



CREATING CHANGE:

STAND UP TO CANCER NIGHT™

February 2026



Channel 4's Stand Up To Cancer programming united the whole of the UK for a special night of programming blending entertainment, science and personal storytelling.

Reaching **4.7m viewers across streaming and linear** within 28 days, the programming encouraged millions to monitor symptoms, seek advice and start life-saving conversations.

Direct impact

By combining personal testimony with expert insight, the programmes sparked awareness into action. The programming led to measurable health-related behaviour change. After watching:

9 in 10 (89%)

viewers recognised the importance of early detection of cancer.

1 in 3 (34%)

viewers said they will pay more attention to changes in their health – rising to 44% of 16-34-year-olds.

1 in 4 (26%)

16-34-year-olds said they'd discussed cancer screening with friends or family.

1 in 5 (18%)

16-34-year-olds said they'd been encouraged to speak to a doctor or health professional – and 12% said they'd enquired about a cancer screening.

Challenge with purpose

Channel 4 is committed to engage mass audiences and challenge them to think differently, and to represent the whole of the UK. At their most impactful, Channel 4 shows act as a powerful catalyst for social change.

8 in 10 (82%)

viewers agreed Channel 4 inspires change.



I sent [my sister] the link and we talked about which screenings are relevant for our age group and family history. It felt like a much more open and necessary conversation than we'd had before about health."

M 16-24



Watch Stand Up To Cancer
Stream free on Channel 4

Channel 4 'Stand Up To Cancer' Social Impact Study based on 464 viewers of the night of programming via a bespoke online study. Programmes included: Stand Up To Cancer: The Launch, A Message from King Charles III, Cancer Clinic Live, Celebrity Gogglebox for SU2C, Stand Up to Cancer: The Big Bash and The Last Leg of SU2C.