

World Health Worker Week

Social media toolkit for the European cancer community

Dear colleague,

World Health Worker Week (1-7 April) is a prime opportunity to highlight the workforce crisis that impacts us all. Our social media toolkit is designed to amplify calls for policies and strategies that can address the crisis.

We can no longer wait. We need to act.

This toolkit includes a variety of pre-crafted social media posts tailored for different platforms, including Bluesky, Facebook, LinkedIn, and Instagram. These posts highlight key aspects of the [Time to Accelerate for our Cancer Workforce](#) campaign and the [European Cancer Organisation's Workforce Report](#), published in November 2024.

By using this toolkit, you can help spread the word about the cancer workforce crisis, encouraging more oncology professionals to join us in this important call for action.

How to Use This Toolkit

1. **Select the platform:** Choose the social media platform you prefer.
2. **Customize if needed:** Tailor the text to fit your audience while maintaining the core message.
3. **Include visuals:** Along with this document, you will be able to download visuals. Accompany posts with relevant images or graphics to enhance engagement.
4. **Use hashtags:** Incorporate the suggested hashtags to increase the visibility of the posts.

Our key Hashtags

To ensure that your posts can be monitored throughout the campaign, creating a sense of unity, please use the following hashtags:

#CancerWorkforce | #WHWWeek | #HealthWorkers

Our suggested pre-crafted posts

Below, you will find a list of pre-crafted materials that you can use to prepare your social media posts. Feel free to use them as they are, or take inspiration from them, modifying them according to your policies and priorities. The first table gathers eight pre-crafted messages optimised for shorter formats like Bluesky, the second table gathers eight pre-crafted messages optimised for landscape visual formats like LinkedIn and Facebook, and the third table gathers eight pre-crafted messages optimised for portrait visual formats like Instagram.

Bluesky optimised posts

Suggested square visuals can be downloaded [here](#).

Recommended text	Square visual
<p>Did you know:</p> <p>● 55% of those in Europe's #CancerWorkforce say their work feels endless</p> <p>Crises like the war in Ukraine & COVID19, alongside ongoing staff shortages are taking a toll</p> <p>On #WHWWeek, we call for urgent action to support European cancer professionals</p> <p>Learn more 🖱️ https://www.europeancancer.org/resources/publications/under-pressure-safeguarding-the-health-of-europes-oncology-workforce.html</p> <p>#HealthWorkers are VIPs</p>	
<p>Did you know:</p> <p>📉 Nearly 8% of new cancer professionals expect to leave within 5 years. Low pay, understaffing & burnout are driving them out</p> <p>On #WHWWeek, we call for a #CancerWorkforce Action Plan with less bureaucracy, fair compensation & professional development</p> <p>🖱️ https://www.europeancancer.org/resources/publications/under-pressure-safeguarding-the-health-of-europes-oncology-workforce.html</p> <p>#HealthWorkers are VIPs</p>	
<p>Did you know:</p> <p>🎓 Health innovations mean nothing without trained staff to deliver them to patients</p> <p>On #WHWWeek, Europe's #CancerWorkforce calls for more investment in professional training</p> <p>🖱️ https://www.europeancancer.org/resources/publications/under-pressure-safeguarding-the-health-of-europes-oncology-workforce.html</p> <p>#HealthWorkers are VIPs</p>	

Did you know:

 36% of Europe's oncology professionals are unhappy with their career development

On #WHWWeek, let's call on Europe's health system managers to prioritise continuous professional development for the #CancerWorkforce

 <https://www.europeancancer.org/resources/publications/under-pressure-safeguarding-the-health-of-europes-oncology-workforce.html>

#HealthWorkers are VIPs



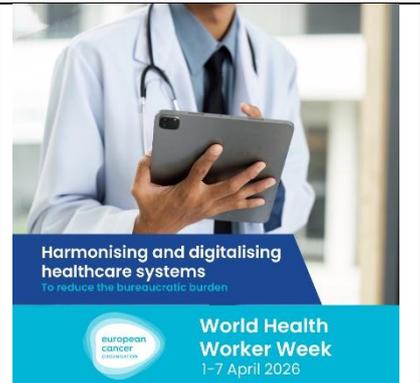
Did you know:

