

# **WORLD BLADDER CANCER AWARENESS MONTH**

## **TOOLKIT**

Your guide to using  
information and materials  
for 2020 campaign



# TABLE OF CONTENTS

Foreword	2
About World Bladder Cancer Patient Coalition	3
Why Does World Bladder Cancer Awareness Month Matter	4
World Bladder Cancer Awareness Month 2020	5
Key Messages	7
Personal Stories	8
Campaign Materials	9
Logo & Design Guidelines	10
Contacts	10

## Foreword

By Kenneth Bagshaw

President of the World Bladder Cancer Patient Coalition



On the eve of World Bladder Cancer Awareness Month, we approach the month of May in the extraordinary circumstances of a global pandemic. These bring new challenges to our work and to the people we serve.

Together with all members of the World Bladder Cancer Patient Coalition, I wish to share a message of support for and unity with all who work in the fight against cancer.

As the global voice for people affected by bladder cancer, we believe the awareness month this year is as important as ever. We continue the conversation to make sure that all people affected by bladder cancer are aware that they are not alone. So many of our member organisations and partners are there to provide information and support in light of the global pandemic.

Safety and wellbeing of our global community is our key priority, and we are doubling down on our commitment to supporting our bladder cancer community by:

- » Providing patients and caregivers with support, care and information they need
- » Acting as a connecting force for those with bladder cancer and allied advocacy groups to maintain the positivity and momentum that drives us all forward
- » Sharing vital accurate health information on safety precautions
- » Offering guidance on managing the social impact of COVID-19 preventative measures

This toolkit comes to you with a range of materials to share and activities to support over the coming weeks. The World Bladder Cancer Patient Coalition will be highlighting key facts about bladder cancer, sharing live activity updates from our members and partners around the world. We will show that our community spirit and tireless work won't stop in the face of adversity.

We hope you will join us in the awareness month, whether you have a brief moment or much more time to offer. In times like these, every action can make a difference.

Thank you for your support and contributions to the bladder cancer community.  
**Stay safe, stay at home, and stay connected.**

Sincerely,

Kenneth Bagshaw

President of the World Bladder Cancer Patient Coalition



# About The World Bladder Cancer Patient Coalition



The World Bladder Cancer Patient Coalition (WBCPC) was established in January 2019 by a group of dedicated patient advocates from three major national bladder cancer organisations that saw the need for a global bladder cancer coalition.

The WBCPC now brings together ten patient groups from three continents, uniting the vision and goals of the bladder cancer patient community to ensure the best possible outcomes for patients around the world.

## Our mission



Foster an international community of people affected by bladder cancer



Advocate for access to the best possible bladder cancer information, support, and care



Build alliances with health professionals, policy makers, academics, researchers, and industry

The World Bladder Cancer Patient Coalition is the global voice of people affected by bladder cancer.

# Why Does World Bladder Cancer Awareness Month Matter?

Each year, we remember all those who have lost their fight with this disease, and it is also a time when bladder cancer patient organisations stand together to fight for those currently undergoing treatment and everyone who is affected by bladder cancer.

The World Bladder Cancer Awareness Month, hosted each year in May, aims to highlight the facts about bladder cancer, promote awareness of the disease and call for more investment in research.



[Click here to download Bladder Cancer Facts](#)

The World Bladder Cancer Awareness Month presents a key opportunity for the bladder cancer patient community across the world to increase their global voice together.

Bladder cancer should no longer be a 'forgotten cancer.'

