

WORLD BLADDER CANCER AWARENESS MONTH TOOLKIT

How to get involved and
support the 2022 campaign



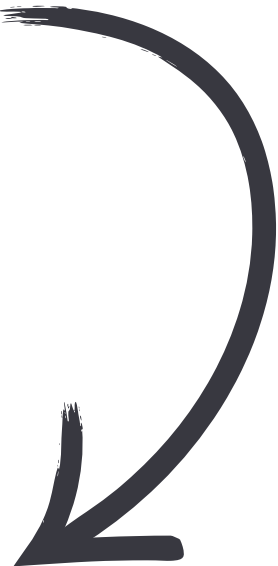
INTRODUCTION

This toolkit provides an overview of the 2022 World Bladder Cancer Awareness Month campaign and ways to get involved that are right for you.

In this toolkit you will find all the information about how to use the campaign materials that have been created to help you participate, raise awareness and share this year’s campaign. Whether you have just a couple of minutes or a little longer, it’s very easy to take part.

In case you need assistance please contact us at:
info@worldbladdercancer.org

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CAMPAIGN OVERVIEW



WORLD BLADDER CANCER AWARENESS MONTH 2022

Bladder Cancer. Two words that deliver a devastating impact. Every year, over 570,000* people are diagnosed with bladder cancer and 1.7m* people find themselves living with the condition. It is the 10th most common cause of cancer and the 13th* cause of death from cancer. But, if it is diagnosed early, the chances are 90%* survival.

Yet bladder cancer is the forgotten cancer. We need to get people talking about it and we need them to take action. World Bladder Cancer Awareness month in May 2022 is a chance for us to do exactly that.

THE CAMPAIGN

One of the main barriers surrounding diagnosis are the symptoms. Both symptoms and the way in which people respond to them can vary especially as some of the symptoms are not immediately obvious.

The similarity to the effects of a urinary tract infection (UTI) for example, diagnoses can be delayed. For some, the discovery of blood in their urine and the fact that any medical consultation requires them to talk about, and refer to, personal parts of their body can induce anxious, worried and embarrassed feelings. But while the vast majority of things we're embarrassed about are harmless, bladder cancer symptoms might not be.

During bladder cancer month 2022 we want to spark conversations that drive awareness around the disease by focussing in on bladder cancer symptoms and overcoming any barriers to seeking a professional consultation.

So this year we will be advising people:

DON'T GO RED. GO TO A DOCTOR.

~~DON'T~~
GO RED.
GO TO A
DOCTOR.

It's a strong single minded campaign thought: Don't feel embarrassed by these symptoms. Act on them.

A campaign hero video will tackle the idea of embarrassment in a fun, engaging and universally recognisable way. It encourages you to confess, out loud, funny moments you wouldn't normally admit to. More detail about the video can be found below.

HOW TO GET INVOLVED

It's easy to take action and show your support for World Bladder Cancer Awareness Month 2022.



1. IT CAN TAKE JUST 1 MINUTE:

Use social media to spread the word by posting one of our campaign posts – we have a bank of prewritten posts for Facebook, Instagram, LinkedIn or Twitter. Don't forget to use the campaign hashtags #DontGoRed and #BladderCancerMonth22! **Click here**



2. IF YOU HAVE 5 MINUTES:

As well as posting on your social channels, show your support to others by updating your **social media banners**. There's also a campaign video – at just under a minute, it's ideal for watching and sharing with others.



3. IF YOU HAVE 15 MINUTES:

In addition to the above social media activity, you can also use your channels to start conversation and encourage others to get involved. Share an embarrassing moment and help explain that while the vast majority of things we're embarrassed about are harmless, bladder cancer symptoms might not be.



4. IF YOU HAVE MORE TIME TO GIVE:

Beyond social media, there are many ways you can get involved and raise awareness in your community. Explore the toolkit or get in touch with us at info@worldbladdercancer.org

CAMPAIGN MESSAGES

The 2022 campaign has been designed to communicate key messages with one overarching goal - to increase awareness about bladder cancer. The campaign messages form the basis of many of the campaign materials and below you can find some template messages you can incorporate into your own activity.

