



Cancer Society  
Of Maldives

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



Join us on 4 February

CSM/PR/2/2019

## World Cancer Day 2019 Press Release

World Cancer Day takes place every year on 4 February and unites the world under a single theme to highlight the on-going fight against cancer. World Cancer Day aims to reduce the number of preventable deaths each year by raising cancer awareness amongst the general public and pressing governments to take further action against the disease.

The new three-year (2019-2021) World Cancer Day campaign ‘I Am And I Will’, explores how everyone – as individuals or as a collective – can do their part to reduce the global burden of cancer. Just as cancer affects everyone in different ways, everyone has the power to take action to reduce the impact of cancer. Cancer Society of Maldives urges everyone at all levels - governments, corporates, communities and individuals to take action for real impact.

The Cancer Society of Maldives aims, to mark this day by turning the attention to cancer, by promoting healthy habits and lifestyles, creating awareness on cancer causing risk factors and educating on signs and symptoms of cancer. We aim to target the schools, government offices, cooperate sector and the general public.

### Planned Activities to mark World Cancer Day 2019

The Cancer Society of Maldives (CSM) has joined hands with Union of International Cancer Control (UICC), the largest organization working towards cancer control in the world, to fight against cancer. CSM is working towards raising awareness about cancer and the risk factors, and advocating on healthy lifestyles. CSM is focusing on the concept of creating healthy schools and healthy workplace to entice young minds towards a healthy lifestyle to reduce the impact of cancer in the country.

Being physically active helps reduce risk for some cancers. This year, Cancer Society of Maldives launches the “Active Workplace” campaign to promote being physically active at workplace. Our team will be visiting 4 government offices and 4 corporate offices to launch the campaign. CSM has trained volunteers to visit the offices and introduce the exercises. The idea of this campaign is to encourage staff to be active even at workplace with regular short exercise breaks.



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To increase awareness across the country, CSM has prepared World Cancer Day toolkits for government organizations, schools and corporates. The toolkits outline things that can be done to increase awareness on cancer risk factors, signs and symptoms and promote healthy lifestyle to reduce the impact of cancer

CSM will also be participating in the worldwide social media campaign “I Am And I Will”. The campaign aims to encourage individuals to personally do something to reduce the impact of cancer. We encourage people from all backgrounds to make a pledge and post on social media to create awareness and reach as many people as possible.

In partnership with IGMH, CSM is planning to conduct a CME on Cancer Screening to nurses and Medical Officers.

3<sup>rd</sup> February 2019

For more information and details please contact call or email on  
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