## Worldwide bladder cancer statistics

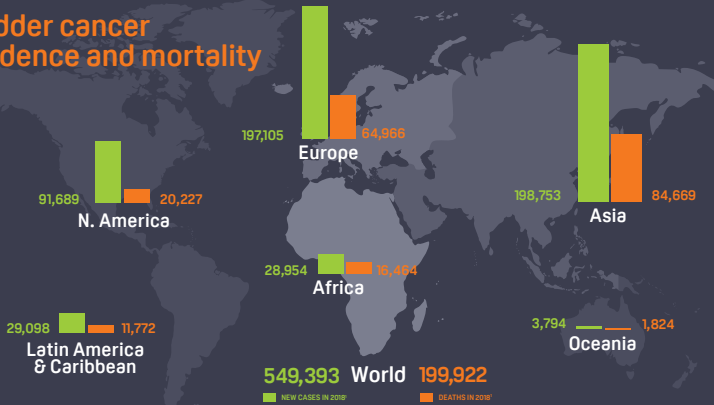
**10<sup>th</sup>**  
Bladder cancer is the most common cancer globally<sup>1</sup>

**13<sup>th</sup>**  
It is the leading cancer-related cause of death<sup>1</sup>

The latest figures show  
**549,393** NEW CASES diagnosed and  
**199,922** DEATHS in 2018 alone<sup>1</sup>

More than **60% of cases** and **50% of all deaths** occur in poorer countries<sup>2</sup>

## Bladder cancer incidence and mortality



## Who is affected by bladder cancer?

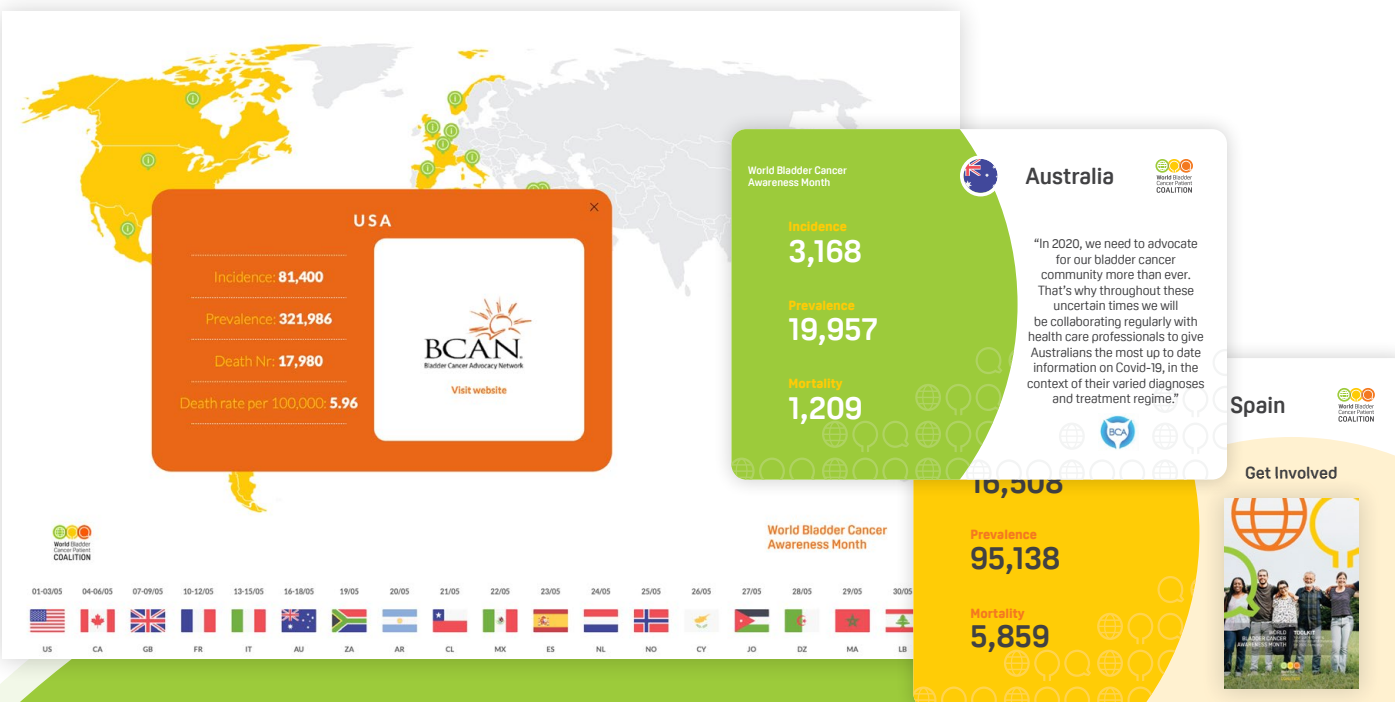
Bladder cancer can affect anyone, at any age; however, the majority of people diagnosed are over 50 years old. Bladder cancer is more common in men, representing 75% of all cases.<sup>2,3</sup>

