

# World Cancer Day 2026 Centers the Real-World Experiences of Those Affected by Cancer

This year's "United by Unique" campaign for World Cancer Day (February 4) encourages systemic changes that prioritize holistic needs.

February 4, 2026 By Eva Lorenz

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Wednesday, February 4, is [World Cancer Day 2026](#). The day will be marked by hundreds of in-person and online activities and events aimed at reducing the [global impact](#) of cancer through community.

Last year, the [Union for International Cancer Control \(UICC\)](#) launched its three-year "United by Unique" campaign by focusing on a people-centered approach to cancer care. This year, UICC highlights the real-world experiences of those affected by cancer.

"People affected by cancer—those who have had cancer themselves, their caregivers, health professionals—are ideally placed to help identify what is missing from care systems and what actually works in practice in different settings," according to a UICC press release.

Established in 2000, UICC's [World Cancer Day](#) raises [awareness](#) about cancer, encourages its [prevention](#) and calls for action to address the global cancer epidemic.

According to [WorldCancerDay.org](#), the current model of cancer care, which focuses primarily on biological causes and physical symptoms, is insufficient because it overlooks psychological, social, financial and environmental factors that influence illness and recovery. People-centered care is an alternative model that makes individuals and their support systems the focal point of their health care; it also requires collaboration, connection [and community](#).

"Behind every diagnosis lies a unique human story—stories of grief, pain, healing, resilience, love and more. That's why a people-centered approach to cancer care that fully integrates each

individual's needs, with compassion and empathy, leads to the best health outcomes," states WorldCancerDay.org.

Through "United by Unique," UICC pushes governments, organizations and institutions to make people-centered care a reality while empowering individuals and communities across the world.



[View this post on Instagram](#)

A post shared by World Cancer Day (@worldcancerday)

In a recent instagram post, World Cancer Day wrote:

About 1 in 5 people will experience cancer in their lifetime.

This is why we need to take action to save lives. Join us on World Cancer Day on Wednesday 4 February, and help create a future less burdened by cancer.

World Cancer Day 2025 made a major impact via more than 900 events and activities across 107 countries, over 30,000 press mentions in 162 countries and over 300,000 campaign video views on YouTube.

UICC invites those affected by cancer to inspire change by sharing their story [on its website](#) or via the [Upside Down Challenge](#) on social media. UICC offers [updated World Cancer Day graphics and campaign materials](#) to support local events and media coverage as well as a map of [World Cancer](#)

