**Template for Press Release**

**July 27th, World Head and Neck Cancer Day**

*DATE / PLACE:* *DESCRIBE YOUR EVENT* IN 100 WORDS

Head Neck Squamous Cell Carcinoma (HNSCC) is the leading cause of death and disability in many parts of the world. The burden of HNSCC is putting a strain on the national health care systems and impoverishing individuals, families and society. Fortunately, vast majority of the HNSCC can be prevented or can be cured if detected early. However, millions of people suffer from delayed diagnosis, inadequate treatment, inappropriate rehabilitation and palliation. HNSCC control requires a multi-sectoral response from the Governments, Non Government Organizations, health care professionals, civil society, academia, and industry. To draw the world’s attention on effective care and control of HNSCC, the International Federation of Head and Neck Oncologic Societies, (IFHNOS) has proposed 27th July as the World Head Neck Cancer Day (WHNCD). It is heartening that we already have support from numerous Governments, NGOs, UICC and more than 52 Head Neck societies from across the world.

To know more about WHNCD visit - <http://ifhnos.net/whncd/Login.aspx>

Please sign the petition to support WHNCD on - <http://www.ahns2014.org/petition/>

There are two main target areas for WHNCD to achieve its above mentioned objectives. Firstly, it encourages advocacy for strengthening health care system and introduce community-based approaches for awareness, risks, prevention and early detection of HNSCC. Such events may include public awareness campaigns, group discussions by patients, families and support groups, Media coverage through interviews with experts, and free screening activities. Secondly, it aims to enhance expertise of Physicians by upgrading their knowledge and skills through CME programs. The events to foster these activities, can be hosted by government organizations, non-government organizations, civil society, medical societies, patient support groups, and medical care facilities, hospitals, medical schools, and cancer centres etc.

IFHNOS is an international body bringing together all specialists involved in the care of patients with Head and Neck Cancer worldwide.  It was established the channel of communication to enhance exchange of information and improving knowledge as well as exploring new directions in the diagnosis, treatment and rehabilitation of patients with head and neck cancer. The Federation has grown with a membership of 52 Head and Neck oncologic organizations, representing 65 countries, from every part of the world. The Federation is able to reach over 5000 specialists, located in nearly every corner of the world, providing care to patients with head and neck cancer through membership of its component societies. The Federation has successfully attained its initial goal and mission of establishing channels of communication to foster camaraderie amongst professionals involved in the care of patients with head and neck cancer. To know more about IFHNOS please visit - <http://www.ifhnos.net/>

**Contact details –** Mention your contact details