



## *World Cancer Day – February 4<sup>th</sup>, 2017*

*World Cancer Day's primary objective is "to get as many people as possible around the globe to talk about cancer... It aims to save millions of preventable deaths each year by raising awareness and education about the disease, pressing governments and individuals across the world to take action."<sup>1</sup>*

*In 2017 – the incidence of cancer will continue to grow due primarily to our growing and aging population. With the number of people who will be newly diagnosed and those with cancer living longer lives, cancer as a disease will be part of our life story whether it touches us, our family or friends.*

*We have come a long way over the past decades – screening, earlier diagnosis and improved treatment of cancer has led to better outcomes and quality of life. In light of this reality, we can approach the disease with *optimism* and *hope* that it will not bring death but rather a cure, and if not a cure, then quality of life and living well with the disease. We need to look at cancer differently, to view it with a *brighter optimism* than it has been viewed in the past.*

*In 2017 – as healthcare providers and researchers, we will continue our commitment to *advancing cancer care*. At the same time, we can help to change society's view of cancer by approaching it with *renewed optimism*. We can all commit to this – knowing the diagnosis of cancer cannot be eliminated (yet), but we can be optimistic in the midst of it.*

*It's 2017 - on World Cancer Day, tell your story or listen to someone's story. Make healthy lifestyle choices to reduce the risk of cancer. Take on the CCMB Pedometer Challenge in support of World Cancer Day.*

*Let's be bold and say that our goal this year for patients, ourselves, our families and friends, is to live well with cancer – not to die of the disease. As a society, we need to view cancer with a brighter optimism.*

Sri Navaratnam,  
President and CEO, CancerCare Manitoba

<sup>1</sup> <http://www.worldcancerday.org/about>