

# World Cancer Day



**NeuroEndocrine  
Cancer Australia**  
Champions for early diagnosis and a cure



## World Cancer Day: Honouring every unique cancer story

Each year, on February 4, the world comes together to recognise World Cancer Day – a global initiative dedicated to raising awareness of all cancers and encouraging meaningful conversations around prevention, early detection, treatment, and support.

Every cancer experience is unique. Neuroendocrine cancer is no exception – its complexity brings people together through a shared understanding of what makes this diagnosis individual. Behind every cancer story is a human being navigating resilience, fear, grief, hope, and healing.

On World Cancer Day, we are reminded of the importance of listening to and uplifting these stories. Every person facing cancer deserves to be seen and heard.

For many people living with neuroendocrine cancer, feeling misunderstood or invisible can be common. Navigating a diagnosis – along with the emotional highs and lows – can be overwhelming and isolating. Patient stories and lived experiences often become a powerful source of comfort, connection, and hope for others walking the same path.



Support



Education



Research



Awareness



Advocacy

[neuroendocrine.org.au](http://neuroendocrine.org.au)

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## How to Support Someone with Neuroendocrine Cancer

For anyone diagnosed with neuroendocrine cancer, the support of friends, family, and colleagues can be invaluable. Each person copes with their diagnosis differently, so let them guide you. Even if you're unsure how to begin the conversation, reaching out with honesty is often far better than avoiding it.

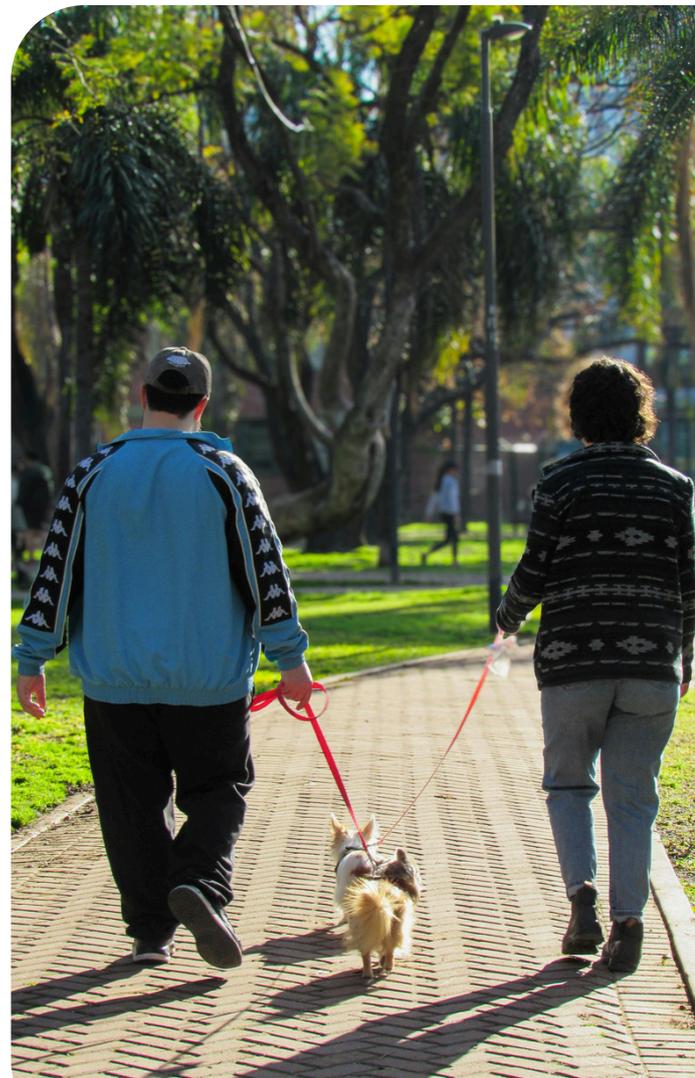
The suggestions below may help you feel better prepared when offering support.

### Prepare

- Take time to process your own feelings beforehand.
- Be aware that your own experiences may shape how you respond.
- Learn about the diagnosis from reliable sources so you feel informed and confident.

### Offer Support

- Offer help – even small, practical tasks – and ask what would be most useful. (Some people may have plenty of food delivered, but no one to walk the dog.)
- Ask whether they would like help. If they do, offer specific, actionable support and follow through on your commitment.



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## How to Support Someone with Neuroendocrine Cancer

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### Be Open

- Spend time with the person.
- Ask whether they want to talk about their experience.
- Let them choose what, when, and how much they wish to share.
- Be willing to listen to their fears and concerns without judgement.
- Be available to talk as often as they wish, while also recognising when they need space.
- Talk about things other than cancer, to help them maintain normalcy.
- Avoid comparing their situation with others or sharing distressing stories.
- Don't generalise about survival odds or minimise what they are going through.
- Avoid offering false optimism.
- Steer clear of language that could unintentionally create guilt (e.g., "You must fight", "You can beat this").
- Don't ask upsetting questions like "How long have you got?".
- Avoid promoting unproven or alternative cures.
- Respect their privacy – allow them to choose who they tell.
- Don't centre the conversation on yourself or overwhelm them with your emotions.
- Apologise sincerely if you say something that feels unhelpful.
- Take cues from them – some days will be better than others.
- Respect their decisions and avoid imposing your own views on treatment or care.
- When they are upset, listen rather than trying to fix or cheer them up immediately.



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## If you're not sure what to say

- "I'm not sure what to say, but I'm here for anything you need."
- "I'm very sorry you're going through this."
- "If you want to talk, I'm here to listen."
- "Please let me know if you need or want anything."

## Gentle question suggestions

- "How are you doing today?"
- "Tell me what you'd like me to do to help."
- "Do you want to talk about it?"

For more information about World Cancer Day, you can visit: <https://www.worldcancerday.org/>



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