

Digital Voices for a Cause: How Social Media is Transforming Cancer Awareness Campaigns

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Abstract

Since 1969, the Cancer Patients Aid Association has worked towards the total management of cancer, encompassing awareness, early detection, patient support, rehabilitation, research, and advocacy. With the rapid evolution of digital ecosystems, social media has emerged as a powerful tool for expanding the reach and impact of public health communication.

This paper examines CPAA's strategic adoption of social media and influencer collaborations to address cancer-related stigma, misinformation, and gaps in awareness across diverse populations. Using a case study approach, the research analyses content strategies, audience engagement patterns, and the role of digital influencers in enhancing message credibility and relatability. By leveraging platform-specific communication and culturally contextual storytelling, CPAA has been able to effectively engage audiences across age groups, languages, and geographies.

A key focus is CPAA's World Cancer Day initiatives, which were recognized by the Union for International Cancer Control (UICC), highlighting the organization's contribution to global cancer awareness efforts. Collaborations with celebrities and public figures have further amplified campaign visibility, enabled cross-border outreach and fostered greater public engagement. These partnerships have significantly enhanced CPAA's ability to disseminate accurate information and encourage proactive health behaviours.

The study underscores the growing importance of integrating influencer ecosystems within public health strategies to achieve scalable, measurable, and impactful communication outcomes in cancer care.

Keywords

Health, Cancer, Public Health Campaigns, Global Health Outreach, Digital Health Communication, Patient support.