1. International Agency for Research on Cancer (IARC). 2018. Bladder. Online  
2. Antoni S, Ferlay J, Soerjomataram I, et al. 2017. Bladder Cancer Incidence and Mortality: A Global Overview and Recent Trends. European Urology 71(1): 96-108  
3. Mayo Clinic. 2019. Bladder cancer. Available from: <https://www.mayoclinic.org/diseases-conditions/bladder-cancer/symptoms-causes/syc-20356104>

# What is the concept of World Bladder Cancer Awareness Month 2020?

During the World Bladder Cancer Awareness Month 2020, WBCPC and our members will unite to provide bladder cancer patients and caregivers around the world with support and information they need at this time of global health emergency.

Bladder cancer patients need support and care while all of us to do our part to stop COVID-19.



## Who is this toolkit for?

We developed this guide to help our member patient organisations, partners, and interested parties from all corners of the world to participate in the World Bladder Cancer Awareness Month campaign supporting and sharing our messages.

This toolkit contains key campaign messages, patient stories, and social media materials to help everyone do their part in supporting the campaign and raise awareness at different levels, making sure that the information reached those who need it most.

Many of the materials in this toolkit are also available in French, Spanish, and Arabic. You can find them on the [WBCPC website](#).

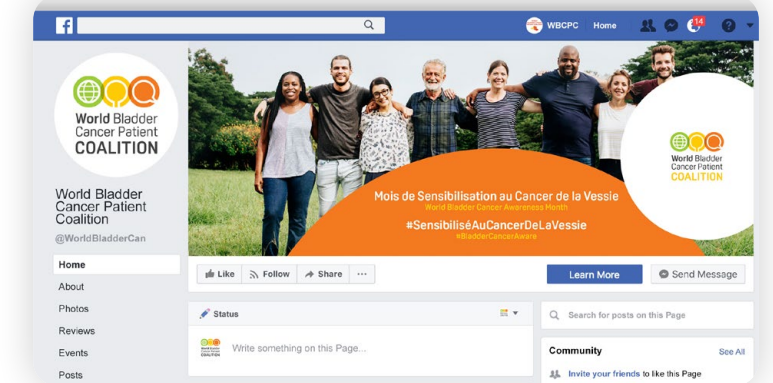
[Click here to download the Toolkit](#)

# How can you get involved?

Support and join in, where possible, [WBCPC members' activities](#) in your country

## Get involved on social media

- » Follow WBCPC on [Twitter](#), [LinkedIn](#) and [Facebook](#)
- » Share the messages you can find in this toolkit
- » Reshare WBCPC social media posts and encourage your followers to be [#BladderCancerAware](#)
- » [Update](#) your profile cover picture

