

A Message on World Cancer Day - Dr. Sri Navaratnam, President and CEO

By CCMB Communications and Public Affairs

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Join us on 4 February

On World Cancer Day, consider the question: “Who am I and what will I do?” How can you reduce the risk of cancer in your life and in the lives of your loved ones? Take time to stop and reflect on this.

February 4 is recognized as World Cancer Day, to raise awareness of the global burden of cancer, to encourage healthy living, and encourage action by organizations, governments and all individuals—people like you and me—to work toward a world without cancer. World Cancer Day promotes equal access to life-saving cancer services for every human being regardless of income, ethnicity, gender or location in the world.

This year, we are very pleased to bring your attention to the Roadmap to Cancer Control for Manitoba 2020 (</export/sites/default/galleries/files/Roadmap-to-Cancer-Control-MB.pdf>) in which we have set the goals toward achieving cancer control in our province. The Roadmap document can be found on our website and it is intended for everyone, every Manitoban, all health care providers and governments in Manitoba, to take action against cancer and to achieve cancer control in our province.

The cancer control priorities for Manitoba are patient- and community-centred and driven by research and innovation. They call for the best evidence-based, high-quality and equitable care for all Manitobans regardless of age, race, culture, disability, gender, religion or location in the province. This aligns with the values of World Cancer Day.

Priority 1 of the Roadmap to Cancer Control for Manitoba 2020 is to promote cancer prevention and screening. CancerCare Manitoba invites all Manitobans to participate in a free public webinar at noon on February 4, 2021, on Cancer Prevention in Canada: What Can We Do? To register, visit https://ca01web.zoom.us/webinar/register/WN_5KKmGPJ2T8Gfcy_VildFZw (https://ca01web.zoom.us/webinar/register/WN_5KKmGPJ2T8Gfcy_VildFZw).

World Cancer Day is an important day at CancerCare Manitoba—globally, cancer is a leading cause of death. In Canada, cancer remains the leading cause of death, with more than 600 Canadians diagnosed with cancer every single day. In 2020, nearly 230 Canadians died from cancer each day. Currently in Manitoba, approximately seven individuals lose their life to cancer each day. It is projected that by the year 2035, 10,000 new cancer cases will be diagnosed every year in Manitoba. But these are more than just numbers. Each one represents a person who is known and loved.

Receiving a cancer diagnosis brings an enormous burden on each person, their family and friends. Its impact is felt physically, emotionally, socially and economically. World Cancer Day is a day for each of us to reflect on our own responsibility in preventing and reducing cancer in our own life and in the lives of others. This is not the task of one organization or one individual. We all must come together to achieve cancer control in Manitoba and in the world. Together we can make a difference.