

# Advocacy Toolkit

## Stigma: The invisible side of bladder cancer

This toolkit will guide you on how to best use the **Stigma: The invisible side of bladder cancer** infographic. We have made some suggestions depending on the audience that you are trying to reach.

The **infographic** is the result of a survey and interviews with 312 bladder cancer patients and caregivers from France, Germany, Spain, the United Kingdom, and the United States. It seeks to highlight the invisible burden people affected by bladder cancer can often face.

### 1. Raise awareness:

Bladder cancer awareness around the world remains low. By bringing different aspects of disease impact to light, you can help increase awareness of unmet patient needs and bladder cancer overall. Share this infographic with your network across social media and in-print where possible. Every little bit helps to increase awareness all year round and during May's Bladder Cancer Awareness Month.

### 2. Advocate:

Use the infographic as a conversation starter with local or national policymakers. Request a meeting with your local representative, share the infographic and add valuable insights and experiences of people affected by bladder cancer in your community. If you can, present the infographic at a local or online event to create a discussion and focus on challenges faced by patients, survivors and caregivers.

### 3. Partner with others:

Working together helps. Contact an organisation in your country or region. Urology, oncology, other doctors' associations or other non-profits/charities that are closely involved in the patient journey can be great partners. Find common challenges where you can work together to make a difference. Use the infographic as a starting point. Healthcare professionals and societies can take the issues raised in the infographic to adapt their practices to provide better care for patients. Reach out to them and share this infographic with them!

Connect with other like-minded advocates or reach out for advice. Get in touch with us at [info@worldbladdercancer.org](mailto:info@worldbladdercancer.org)