 55% of Europe's #CancerWorkforce say greater bureaucracy is making their jobs harder

On #WHWWeek, we call for more digital support throughout cancer care

 <https://www.europeancancer.org/resources/publications/under-pressure-safeguarding-the-health-of-europes-oncology-workforce.html>

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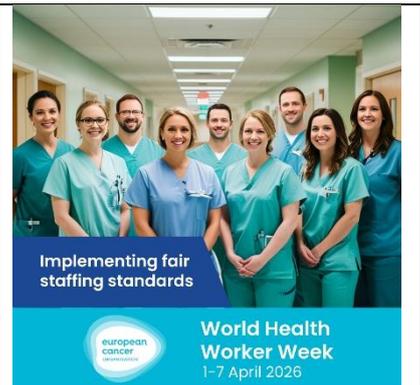
Did you know:

 70% of the European #CancerWorkforce must work overtime, and not always fairly compensated. This strongly affects patient care

On #WHWWeek, health system managers need to address fair staffing standards

 <https://www.europeancancer.org/resources/publications/under-pressure-safeguarding-the-health-of-europes-oncology-workforce.html>

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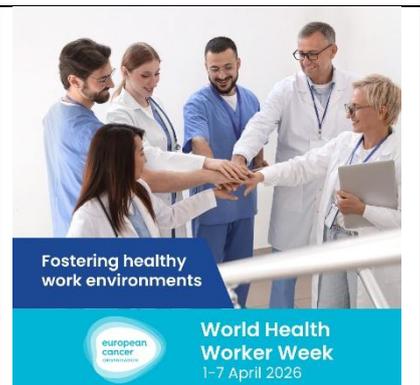
Did you know:

 30% of the European #CancerWorkforce feels anxious about work

On #WHWWeek, national governments must protect the mental & physical health of cancer professionals

 <https://www.europeancancer.org/resources/publications/under-pressure-safeguarding-the-health-of-europes-oncology-workforce.html>

#HealthWorkers are VIPs



A must read:

📢 @EuropeanCancer's report exposes the crisis facing Europe's #CancerWorkforce

On #WHWWeek, we renew our call to:

Reduce admin burden
Ensure fair compensation
Support professional growth

👉 <https://www.europeancancer.org/resources/publications/under-pressure-safeguarding-the-health-of-europes-oncology-workforce.html>

#HealthWorkers are VIPs



How to address the European cancer workforce crisis?

Find out in our report

europeancancer.org/workforce-crisis



World Health Worker Week
1-7 April 2026

LinkedIn and Facebook optimised posts

Suggested landscape visuals can be downloaded [here](#).

Recommended text	Landscape visual
<p>Did you know:</p> <p>💡 55% of cancer professionals in Europe say their work feels ‘endless’.</p> <p>Ongoing crises — from the war in Ukraine to the aftermath of the Covid-19 pandemic — and increased workload continue to place an immense strain on healthcare professionals. This pressure, combined with growing shortages across the #CancerWorkforce, is taking a serious toll on those at the frontlines of cancer care.</p> <p>During World Health Worker Week (#WHWWeek), we’re calling for urgent action to address the crisis facing Europe’s cancer workforce.</p> <p>💡 What can be done? Discover key recommendations here ➡ https://www.europeancancer.org/resources/publications/under-pressure-safeguarding-the-health-of-europes-oncology-workforce.html</p> <p>#HealthWorkers are VIPs</p>	
<p>Did you know:</p> <p>🚫 Nearly 8% of cancer professionals in Europe are considering leaving their jobs within the next 5 years.</p> <p>Why? Insufficient staffing, low compensation, and overwhelming workloads are driving them away.</p> <p>During this World Health Worker Week (#WHWWeek), we urge European policymakers, national governments, and health system leaders to take address this growing problem.</p> <p>It’s time to develop a Cancer Workforce Action Plan — one that:</p> <ul style="list-style-type: none">✅ Reduces administrative burdens✅ Ensures fair and competitive compensation✅ Strengthens continuous professional development <p>💬 Learn more about the #TimeToAccelerate #CancerWorkforce campaign ➡ https://www.europeancancer.org/resources/publications/under-pressure-safeguarding-the-health-of-europes-oncology-workforce.html</p> <p>#HealthWorkers are VIPs</p>	

Did you know:

🎓 Training is essential if the #CancerWorkforce is to deliver the full benefits of healthcare innovation to patients.