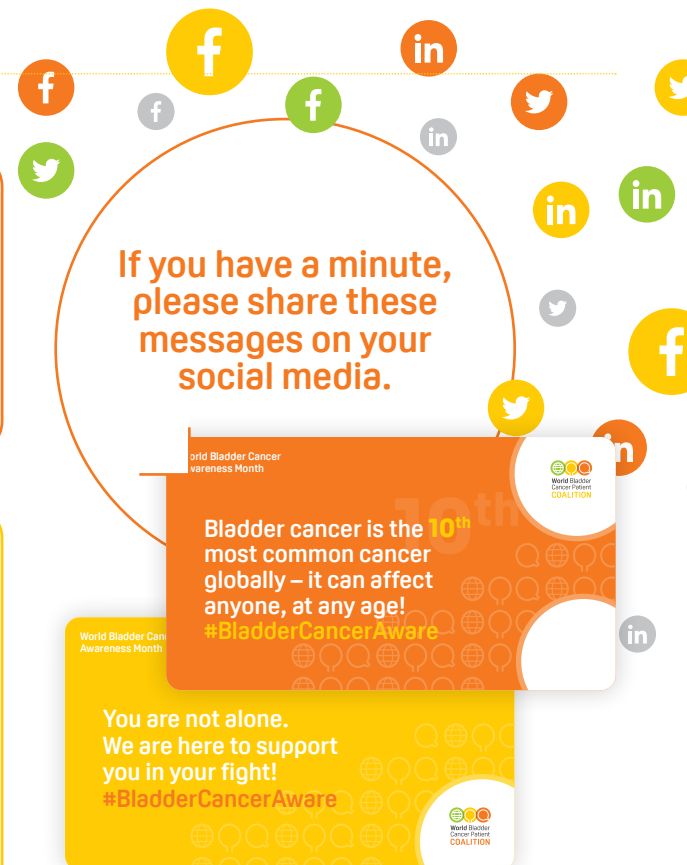


[Click the image to download](#)

To all [#BladderCancer](#) patients, survivors, caregivers and families – know that during this [#BladderCancerAwarenessMonth](#) and beyond – you're not alone! 🙏  
[#BladderCancerAware](#)

Amidst [#COVID19](#), cancer patients need support more than ever – as the Bladder Cancer Awareness Month rolls out, let's make sure that fight against cancer doesn't stop and we're all [#BladderCancerAware](#)

To all people affected by bladder cancer– know that during this May and beyond – you're not alone! 🙏  
[#BladderCancerAware](#)



[Click the image to download](#)



# Key Messages

## World Bladder Cancer Awareness Month 2020

We have developed the key messages with an overarching goal – to increase awareness within the global community about bladder cancer, making sure that bladder cancer patients receive the necessary support, care, and information amidst this global health emergency.



[Click here to download Campaign Message House](#)

### Patients

WBCPC and its members will unite around the world to provide patients and caregivers with support and information they need amid the COVID-19 emergency and maintain the global spirit of the bladder cancer patient community.

### Organisations

Cancer organisations should unite to make sure that fight against cancer remains among top global priorities, and that cancer patients are protected and receive the support, information, and care they need.

### General Public

Amid increasing spread of COVID-19, preventive measures such as social distancing and observing hygiene rules – frequently and thoroughly washing hands and coughing into your elbow – are vital to saving the lives of people affected by bladder cancer.

The key messages form the basis of many of the campaign materials and communication tools. They are slightly adjusted for each of the audiences: patients, the general public, policymakers, and cancer organisations. You can use the below messages, or additional ones in the Message House to personalise your communication and advocacy campaigns.

### Policymakers

People with bladder cancer may be at higher risk of serious complications if they develop the COVID-19 infection. We must make sure they receive information and care they need and have an opportunity to discuss options available to them.

## Personal Stories



**Ken,**  
Bladder Cancer Survivor, Canada

“ Awareness is vital! When first diagnosed in 2012, I was wholly ignorant of Bladder Cancer. After my tumour surgery, I realized I needed more guidance for the unplanned journey I was on. ”

**Tony,**  
Bladder Cancer Survivor, Australia

“ If you see a change in your urine or blood, see your GP and ask for a referral to see a urologist. Don't chance a “wait and see” approach. Early diagnosis can save your bladder! ”



**Vera,**  
Wife of a bladder cancer patient, Australia

“ When my husband was diagnosed in 2011, there were no bladder cancer advocacy groups in Australia. It is so wonderful that groups now exist not only in Australia, but throughout the world, providing patients and families with much needed educational tools, resources and psychosocial supports. ”



**Lori,**  
Wife of a bladder cancer patient, France

“ It changes you – it changes everything – from sleep patterns to future plans, as well as diet and other priorities in life... At night, when I notice my husband waking up more than once to wee, I wonder if it means that the cancer is back, and I can't get back to sleep. ”



