

## WORLD CANCER DAY 2016

### SOCIAL MEDIA

#### SAMPLE FACEBOOK KEY MESSAGES

1. Some cancer or cancer treatments can cause immunosuppression. This is when the immune system doesn't work as well as it should so it is less able to fight infections or diseases. Immunization may be given to help boost immunity and prevent premature mortality due to infection. Talk to your doctor about immunizations during or after cancer treatment.  
#WorldCancerDay
2. Prevention of infection is of paramount importance to the ever increasing population of patients who have impaired immunity due to cancer treatment. Infection in cancer patients often results in excessive morbidity and mortality. Immunization is an obvious way to prevent infection; however, many patients with impaired immunity are unable to mount a protective immunity response to active vaccination. Get vaccinated today to protect individuals who cannot fight off infectious diseases. #WeCanICan
3. As the population ages - ~2.1 billion people 65 years and older by 2050 – many diseases that predominately affect older adults will become more prevalent. Many conditions that affect older adults will occur in combination such as cancers and chronic illnesses. This makes it harder for older adult's immune system to properly ward off infectious diseases. Let's help out and get vaccinated today protecting our older adults. #WeCanICan
4. Largely because of global ageing, the incidence of cancer is expected to accelerate in coming decades. The annual number of new cancer cases is projected to rise to 17 million by 2020 and reach 27 million by 2030. A growing proportion of the global total will be found in less developed countries and by 2020, almost half of the world's new cancer cases will occur in Asia.  
#WorldCancerDay
5. The World Coalition on Adult Vaccination is working to improve global adult vaccination uptake rates to ensure healthy ageing for all. To ensure healthy ageing for older adults with cancer it is important to prevent infectious diseases as it is harder for older adults to recover from infections due to decline in functional ability and immune responses. #WorldCancerDay  
#Vaccines4Life
6. If you are immunosuppressed due to cancer treatment, your healthcare team may suggest that people close to you receive all currently recommended vaccinations. These people may include immediate family, parents and siblings or people who live with you. This will help reduce your exposure to these vaccine preventable diseases! #CommunityImmunity #WeCanICan
7. Ageing is the single biggest factor for developing cancers. With the increase in life expectancy and the ageing population, the number of older adults living with cancer is growing as well. Older adults already have a weakened immune system and cancers will further exacerbate their immunity. Prevent the potential of transmitting vaccine preventable diseases to older adults – Get Vaccinated! #Vaccines4Life #WeCanICan #Vaccines4Life

## TWITTER MESSAGES

### Hashtags

1. #WorldCancerDay
2. #WeCanICan
3. #Vaccines4Life
4. #CommunityImmunity

### Sample Tweets

1. Mark your calendars! World Cancer Day is February 4! #WeCanICan
2. Get vaccinated! Protect your loved ones who are immunocompromised and can't fight off vaccine-preventable diseases #WorldCancerDay #Vaccines4Life
3. The dominant causes of death in older adults are noncommunicable diseases - includes all cancers #WorldCancerDay
4. Prevention through vaccination is key for long healthy lives #WorldCancerDay #Vaccines4Life
5. As a global community, we are responsible for ensuring that those most in need of vaccination due to immunosuppression from cancer treatments receive it or are protected through community immunity #WeCanICan
6. Preventing premature mortality for patients with cancer through community immunity supports the Sustainable Development Goals (SDG) #3 Ensure healthy ageing for all #WorldCancerDay
7. The World Coalition on Adult Vaccination are working to improve global adult vaccination uptake rates to help prevent premature mortality #WeCanICan
8. Opportunities that arise from increasing longevity will be heavily dependent on one key factor – healthy ageing #WeCanICan
9. The number of new cancer cases is expected to rise by 70% over the next two decades making vaccination an important prevention tool in averting unnecessary deaths #WorldCancerDay
10. Cancer causing viral infections such as Human Papilloma Virus (HPV) are responsible for up to 20% of cancer deaths in low- and middle-income countries #WorldCancerDay