

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

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 Urinary
Tract Infection (UTI) Don't Go Red. Go to a Doctor.



#DontGoRed

www.worldbladdercancer.org

BLADDER CANCER AWARENESS MONTH 2022

CAMPAIGN
REPORT
2022



World Bladder
Cancer Patient
COALITION

THE IMPORTANCE OF RAISING AWARENESS

Each year, Bladder Cancer Awareness Month (BCAM) is recognized in May. It is a moment we unite the international bladder cancer patient community and shine a spotlight on this underrepresented disease. Currently there are over 1.7 million people living with bladder cancer. Each year, over 570,000 people are diagnosed with bladder cancer. Yet for many, it is the first time that they hear about it.

In 2022, we launched the new **#DontGoRed** campaign for Bladder Cancer Awareness Month – to bring much needed general public awareness to the most common symptom of bladder cancer – blood in urine. Together, our coalition, friends and partners around the world joined our voices and sparked powerful conversations that helped raise awareness about bladder cancer.

There is so much work to do in raising awareness about bladder cancer in all corners of the world. We can be proud that **#DontGoRed** campaign helped us to grow engagement and awareness.

Together, we can make a huge difference and I hope you will join us in the coming years for Bladder Cancer Awareness Month in May and beyond.

Alex Filicevas Executive Director of the World Bladder Cancer Patient Coalition

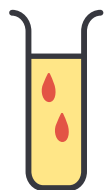


OUR CAMPAIGN

Each year, a core pillar of our advocacy and awareness-raising efforts is hosting the World Bladder Cancer Awareness Month (BCAM) in May, together with our members and partners worldwide.

This year for BCAM 2022, we focused on sparking conversations to drive awareness around the disease by focusing on the most common symptoms.

SYMPTOMS



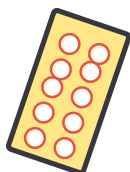
Blood in urine



Frequent urination or pain when urinating



Abdominal, lower back & pelvic pain



Repeated urinary tract infections



Weight loss



Incontinence



Tiredness

RAISING AWARENESS

We used the feeling of embarrassment, an emotion that everyone is familiar with as the driving force of our campaign. The campaign's target audience was the general public, previously unaware of bladder cancer, so we engaged an emotion that they can relate to in order to connect with this audience. The campaign was led by our awareness month hero film, which was available in English, French, Spanish and Italian.

I PRETEND I AM A JEDI
WHEN WALKING THROUGH
AUTOMATIC DOORS

JE FAIS SEMBLANT DE NE PAS
TROUVER MA CARTE QUAND
C'EST LE MOMENT DE PAYER

CANTO CANCIONES DE
RICKY MARTIN EN LA DUCHA

FACCIO IL POSSIBILE PER
SALTARE LA FILA SENZA
ESSERE SCOPERTO

Most things we're embarrassed about are harmless, these symptoms, however, might not be. The campaign encouraged people to act on their symptoms.

DON'T GO RED. GO TO A DOCTOR.

We invited people to share the moment they discovered a symptom, the emotion they overcame, and the relief that they acted on it when they did. We tackled the stigma often related to speaking about the very private area of our body.

To expand and engage as wide of audiences as we could, we also challenged the general public to share their embarrassing affirmations with us.



TOOLKIT

WORLD BLADDER CANCER AWARENESS MONTH TOOLKIT

How to get involved and
support the 2022 campaign




To support our member organisations, partners and the general public, our campaign activation toolkit was available in multiple languages, offering resources and ideas for anyone willing to participate. This made it possible for anyone who wanted to support with raising awareness, the means to do so, no matter their location or language. We look to expand the availability and applicability of resources for the bladder cancer awareness month in the following years.


OUR RESULTS

This year, we have reached an increasing number of people, and we had a much bigger impact than ever before. Together, we brought the community together, helped bring attention to bladder cancer across online conversations, raising awareness about bladder cancer and guiding people affected by it to a wealth of resources and support provided by our member organisations around the world.


Our social media reach more than doubled, and our posts received **30%** more engagement compared to 2021. Additionally, our website experienced a **four-fold global traffic increase** over the previous year. People from all over the globe visited our website to download our awareness month content.