RAISING CAMPAIGN AWARENESS

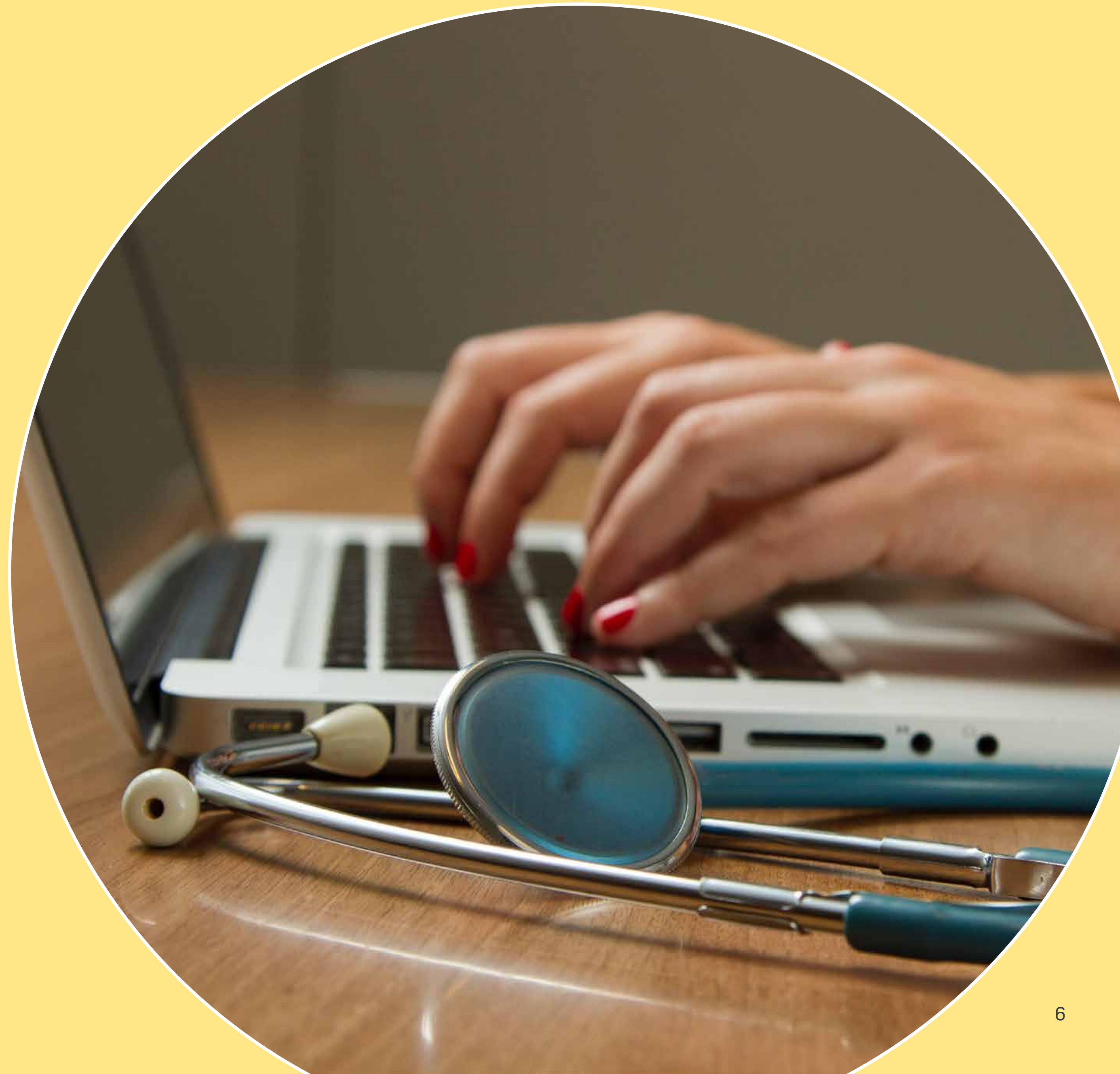
For this year's World Bladder Cancer Awareness Month, the World Bladder Cancer Patient Coalition (WBCPC) is asking people to take part in it's 'Don't Go Red. Go To A Doctor.' campaign to raise awareness of the 10th most common – yet often forgotten - type of cancer.

ISSUING A CALL TO ACTION

While the vast majority of things we're embarrassed about are harmless, bladder cancer symptoms might not be. If you see blood in your urine, need to urinate on a more frequent basis, or have what you think could be a Urinary Tract Infection... Don't Go Red. Go To A Doctor.

#DontGoRed

#BladderCancerMonth22





TALKING ABOUT THE FORGOTTEN CANCER

Every year, over 570,000 people are diagnosed with bladder cancer and 1.7m people find themselves living with the condition.

RECOGNISING THE IMPACT OF EARLY DIAGNOSIS

By ensuring early diagnosis and seeking medical advice and care, the survival rate for bladder cancer can be up to 90%.

