

N'enfumez pas mon enfance!



WORLD CANCER CAMPAIGN

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The International Union Against Cancer (UICC) initiated the World Cancer Campaign in 2005 in response to the Charter of Paris of 2000.

The Charter of Paris chose 4th February as World Cancer Day. Since 2006, UICC has coordinated World Cancer Day activities, supported by members, partners, the World Health Organization, the International Atomic Energy Agency, and other international bodies.

"Today's children, tomorrow's world" – prevent cancer with healthy habits

This is a five-year programme, launched on World Cancer Day 2007.

It aims to raise awareness about the ways we can prevent cancer through the choices we make. 2007 introduced the overall theme.

From 2008 to 2011, each year will focus on a different issue:

- 2008 – give children and young people a **smoke-free environment**
- 2009 – encourage an energy-balanced lifestyle based on **healthy diet and physical activity**
- 2010 – learn about **vaccines against viruses that cause cancers** (e.g. HBV vaccines)
- 2011 – teach children and teenagers to avoid UV exposure by being **"sun smart"**

"Today's children, tomorrow's world" focuses on kids. Healthy habits learned early in life have a significant impact in later years. The World Cancer Campaign calls on all those with a say in how children live their lives – parents, teachers, health workers and decision-makers – to help children make healthy choices that can mean a cancer-free future.

Each year, UICC helps its members and partners to run public awareness campaigns in their countries, measure their effectiveness, and promote regional education and mobilization projects.

- **2008 "I love my smoke-free childhood"**
Provide children everywhere in the world with a smoke-free environment.
- **2009 "I love my healthy active childhood"**
Raise awareness about the link between overweight, obesity and cancer. Encourage kids to eat a healthy diet and be physically active.

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