



World
Cancer
Research
Fund

CANCER PREVENTION ACTION WEEK

19–25 February 2024

Time for parliamentarians
to join the campaign and

#MakeYourMove



#CPAW24

wcrf-uk.org/CPAW24

Preventing cancer. Saving lives

Registered with the Charity Commission in England and Wales (Registered Charity No: 1000739).

YOUR STEP BY STEP GUIDE

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

1

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



2

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

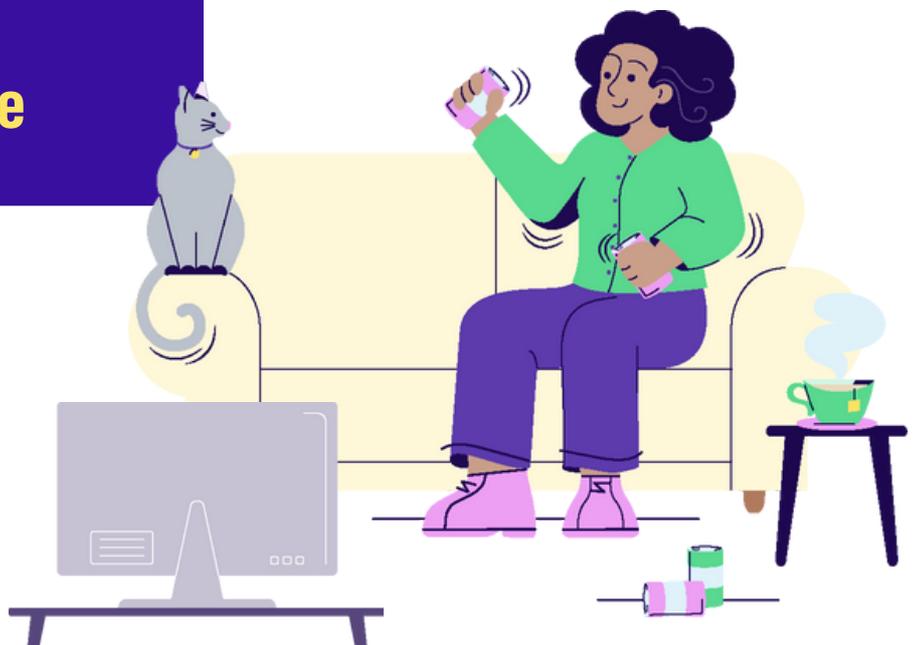


3

Encourage others to take part and share the moves they make

4

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