Some messaging may require some adapting. Consider whether you need to tailor your messages to your specific audiences. For example, the message to healthcare professionals is to prioritise timely diagnosis.

CAMPAIGN ASSETS

CAMPAIGN VIDEO

The film's aim is for viewers to read phrases that are deemed embarrassing and say them aloud. They are admissions, delivered in the style of affirmations. **Embarrassing Affirmations.**

The idea is to twist them in our content so they embarrass us, hardening the viewer to any future moment of embarrassment.

The 'rug pull' moment is when we interrupt the flow towards the end of the film to feature a phrase that says *"The other day, I spotted some blood in my urine..."*

This message fades to bring up the following end frame:

Some things we're embarrassed about are harmless. Some, might not be.

If you see blood in your urine, need to urinate on a more frequent basis, or have what you think could be a UTI...

Don't go red. Go to a doctor.

The video is available for download from 1st May 2022 via worldbladdercancer.org and can be used across social channels.



SOME THINGS WE'RE EMBARRASSED ABOUT ARE HARMLESS. SOME, MIGHT NOT BE.

If you see blood in your urine, need to urinate on a more frequent basis, or have what you think could be a UTI...

EMBARRASSING AFFIRMATIONS

The Embarrassing Affirmations are fun, relatable statements that provoke an embarrassed reaction when said aloud. They have to be familiar enough so that people relate to them and see them for the embarrassing thing that they are. And they have to work in the moment, in that they should make you feel embarrassed when said out loud.

They could be anything from scenarios brought about because of the 'new normal', to things that play on cultural fan bases, owning up to guilty pleasures or vain admissions, and even the bizarre or things that tap into figures in the public gaze in a fun, indirect way.

Anybody can join in and through social media, will be actively encouraged to participate and share the campaign. Therefore when providing inspiration and sourcing affirmations, it is important to ensure that the tone is maintained throughout and affirmations so not target individuals directly, create statements on religion, pick on a group of people, base embarrassment on physical appearance or mental wellbeing.

I LIKE TO
SING RICKY
MARTIN IN
THE SHOWER


**I LIKE TO PRETEND
I'M A JEDI WHEN
WALKING THROUGH
AUTOMATIC DOORS**

**I LIKE MY
OWN SOCIAL
POSTS**

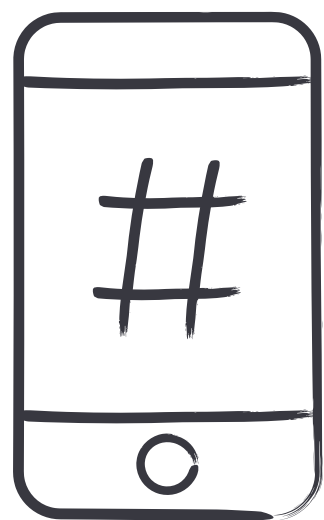
**I LIKE TO SING
RICKY MARTIN IN
THE SHOWER**

**I LOOK AT
MYSELF ON ZOOM
AND TRY TO FIND THE
PERFECT ANGLE**

SOCIAL MEDIA

A social media pack has been developed by the WBCPC, providing template posts for you to repurpose on social media platforms. The templates are editable and can be adapted. You can download the pack at worldbladdercancer.org.

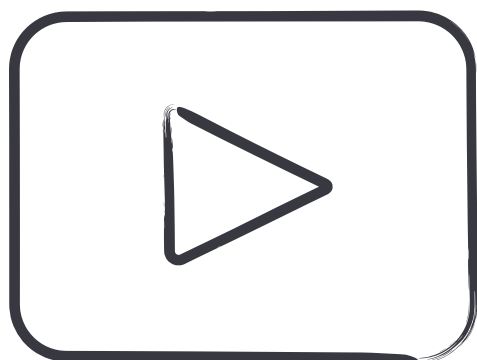
Here we have provided examples of social media messages and types of posts to keep content engaging and informative throughout World Bladder Cancer Awareness Month.



