



World Bladder
Cancer Patient
COALITION

WORLD BLADDER CANCER AWARENESS MONTH TOOLKIT 2023

How to get involved and support
the 2023 campaign from 1st May



INTRODUCTION:

This toolkit provides an overview of the 2023 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, build conversation and share this year's campaign.

Please contact us at: info@worldbladdercancer.org or on our social media channels.

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WORLD BLADDER CANCER AWARENESS MONTH 2023

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* most common cause of death from cancer, but, if it is diagnosed early, the chances of survival are 90%.

Yet bladder cancer is the forgotten cancer and its symptoms are being mistaken for other conditions. We need to get people talking about it and we need them to take action. World Bladder Cancer Awareness month in May 2023 is a chance for us to do exactly that.

**Source: Globocan 2020*

570K+

PEOPLE ARE DIAGNOSED WITH
BLADDER CANCER EVERY YEAR

1.7M

PEOPLE ARE LIVING WITH
BLADDER CANCER TODAY

90%

SURVIVAL RATES OF BLADDER
CANCER IF DIAGNOSED EARLY



One of the main barriers surrounding the diagnosis of bladder cancer is 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 discovery of blood in their urine, pain when peeing and irregular peeing can be mistaken for other conditions and bladder cancer is left out of the conversation. **This campaign deliberately highlights the misrepresentation of symptoms and encourages audiences to look again and re-evaluate**, because what they think they saw first time round may in fact be something else entirely. The similarity to the effects of a urinary tract infection (UTI) for example, can also delay diagnosis.

During 2023 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:

PATIENTS:

**FEELING UNSURE?
GET CHECKED.**

HCPS:

**BE SURE IT'S NOT
BLADDER CANCER.**



THE UNSURE ICON

Look at the image on this page.
What do you see?

What you see will be different to what others see, depending on how you view it and what type of person you are.

This image is called the **'Unsure Icon'** and it has been specially designed to be seen in different ways, just like the symptoms of bladder cancer. The range of reactions allows us to drive conversations and highlight the mis-diagnosis of symptoms to stakeholders.

Look again. You may notice that it contains imagery around blood in your urine, the shape of the human bladder, the passing of time, self-examination and being examined.

The Unsure Icon is the main creative asset to the campaign and will feature in print and static media, as well as in digital media in the form of an animation.

HOW TO GET INVOLVED

Here's how to show your support for World Bladder Cancer Awareness Month 2023.

1

PHASE ONE: LAUNCH PHASE

1ST MAY 2023

This is when stakeholders reveal the themes behind the Unsure icon to coincide with World Bladder Cancer Awareness Month - opening up channels for debate around the mis-diagnoses of symptoms.

Promoted in owned channels, the reason for the icon and its themes can be explained.

2

PHASE TWO: ONGOING CAMPAIGN PHASE

DURING MAY 2023

Build on the individual themes of that make up the Unsure Icon within social channels and link to WBCPC information.

CAMPAIGN MESSAGES

The 2023 campaign has been designed to communicate key messages with one overarching goal - to increase awareness around the symptoms of bladder cancer. The campaign messages form the basis of many of the campaign materials and on page 13 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 tell us what they see in the Unsure Icon and if they are 'Feeling unsure? Get checked.' It's a campaign to raise awareness of the 10th most common – yet often forgotten - type of cancer.

ISSUING A CALL TO ACTION

While the symptoms on their own may not appear life threatening - check again - they could actually indicate the presence of bladder cancer. 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 but do not know for sure, if you are: 'Feeling unsure? Get checked.'