[Click the image to download](#)

# Campaign Materials

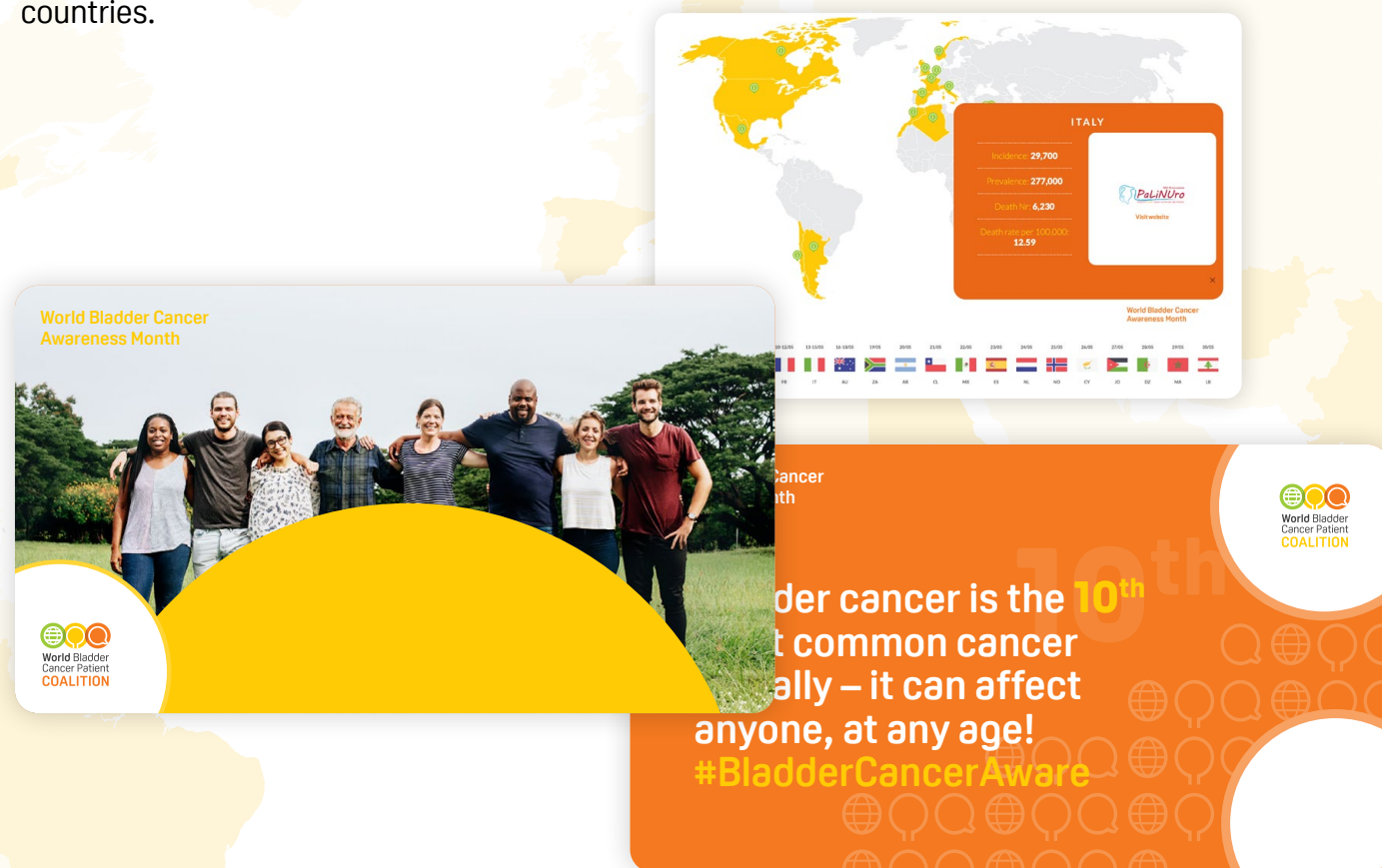
## Get involved on social media

On the WBCPC website, you can find a digital map highlighting our members' and partners' activities across the world alongside some key facts on bladder cancer in these countries.