INTRODUCING #BLADDERCANCERMONTH22

‘Today is the first day of #BladderCancerMonth22 please join us in raising awareness of #bladdercancer and #cancer survivors. Talking about #bladdercancer symptoms can be difficult, scary, and embarrassing, if you see blood in your urine don’t go red, go to a doctor. #DontGoRed’

‘Today is the 1st of May and we are ready to begin our #BladderCancerMonth22 journey! While making the people around the world more aware of #BladderCancer we are working hard to improve the lives of people affected by Bladder #Cancer and ensure that they have timely care, support and information they need. Join our us to help spread awareness! #DontGoRed’



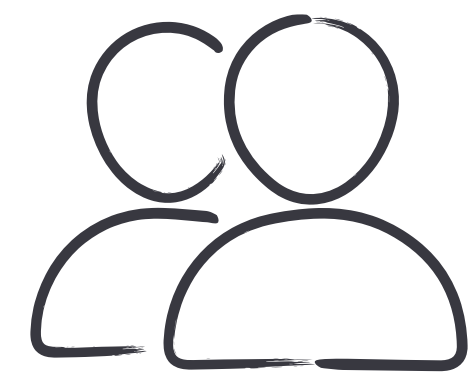
LAUNCHING THE VIDEO

‘Some things we’re embarrassed about are harmless. Some, might not be. If you see blood in your urine, need to urinate on a more frequent basis, or have what you think could be a UTI... Don’t go red. Go to a doctor #BladderCancerMonth22 #DontGoRed #BladderCancer’

‘Have you noticed blood in your urine? It might be a sign of #BladderCancer. Don’t go red. Go to a doctor #BladderCancerMonth22 #DontGoRed’

SOCIAL MEDIA

Continued examples of social media messages and types of posts to keep content engaging and informative throughout World Bladder Cancer Awareness Month.



PATIENT STORIES

‘What were your first symptoms of Bladder Cancer? Share your story in the comments and help us spread awareness. #BladderCancerMonth22 #DontGoRed #BladderCancer’

‘How did you spot the symptoms of #BladderCancer? Share your story in the comments and help us spread awareness. #BladderCancerMonth22 #DontGoRed’

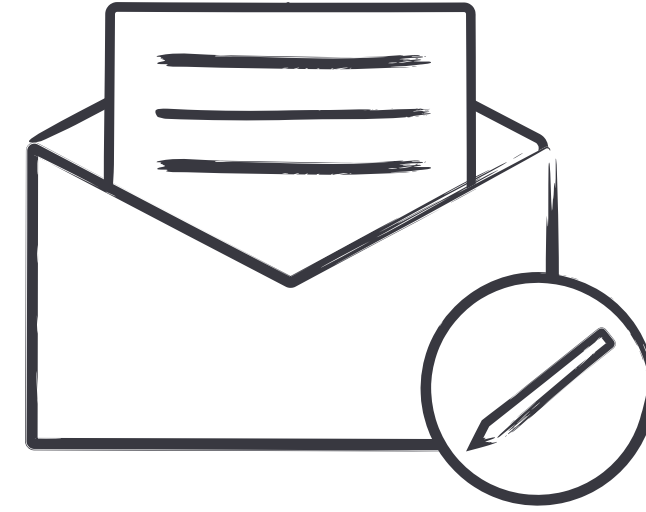


AFFIRMATIONS

‘What we are embarrassed about can be harmless. But some things, like the symptoms of bladder cancer, might not be. Share your recent embarrassing moment with us in the comments. #BladderCancerMonth22 #DontGoRed #BladderCancer’

‘Finding blood in your urine is nothing to embarrassed about. What do you find most embarrassing? #BladderCancerMonth22 #DontGoRed’

NEWSLETTER



Newsletters can be an effective way to encourage audiences to get involved with bladder cancer awareness month. It's important that it is made very clear people can participate in the campaign and that there are lots of resources to help and inspire them.

Here we have provided example copy to help explain the campaign and ways to support, and an eye-catching visual to capture attention.

'May is World Bladder Cancer Awareness month, a key calendar moment to put bladder cancer under a much-needed spotlight, and help raise awareness of this forgotten cancer.'

This year, the World Bladder Cancer Patient Coalition (WBCPC) is asking people to show support by taking part in the 'Don't Go Red. Go To A Doctor.' campaign. The campaign is bringing people together using Embarrassing Affirmations / Moments - fun and relatable statements to be read aloud and include anything from admissions of guilty pleasures to unexpected scenarios people have found themselves in.'

But while the vast majority of things we're embarrassed about are harmless, bladder cancer symptoms might not be. The campaign encourages people not to go red and see a doctor instead.'

To find out how you can support this year's campaign, visit worldbladdercancer.org where resources can be downloaded.'

OTHER INSPIRATION

The campaign identity and concept can be used across multiple channels and below we have provided examples of inspiration.





