

TALKING HANDS



**WORLD
CANCER
DAY 2016**

JOIN THE WORLD CANCER DAY 'TALKING HANDS' SOCIAL MEDIA CAMPAIGN!



WHAT IS IT ABOUT?



The 4 February marks World Cancer Day (WCD) and we invite you to join the global effort to spread the message that **'We can. I can.'** take action to help prevent and fight cancer. Using social media to share the 'We can. I can.' key messages, the Talking Hands activity is a fun and easy way to get involved in World Cancer Day and show your support.



HOW DOES IT WORK?



1

Write a supportive WCD message on your hand using the **'We can. I can.'** theme.



2

Take a picture of your hand featuring the message.



3

Share the picture on your social accounts using both the hashtags **#WorldCancerDay** and **#WeCanICan**.



4

Visit **worldcancerday.org** to see your picture featured on the Wall of support.





TWEET ABOUT IT



Help promote the campaign and get others involved. Please feel free to use and adapt the following messages to spread the word on social media, and increase visibility:

Join the [#WorldCancerDay](#) [#TalkingHands](#) campaign to spread the word that [#WeCanICan](#) help prevent and fight [#cancer](#)! [upload your picture or insert link to www.worldcancerday.org/TalkingHandsCampaign]

Show your support: join the [#TalkingHands](#) campaign to mark [#WorldCancerDay](#)! [#WeCanICan](#) [upload your picture or insert link to www.worldcancerday.org/TalkingHandsCampaign]

Want to get involved in [#WorldCancerDay](#)? Join the [#TalkingHands](#) campaign & spread supportive [#WeCanICan](#) messages! [upload your picture or insert link to www.worldcancerday.org/TalkingHandsCampaign]

On [#WorldCancerDay](#) join the global effort by sharing a picture of your [#TalkingHands](#) featuring [#WeCanICan](#) messages. [upload your picture or insert link to www.worldcancerday.org/TalkingHandsCampaign]

On 4 Feb join the [#TalkingHands](#) campaign to mark [#WorldCancerDay](#) & spread [#WeCanICan](#) inspirational messages. [upload your picture or insert link to www.worldcancerday.org/TalkingHandsCampaign]

[#WeCanICan](#) take action to help fight [#cancer](#). Spread the word by joining the [#WorldCancerDay](#) [#TalkingHands](#) campaign! [upload your picture or insert link to www.worldcancerday.org/TalkingHandsCampaign]



WALL OF SUPPORT



All pictures shared on social media using the hashtags [#WorldCancerDay](#) AND [#WeCanICan](#) will be featured on the Wall of Support, on www.worldcancerday.org. Visit the website regularly to check out the new pictures posted and see the WCD Talking Hands worldwide!

**We reserve the right to moderate the images published*

FOR MORE INFORMATION ON HOW TO GET INVOLVED IN WORLD CANCER DAY PLEASE VISIT WWW.WORLDCANCERDAY.ORG OR EMAIL INFO@WORLDCANCERDAY.ORG.



Feel free to be as creative as you like. Alternatives to writing on your hands are either using all kinds of mediums (e.g. piece of paper, post-it, notebook, blackboard, writing in sand, printing on a t-shirt, computer/mobile screen, etc.) or using the special A4 document containing a patchwork of the WCD visual elements that you can find here www.worldcancerday.org/materials



We also invite you to create animated gifs of your talking hands to make them more 'lively'. Several free online tools do exist to create animated gifs (e.g. <http://makeagif.com>).



All WCD key messages are accessible on worldcancerday.org

Please use products that can be used on skin e.g. body paint, makeup. Ballpoint pens or other water-based ink pens can be safely used, but make sure to avoid using permanent markers – More info here: <http://thewannabescientist.com/is-writing-on-your-skin-bad-for-your-health>



World Cancer Day is an initiative of the Union for International Cancer Control.



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