#UnsureIcon #BladderCancerMonth23 #GetChecked



CAMPAIGN ASSETS

STILL IMAGERY

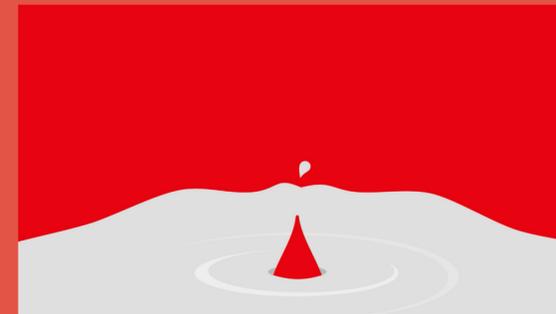
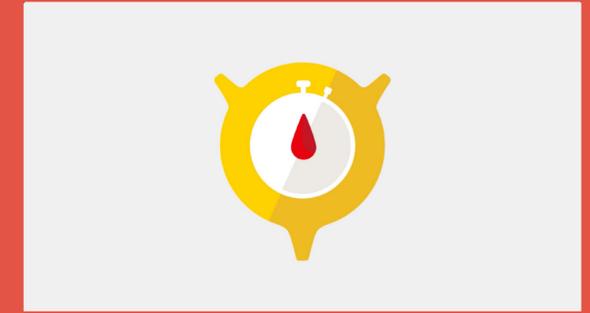
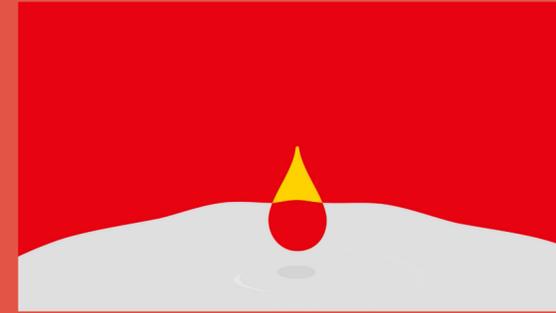
The main creative asset is the Unsure Icon. The still image version is available in a variety of print and social media optimised sizes, **available to download by clicking here**, and can be posted with appropriate copy based on the time line of rollout.

ANIMATION

The animation will be available **by clicking here** and is designed to play with the viewer further, keeping them guessing throughout the animation.

The video is available for download from 1st May 2023 via **by clicking here** and can be used across social channels.

[PLEASE FIND ALL CAMPAIGN ASSETS HERE](#)



SOCIAL MEDIA

A social media pack has been developed by the WBCPC, providing template posts for you to re-purpose on social media platforms. The templates are editable and can be adapted. You can download the pack [by clicking here](#).

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.

IMPORTANT:
PLEASE ADHERE TO THE PHASE DATES
WHEN POSTING CONTENT.