NEWS AND MEDIA

The media can play a key role in amplifying the messaging and reinforcing the importance of the call to action with the public and policymakers. To engage the media and generate coverage for the campaign it will be important to identify a number of 'hooks' that create news and interest and you should consider:

- A clear call to action
- Strong data relating to your country - for example, X% of cancer patients have not received the treatment they need
- Credible spokespeople - such as a politician, a CEO of a patient organisation or a Chairperson
- Patient story - this helps the audience relate to the call to action

SELLING-IN TO MEDIA

It is important to identify the most appropriate journalists and publications to approach with the story. As the key audience is the general public efforts may need to be focused on national news and consumer media outlets, but there is still a place for healthcare trade media in targeting healthcare professionals and system leaders. When compiling your engagement list, consider whether the intended media outlet:

- Will reach our target audiences
- Has an interest in the topic
- Understands the story being told

Once appropriate media targets have been identified, the following steps should be considered for the most effective sell-in:

1. Call your intended media contact – if you already have a relationship with a local or national news journalist give them a call to provide an overview of the campaign including our objectives and call to action. Casual phone conversations are a great way to gauge interest in the topic. Make sure to also inquire about further contact details. If you don't have existing relationships with journalists, look on their website for the telephone number for their news desk or editorial team for you to contact.
2. Follow-up with an email, including the press release which will provide more in-depth information, and any links to social media and our website. Our advice is to include the full press release in the body of the email – not as an attachment.

3. You may also want to include the following questions:

- Do you want me to share any additional images or information? If so, what is the best way to share these?
- Are you interested in a spokesperson quote or interview? If so, what availability is required?
- Would you like us to provide any case studies?
- Are there any other angles we could work with you on?

PRESS RELEASE:

The main purpose of a press release is to create media interest in the campaign. It needs to catch the eye of the journalist and be of interest to their audience.

A good press release should include:

- A clear story/theme e.g. Time, Unmet need, the Patient story
- A strong title and introduction - will the journalist continue reading after the first line?
- A clear call to action - what do you want people to do with this information?
- Contact details - if a journalist wants more information where will they find you?

A template press release is available to download at worldbladdercancer.org



CAMPAIGN BRANDING

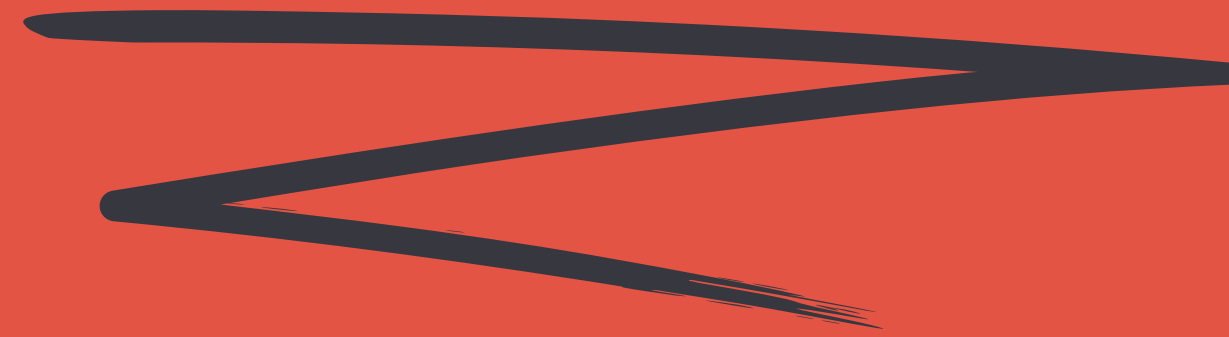
TECHNICAL DATA

Whether working across social, print, digital or film mediums, there are several core elements to the campaign which should be utilised consistently across all applications.

The core collateral elements consist of the following items:



CAMPAIGN BRANDING



The campaign identity has been developed so that it can be easily translated all over the world. The branding follows three design principles:

1. It uses typography rather than imagery, which will be consistent throughout all assets
2. Specially created 'cheeky graffiti' allows us to emphasise messaging in a friendly but engaging, ownable and impactful way
3. The colour palette uses yellow from the World Bladder Cancer Patient Coalition brand palette and has added in a bold red colour to give the typography the gravitas it needs. World Bladder Cancer Patient Coalition yellow is used as a lighter tint to ensure maximum visible impact and comply with colour contrast accessibility guidelines

YOU CAN FIND US HERE:

TWITTER
@WorldBladderCan

WEBSITE
worldbladdercancer.org

EMAIL
info@worldbladdercancer.org

ADDRESS
World Bladder Cancer
Patient Coalition
Square de Meeûs 38-40
1000,Brussels, Belgium

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