To learn more about countries presented on the map, you can click on little bubbles on each country to see dashboards highlighting key bladder cancer facts and information on our member or partner organisations in those countries.

Each country dashboard can be downloaded as a social media card. You can also add your message on the card and share it with your audience.

In case you need assistance to personalise your messages or source files, please, contact us at: [info@worldbladdercancer.org](mailto:info@worldbladdercancer.org)



 [Click here to download Country Dashboards](#)

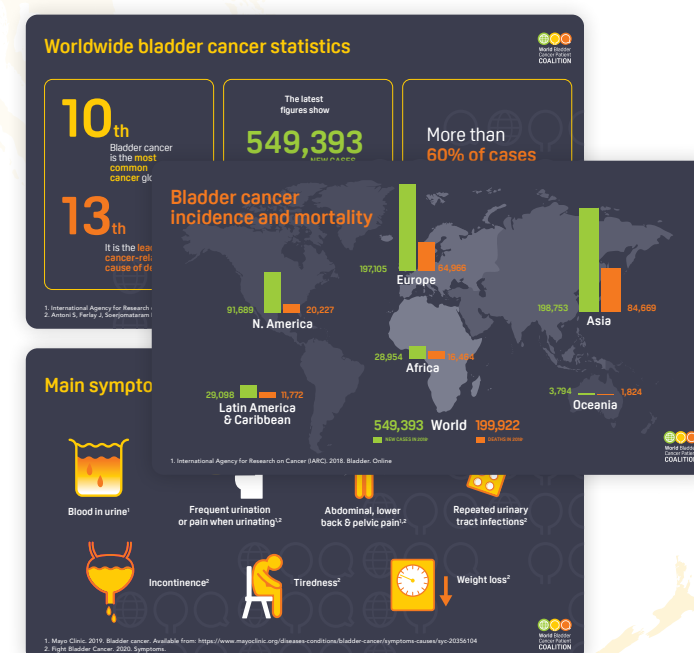
## How to use the infographic?

The WBCPC has developed an infographic with key bladder cancer facts to raise awareness about the disease.

You may use the infographic to support your advocacy and education efforts with patients, the general public, policymakers, and cancer organisations and to reinforce and visualise your messages.

Before sharing the infographic materials today, we kindly invite you to consider the availability of diagnostics, treatment, and care in your country in time of the current public health emergency. These helpful resources can also be used to raise awareness in the future when access to these services for people affected by bladder cancer can be better ensured.

 [Click here to download Bladder Cancer Facts](#)



## How to use social media content?

The WBCPC has developed a social media pack that contains posts for you to repurpose on social media platforms. Use this, along with WBCPC country cards and infographics, to promote awareness online.

 [Click here to download the Social Media Pack](#)

It contains easily editable social media materials. You are also very welcome to add your content to talk about what you or your organisation is doing to raise awareness!

Please, remember to tag WBCPC @WorldBladderCan and use relevant hashtags: #BladderCancerAware and #BladderCancerAwarenessMonth

In case you need any assistance, please, get in touch with us via email: [info@worldbladdercancer.org](mailto:info@worldbladdercancer.org)

### Contacts

Email: [info@worldbladdercancer.org](mailto:info@worldbladdercancer.org)  
Find us on:  
Twitter, LinkedIn, Facebook  
Website: [worldbladdercancer.org](http://worldbladdercancer.org)

The **World Bladder Cancer Patient Coalition** gratefully acknowledges the support of our partners and sponsors for the World Bladder Cancer Awareness Month campaign.

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**World Bladder  
Cancer Patient  
COALITION**

**You can find us here:**

**Twitter:** @WorldBladderCan

**Website:** [worldbladdercancer.org](http://worldbladdercancer.org)

**Email:** [info@worldbladdercancer.org](mailto:info@worldbladdercancer.org)

**World Bladder Cancer Patient Coalition**

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