TEMPLATES



LAUNCH PHASE - 1ST MAY

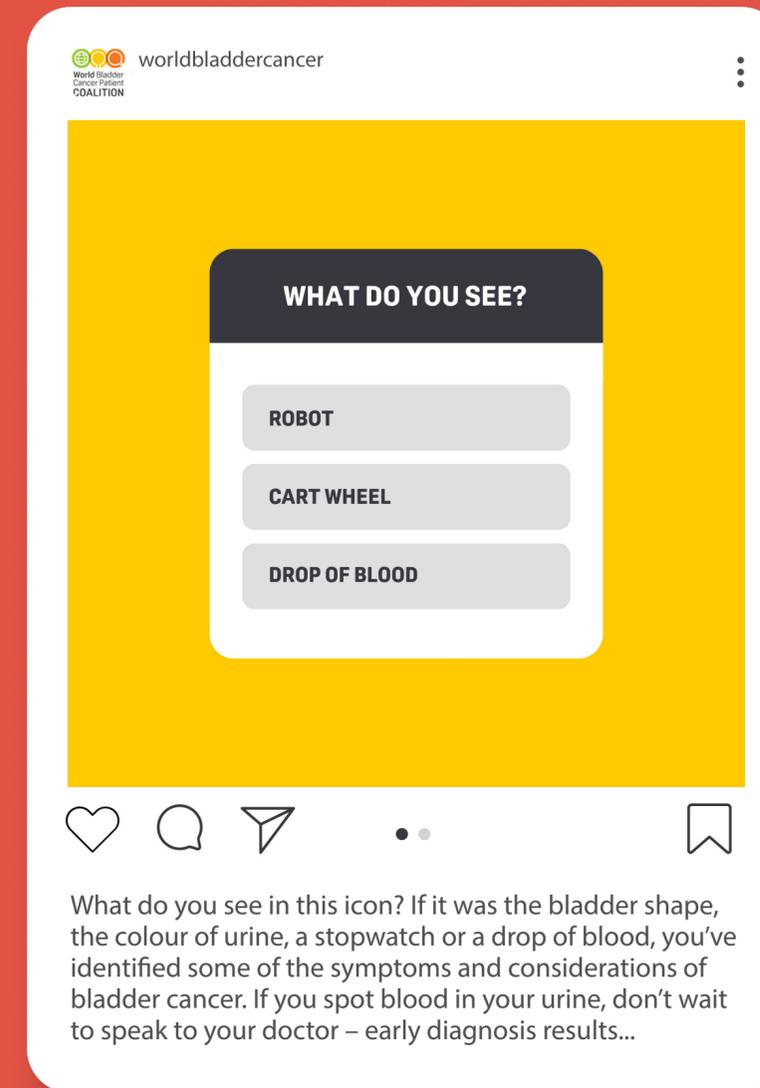
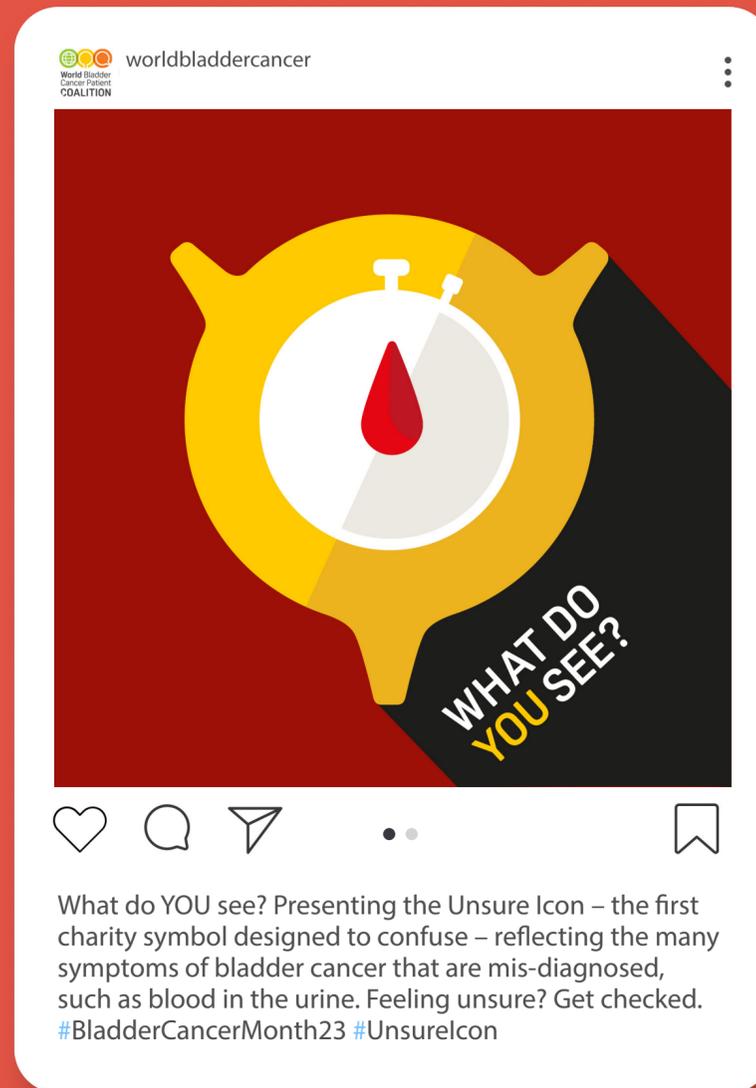
WHAT DO YOU SEE?

**IMPORTANT:
DO NOT share/post before
1st May 2023**

Presenting the Unsure Icon.

On the **1st of May 2023**, we encourage you to share this content across social to reveal the design created in collaboration with Noma Bar.

This content takes multiple formats, including an animated video to capture the audience's attention and showcase the multiple meanings and visual representations. Cancer Awareness Month.



ONGOING PHASE - DURING MAY

DEEPER MEANING

**IMPORTANT: DO NOT
share/post until after
1st May 2023**

As the unsure icon is the first charity symbol with multiple definitions – we want audiences to develop a deeper understanding of Bladder Cancer through these posts that showcase definitions, key statistics and educational content to spread awareness.



**IMPORTANT:
DO NOT share/post before
1st May 2023**

ICON LAUNCH CAPTIONS



LINKEDIN – PATIENT?

