce political leadership in countries
- engage young people and civil society to galvanize grassroots movements
- fast-track implementation of WHO signature solutions

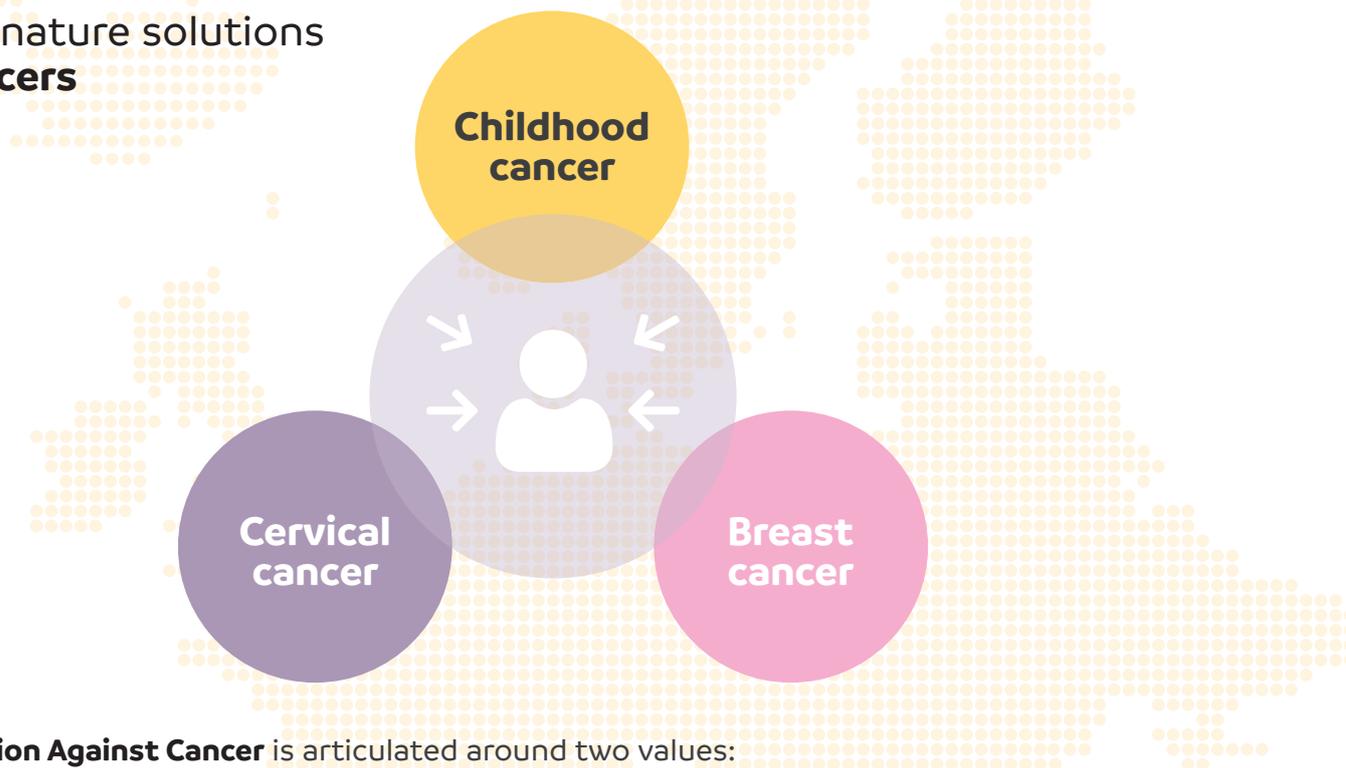
## WHO signature solutions

WHO signature solutions are a set of cost-effective evidence-based policies and measures accompanied by technical guidance and tools for implementation. The signature solutions align WHO expertise and resources to achieve real impact at country level. The United Action Against Cancer movement brings them forward to policy-makers, enabling them to make the right decisions to tackle cancer effectively.

## WHO signature solutions cover the **5 dimensions** of the cancer-control continuum



## WHO signature solutions on **3 cancers**



**United Action Against Cancer** is articulated around two values:



**Being people-centred**



**Leaving no one behind**

The deep inequalities in cancer outcomes observed among and within countries call for more solidarity and strong commitment to **reposition people at the centre** and **leave no one behind**.

More on the United Action Against Cancer is available at:

<https://www.euro.who.int/en/united-action-against-cancer>

Further information will be released throughout 2021.