During World Health Worker Week (#WHWWeek), we call to prioritise investment in the skills and knowledge of oncology professionals.

We need a comprehensive Cancer Workforce Action Plan — one that ensures patients have access to the latest advances in cancer care and treatment from a workforce fully trained to deliver them.

🔍 Learn more 🖱️ <https://www.europeancancer.org/workforce-crisis.html>

#HealthWorkers are VIPs



Did you know:

🇪🇺 36% of Europe's #CancerWorkforce is dissatisfied with professional development opportunities.

During this World Health Worker Week (#WHWWeek), we call on health systems to improve working conditions and support continuous professional development for oncology professionals.

Creating more motivated workers starts with investing in their development.

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Did you know:

📁 55% of cancer professionals in Europe say that excessive administrative procedures make their work unnecessarily difficult.

During this World Health Worker Week (#WHWWeek), we urge European governments and institutions to work together on a comprehensive Cancer Workforce Action Plan — one that cuts through bureaucracy by embracing smart technologies and digital solutions.

Let's empower the #CancerWorkforce to focus on what truly matters: patient care.

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This has a direct impact on their performance and wellbeing.

During World Health Worker Week (#WHWWeek), we call on health systems to implement fair staffing standards and address unpaid overtime.

The #CancerWorkforce deserves support that matches their dedication.

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Did you know:

🧠 30% of cancer professionals in Europe report their work is making them anxious.

During World Health Worker Week (#WHWWeek), we call on European governments to join forces with EU institutions to address the #CancerWorkforce crisis – in all its forms.

A comprehensive Cancer Workforce Action Plan is needed — one that safeguards the mental and physical health of oncology professionals.

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A must read:

🚨 The European Cancer Organisation has an alarming report on the European #CancerWorkforce. It's why we're calling for urgent and coordinated action.

During World Health Worker Week (#WHWWeek), let's raise our voices together. It's time for policymakers and health administrators to deliver a comprehensive Cancer Workforce Action Plan — one that:

- ✅ Reduces administrative burden
- ✅ Ensures fair compensation
- ✅ Supports continuous professional development

This crisis must not continue.



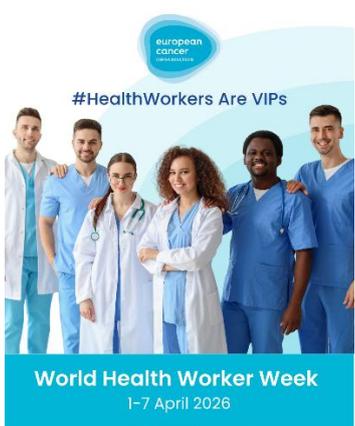
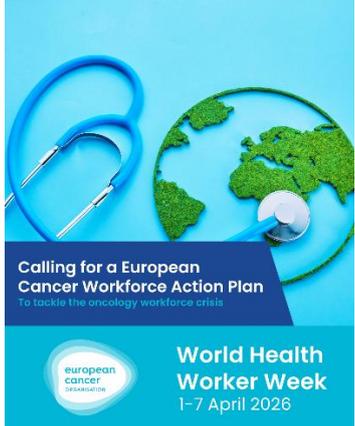
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Instagram optimised posts

