

World Cancer Day 2019 Program

1. " I Am and I Will " Social Media Campaign

Whoever you are, you have the power to reduce the impact of cancer for yourself, the people you love and for the world.

It's time to make a personal commitment. 2019 marks the launch of the 3-year 'I Am and I Will' campaign. 'I Am and I Will' is an empowering call-to-action urging for personal commitment and represents the power of individual action taken now to impact the future.

CSM will be sharing Pledge Board through Social media to the public, entertainment personnel, sports personal, civil servants, corporates and policy makers to make individual pledges and share it on social media to make a personal commitment to reduce the impact of cancer.

2. Dissemination of Toolkits

- Toolkits will be shared with offices and schools to create healthy, active workplace and school
- Toolkits will also contain sample pledge board to make personal commitments at work place and to be part of WCD 2019 'I Am and I Will' Social Media Campaign

3. CME for Cancer Screening: Training Medical Officers for Cancer Screening

- CME is organized in partnership with IGMH. Breast Cancer Screening, Oral Cancer Screening and Cervical Cancer Screening will be covered during the CME.

4. School Assembly: WCD toolkit with advocacy information on "Active School, Healthy School policy" with a video "Exercise Breaks: a healthy habit to enhance learning".

6. Active Workplace Campaign

- Trained Volunteers to visit identified Ministries and Companies and do the "Exercise routine" to introduce the Active Workplace Campaign.

Time	Activity	Venue
8:30	Active Workplace	President's Office
9:00	Active Workplace	Youth
9:00	Active Workplace	Education
9:30	Active Workplace	Health
10:30 - 12:30	CME launching	
13:00	Active Workplace	Dhiraagu
13:30	Active Workplace	STO
20:30	Awareness Session	NDA

To send a message through network daily to get up at regular intervals, do some light exercise/move around while at work place.

7. Place Pledge Board at Public Places as part of the “I Am and I Will” social Media Campaign

8. Support group visit to IGMH Patients (in partnership with Ooredoo)

9. Video of “How to prevent cancer” will be shared on social media and public screens