Reached over **4 million people** across our social media platforms



Over **600,000 people** have watched BCAM campaign video

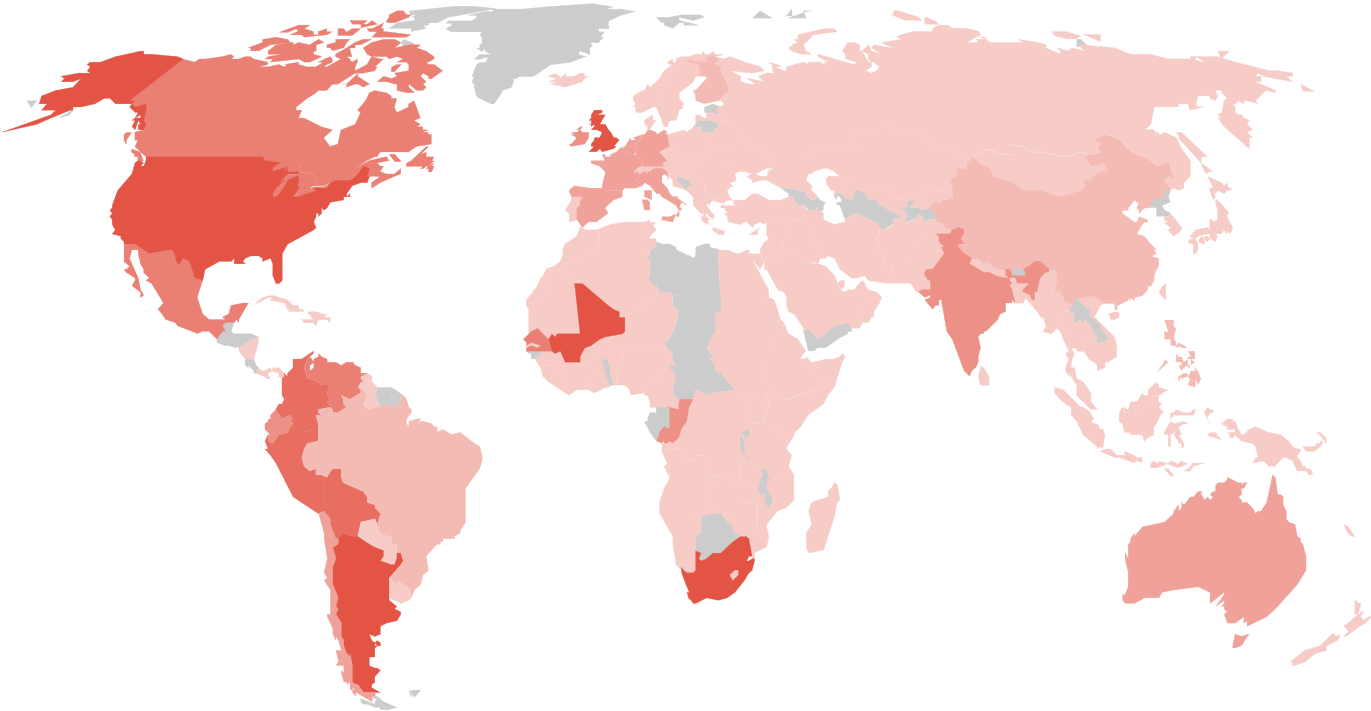


#DontGoRed and **#BladderCancerMonth22** were used over **1,400 times**

WBCPC WEBSITE VISITORS

Over **16,000** from all over the world visited our website to find out more about bladder cancer.

- 1000-3000 People
- 500-1000 People
- 300-500 People
- 200-300 People
- 100-200 People
- 50-100 People
- 1-50 People



ENCOURAGING GLOBAL PARTICIPATION

This year, we went a step further in raising awareness in low- and middle-income countries. Our first BCAM Grant programme offered support to enable patient support and advocacy groups in low resource setting to join bladder cancer awareness month campaign.

They've taken great efforts to bring awareness to bladder cancer in their communities in May and beyond. We are proud to share that 3 grants were awarded to advocates in Albania, South Africa and India, selected from 6 international applications.



J'AI 28 ANS ET MA
MÈRE DOIT
TOUJOURS PRENDRE
MES RENDEZ-VOUS
CHEZ LE MÉDECIN.

Pierre



ENCOURAGING GLOBAL PARTICIPATION

We are thrilled by the amount of supportive engagements that we received from people around the world. The global community explored and engaged our bladder cancer awareness content. Many, joined in the campaign by sharing their embarrassing affirmations to raise awareness in a fun, and engaging way. People affected by bladder cancer shared their inspirational and encouraging stories throughout the month.

Bladder Cancer Educational Material (isiZulu Version)



- Printed educational material on bladder cancer was translated into isiZulu because (24% of the South African population speaks isiZulu at home, making it the most common of SA's 11 languages).
- The printed documents (posters, etc) will be shared with the National and Provincial Departments of Health of South Africa, for use in health promotion campaigns and in community clinics around the country – focusing on communities where isiZulu is predominantly spoken.
- This poster will also be made available to South African non-profit organisations working in the cancer and non-communicable diseases space, along with interested and involved workplaces, ensuring the maximization of the message.

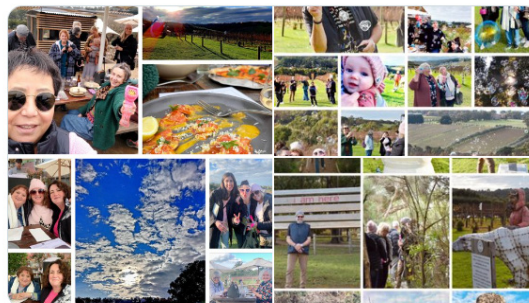
**FINGIR QUE ESTOY
HABLANDO POR
TELÉFONO CUANDO
ESTOY EN UN ASCENSOR
PARA EVITAR
CONVERSACIONES
INCÓMODAS.**

Ignacio



Bladder Cancer Awareness Australia
@bca_australia

~ A few photos from our #BubblesForBladderCancer & Awareness Month catch up at @ Montalto 🍷🍷🍷
Full write up of the day is on the website in the "news" section ~ written by one of our amazing members, Hans! 🏳️ Head to bcaaaustralia.org.au/news 📖
#DontGoRed #BladderCancerMonth22



**Don't go red,
go to a doctor.**

In support of bladder
cancer awareness.

CONCLUSION

The WBCPC team would like to thank each and every one who participated and helped us with raising bladder cancer awareness. We are inspired and humbled with the support that our community has received and with the incredible year-on-year performance increase that our Bladder Cancer Awareness Month activities continue to show.

We would like to thank our member organisations who held successful awareness month activities in their respective countries.



OUR MEMBERS



OUR SUPPORTERS



PREMIER PARTNERS



SPONSORS



THANK YOU TO EVERYONE WHO HAS TAKEN A STEP WITH US TOWARDS INCREASING BLADDER CANCER AWARENESS AROUND THE WORLD



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