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Recommended text	Portrait visual
<p>Did you know:</p> <p>💡 55% of cancer professionals in Europe say their work feels ‘endless’.</p> <p>Ongoing crises — from the war in Ukraine to the aftermath of the Covid-19 pandemic — and increased workload continue to place an immense strain on healthcare professionals. This pressure, combined with growing shortages across the #CancerWorkforce, is taking a serious toll on those at the frontlines of cancer care.</p> <p>During World Health Worker Week (#WHWWeek), we’re calling for urgent action to address the crisis facing Europe’s cancer workforce.</p> <p>💡 What can be done? Discover key recommendations here ➡ https://www.europeancancer.org/resources/publications/under-pressure-safeguarding-the-health-of-europes-oncology-workforce.html</p> <p>#HealthWorkers are VIPs</p>	 <p>The visual shows a group of diverse healthcare professionals in white coats and blue scrubs standing together. At the top, the European Cancer Organisation logo is visible. Below it, the text reads '#HealthWorkers Are VIPs'. At the bottom, a blue banner contains the text 'World Health Worker Week 1-7 April 2026'.</p>
<p>Did you know:</p> <p>🚫 Nearly 8% of cancer professionals in Europe are considering leaving their jobs within the next 5 years.</p> <p>Why? Insufficient staffing, low compensation, and overwhelming workloads are driving them away.</p> <p>During this World Health Worker Week (#WHWWeek), we urge European policymakers, national governments, and health system leaders to take address this growing problem.</p> <p>It’s time to develop a Cancer Workforce Action Plan — one that:</p> <ul style="list-style-type: none">✅ Reduces administrative burdens✅ Ensures fair and competitive compensation✅ Strengthens continuous professional development <p>💬 Learn more about the #TimeToAccelerate #CancerWorkforce campaign ➡ https://www.europeancancer.org/resources/publications/under-pressure-safeguarding-the-health-of-europes-oncology-workforce.html</p> <p>#HealthWorkers are VIPs</p>	 <p>The visual features a blue stethoscope on the left and a green globe on the right. A dark blue banner across the middle contains the text 'Calling for a European Cancer Workforce Action Plan To tackle the oncology workforce crisis'. At the bottom, a blue banner contains the text 'World Health Worker Week 1-7 April 2026' and the European Cancer Organisation logo.</p>

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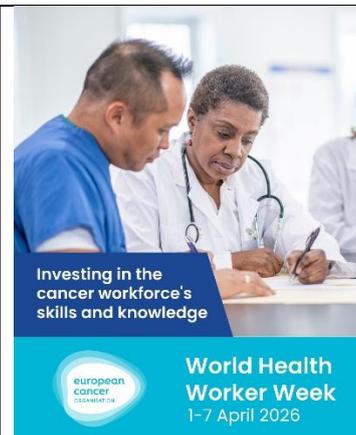
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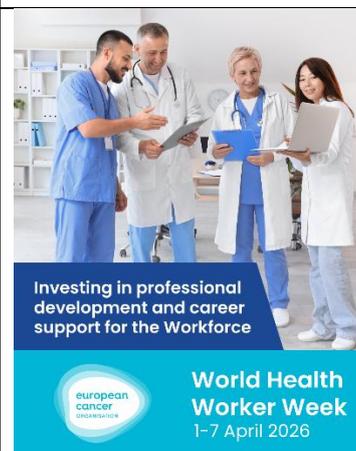
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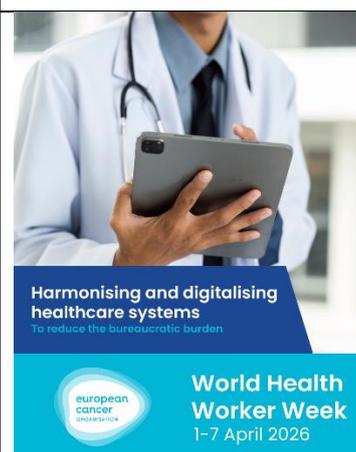
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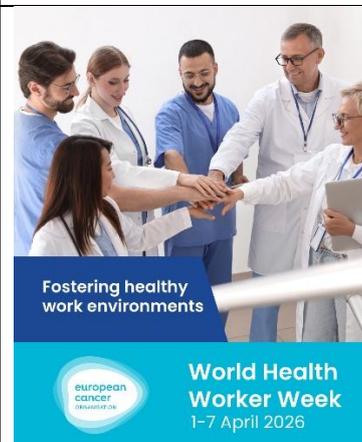
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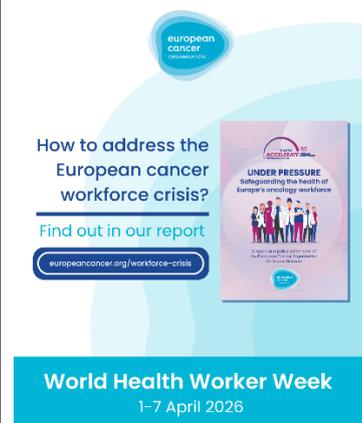
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