

# World Cancer Day 2025: United by Unique [VIDEO]

World Cancer Day highlights the unique experiences of countless individuals with cancer and their loved ones.

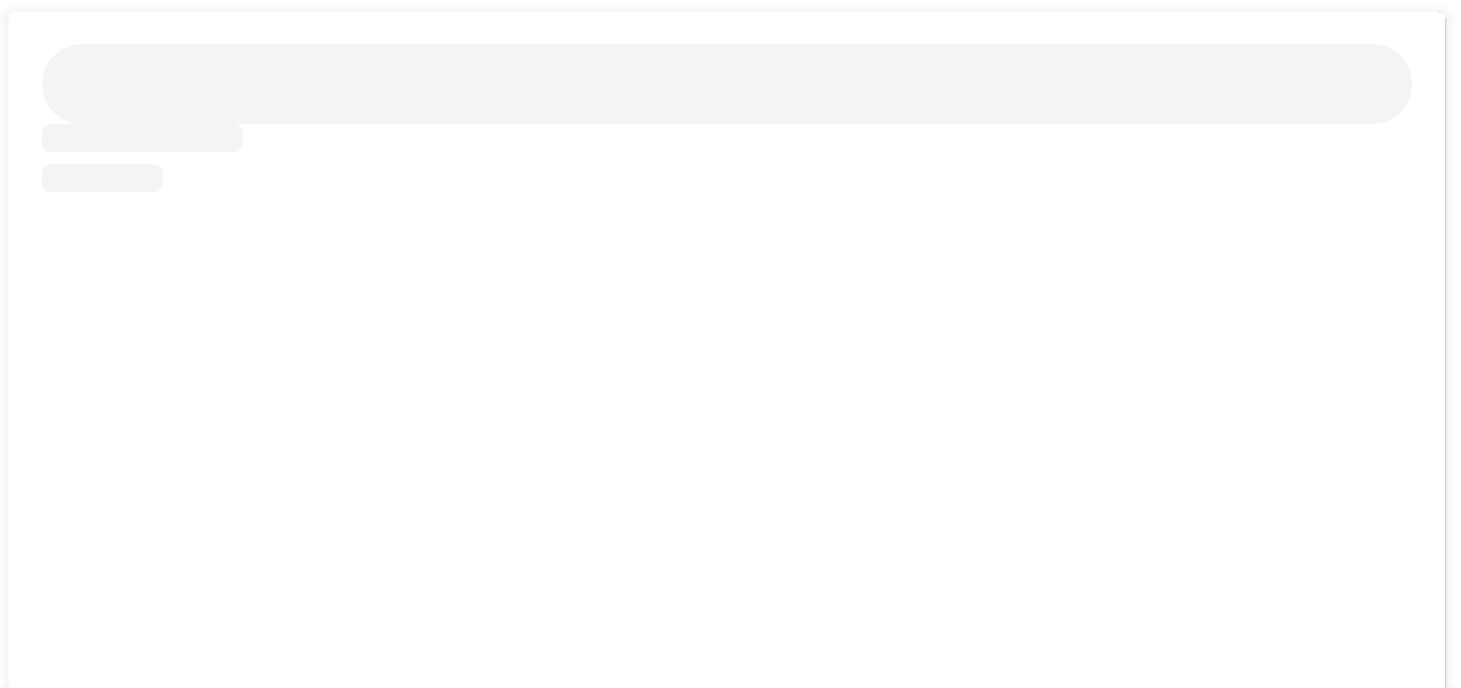
February 4, 2025 By Laura Schmidt

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Tuesday, February 4, is World Cancer Day 2025, a global health awareness event led by the Union for International Cancer Control (UICC). The latest three-year campaign, “[United by Unique](#),” 2025 to 2027, is a reminder of the many lives impacted by cancer and the collective commitment to end the disease through improved care, education and more.

The new World Cancer Day campaign also places people and their unique stories at the center of care, according [to the UICC](#).

Founded in 2000, [World Cancer Day](#) aims to raise awareness, improve education and inspire personal, collective and government action to provide access to lifesaving [cancer treatment](#) and care for the millions of people worldwide living with [cancer](#).





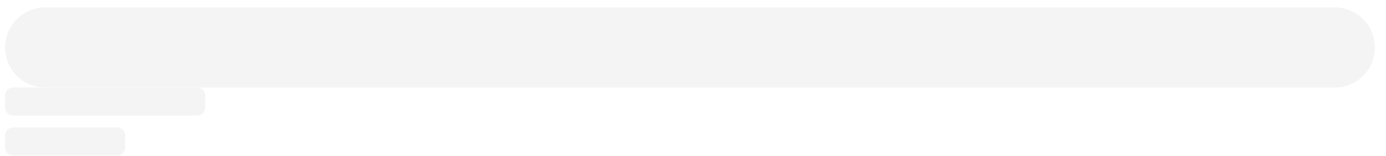
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The three-year campaign focuses on [people-centered care](#), which accepts individuals as who they are and aims to deepen bonds between health care providers, patients and community.

“By understanding and integrating the needs and preferences of individuals and communities into health care delivery, health systems will provide more equitable [access to care](#), in low- as well as high-income settings,” CEO of UICC Cary Adams [said in a news release](#). “It is important that people living with cancer feel seen, heard, and empowered.”

Throughout 2025, the “United by Unique” campaign will invite individuals—someone living with cancer, a family member, a caregiver, a medical professional or an ally—to share their personal stories with cancer. By gathering personal experiences, the campaign aims to build a collection of voices that highlight what it means to be “United by Unique.”





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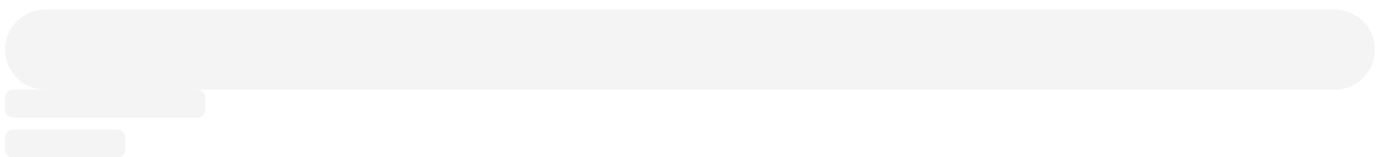
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Next year will build on the foundation laid in 2025 and focus on transforming these personal stories into [advocacy](#) tools. The campaign will spotlight real-life experiences and outcomes with a goal to shift perspectives and encourage systemic changes while prioritizing the needs of people living with cancer.

The third and final year of the campaign aims to ensure that the progress made is sustainable and lasting by fostering new partnerships and strengthening existing ones.

“Through collaboration with various stakeholders, including patient groups, healthcare institutions, and advocacy organizations, the campaign will work towards creating a robust support network that ensures continued access to high-quality, personalized cancer care,” WorldCancerDay.org writes.

Indeed, organizations, governments, individuals and health care providers plan in-person and online events around World Cancer Day. WorldCancerDay.org [offers downloadable materials](#)—including tool kits, infographics and posters—as well as a map of activities. Search #WorldCancerDay and #UnitedByUnique to find those relevant to you.





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Of the 2025 effort, WorldCancerDay.org writes:

“Every experience with cancer is unique, and it will take all of us, united, to create a world where

we look beyond the disease and see the person before the patient. A world where the needs of people and communities are at the center of health systems.”



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