

CANCER PREVENTION ACTION WEEK

19–25 February 2024

#MakeYourMove

Campaign toolkit



#CPAW24

wcrf-uk.org/CPAW24



ABOUT CANCER PREVENTION ACTION WEEK

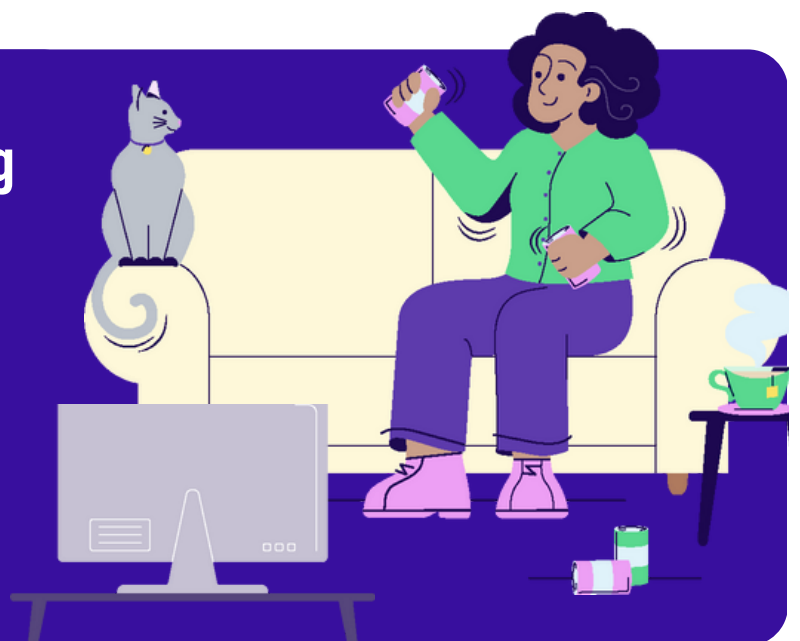
World Cancer Research Fund's [Cancer Prevention Action Week](#) (#CPAW24) runs from 19–25 February 2024.

This year, the theme is physical activity and the call to action is simple:

#MakeYourMove by identifying downtime moments when you can do short bursts of activity

Will you do a small dance routine while cooking, or squats while brushing your teeth? When repeated a few times a day, these short bursts add up and can help you become more active. Even short bursts of activity, also known as “exercise snacking”, count towards the physical activity guidelines.

For **#CPAW24** we are asking people to take part in **#MakeYourMove** by using downtime such as waiting for the bus or boiling the kettle to get active



EXERCISE AND CANCER

Being physically active has many health benefits. It can help reduce the risk of breast, colon and endometrial cancers.

Emerging evidence shows that just 3.5 minutes per day of vigorous activity like stair climbing can reduce overall cancer risk by 17–18%, compared to doing no vigorous activity.

There is also strong evidence that aerobic physical activity, including walking, can help you maintain a healthy weight. We know that living with overweight or obesity is linked to at least 13 different cancers.



WHAT IS EXERCISE SNACKING?

Exercise snacking is a relatively new approach to physical activity. It focuses on doing short bursts of activity for a few minutes at least a couple of times a day which can help build healthy habits.

With increasingly busy lives, exercise snacking – which can be done at home, at work or in a public space like a park – is proving popular and an effective way of getting more active.

These bursts include power walking, climbing the stairs, carrying heavy shopping, vigorous housework or bodyweight exercises like squats and push-ups.

Which move will you be making this CPAW24?

YOUR STEP BY STEP GUIDE

Here's how you can get involved and support us:

1

Sign up for emails that will share daily ideas and inspire you to **#MakeYourMove**
wcrf-uk.org/CPAW24



2

Take action by turning your everyday moments into everyday movements!

3

Follow World Cancer Research Fund on Facebook, X (Twitter), Instagram, LinkedIn and TikTok



4

Re-share our posts and get creative sharing your own!



5

Encourage others to take part and share the moves they make

6

Use our hashtags **#CPAW24 and **#MakeYourMove****

SOCIAL MEDIA POSTS & SHARES

Use our [ready-made social media image shares](#) for Facebook, Instagram, X (Twitter) and LinkedIn. Simply copy the text below, choose an image to download, and post!



🔍 @WCRF_UK has strong evidence that being physically active protects against #breastcancer, #coloncancer and #endometrialcancer. Join me and #MakeYourMove this #CPAW24 wcrf-uk.org/CPAW24



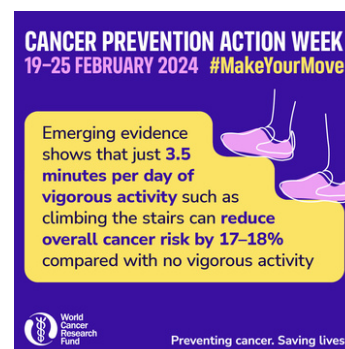
Did you know 40% of cancer cases could be prevented? That's why I'm taking part in @WCRF_UK #MakeYourMove #CPAW24 wcrf-uk.org/CPAW24



Being physically active is one of @WCRF_UK's Cancer Prevention Recommendations, so join me this #CPAW24 and #MakeYourMove for cancer prevention 🏃 wcrf-uk.org/CPAW24



Emerging evidence shows 3.5 minutes a day of vigorous activity like climbing the stairs can reduce overall #cancer risk by 17–18%, compared to none. #MakeYourMove #CPAW24 @WCRF_UK wcrf-uk.org/CPAW24



[Click here to view and download our ready-made images](#)



What will you do for @WCRF_UK #CPAW24 campaign
#MakeYourMove? Squats while brushing your teeth or dancing while cooking 🍴👤 wcrf-uk.org/CPAW24



Take part in #MakeYourMove @WCRF_UK to get moving more! For extra tips and ideas sign up here: wcrf-uk.org/CPAW24 #CPAW24



Have you heard of exercise snacking? 🏃 It's where you do short bursts of activity throughout the day! #MakeYourMove #CPAW24 @WCRF_UK wcrf-uk.org/CPAW24

We'll be sharing posts and ideas throughout the week, so repost your favourites and upload your own photos and videos – don't forget to tag us! Where possible, please use **#MakeYourMove**, **#CPAW24** and wcrf-uk.org/CPAW24

f @WoCRF 📷 @WCRFUK ✕ @WCRF_UK
🎵 @worldcancerresearchfund



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#MakeYourMove



Check out more resources from
World Cancer Research Fund to
inspire you to take part in Cancer
Prevention Action Week 2024!

wcrf-uk.org/CPAW24

Media enquiries: pr@wcrf.org

Social media enquiries: web@wcrf.org

Sign up to our eNewsletter: wcrf-uk.org/newsletter

[f @WoCRF](https://www.facebook.com/WoCRF) [@WCRFUK](https://www.instagram.com/WCRFUK) [X @WCRF_UK](https://x.com/WCRF_UK)

[d @worldcancerresearchfund](https://www.youtube.com/channel/UCwcrf) [in linkedin.com/company/wcrf](https://www.linkedin.com/company/wcrf)



Preventing cancer. Saving lives

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