What do YOU see? Presenting the Unsure Icon – the first charity symbol designed to confuse – reflecting the many symptoms of bladder cancer that are mis-diagnosed, such as blood in the urine. Feeling unsure? Get checked. #BladderCancerMonth23 #UnsureIcon

LINKEDIN – HCP

Presenting the Unsure Icon – the first charity symbol with multiple definitions - encouraging us to look again at symptoms such as blood in the urine, pain when peeing or a UTI. Be sure it's not bladder cancer. #BladderCancerMonth23 #UnsureIcon

TWITTER - PATIENT

We're supporting #BladderCancerMonth23 with the #UnsureIcon. Just like the symptoms of bladder cancer, it can be mistaken for other things. Feeling unsure? Get checked. Visit bit.ly/3Txy6vG to spot the signs. @WorldBladderCan

TWITTER - HCP

We're supporting #BladderCancerMonth23 with the #UnsureIcon. Just like the symptoms of bladder cancer, it can be viewed in many ways. Be sure it's not bladder cancer. Visit bit.ly/3Txy6vG to spot the signs. #WorldBladderCan

FACEBOOK/INSTA - PATIENT

Just like this icon, the symptoms of bladder cancer, such as blood in your urine, can be easily mistaken. Feeling unsure? Get checked. #BladderCancerMonth23 #UnsureIcon

FACEBOOK/INSTA - HCP

Many symptoms of bladder cancer could at first appear to be something else entirely. Be sure it's not bladder cancer. #BladderCancerMonth23 #UnsureIcon

-

A thermostat? A bear? A giant eye? Just like this icon, the symptoms of bladder cancer, like blood in your urine, can be easily mistaken. Feeling unsure? Get checked. #BladderCancerMonth23 #UnsureIcon

-

What do you see in this icon? If it was the bladder shape, the colour of urine, a stopwatch or a drop of blood, you've identified some of the symptoms and considerations of bladder cancer. If you spot blood in your urine, don't wait to speak to your doctor – early diagnosis results in 90% of cases being treated. Feeling unsure? Get checked. #BladderCancerMonth23 #UnsureIcon

ANIMATION RELEASE CAPTIONS

**IMPORTANT:
DO NOT share/post until after 1st May 2023**

LINKEDIN/TWITTER - PATIENT

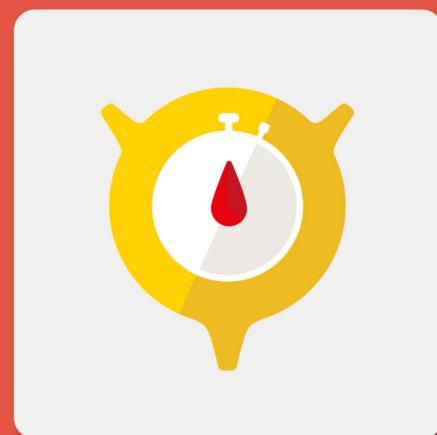
What do you see? It's easy to mistake symptoms of bladder cancer with other conditions. Feeling unsure? Get checked. #BladderCancerMonth23 #Unsurelcon

LINKEDIN/TWITTER - HCP

Many symptoms of bladder cancer could at first appear to be something else entirely. Be sure it's not bladder cancer. #BladderCancerMonth23 #Unsurelcon

FACEBOOK/INSTA - PATIENT

What do you see? Bladder cancer can show many symptoms and it's easy to mistake them for other conditions. Feeling unsure? Get checked. #BladderCancerMonth23 #Unsurelcon



FACEBOOK/INSTA - HCP

Just like this animation, many symptoms of bladder cancer could appear to be something else entirely. Be sure it's not bladder cancer. #BladderCancerMonth23 #Unsurelcon

FACEBOOK/INSTA - PATIENT

What do you see? If it's a drop of blood mixing with another liquid, you've identified one of the symptoms of bladder cancer: blood in your urine. Feeling unsure? Get checked. #BladderCancerMonth23 #Unsurelcon

-

What do you see? If it's a drop of blood disappearing into another liquid, you've identified one of the concerns of bladder cancer: ignoring blood in your urine – which can become an issue if not examined early. Feeling unsure? Get checked. #BladderCancerMonth23 #Unsurelcon

-

What do you see? If it's a drop becoming a human eye, you've identified one of the concerns of bladder cancer: not being aware of your bodily functions – blood in your pee is a sign you should be tested. Feeling unsure? Get checked. #BladderCancerMonth23 #Unsurelcon

-

What do you see? If it's a human mouth, you've identified one of the concerns of bladder cancer: speaking up if you feel pain or burning when peeing– they are signs you should be tested. Feeling unsure? Get checked. #BladderCancerMonth23 #Unsurelcon

-

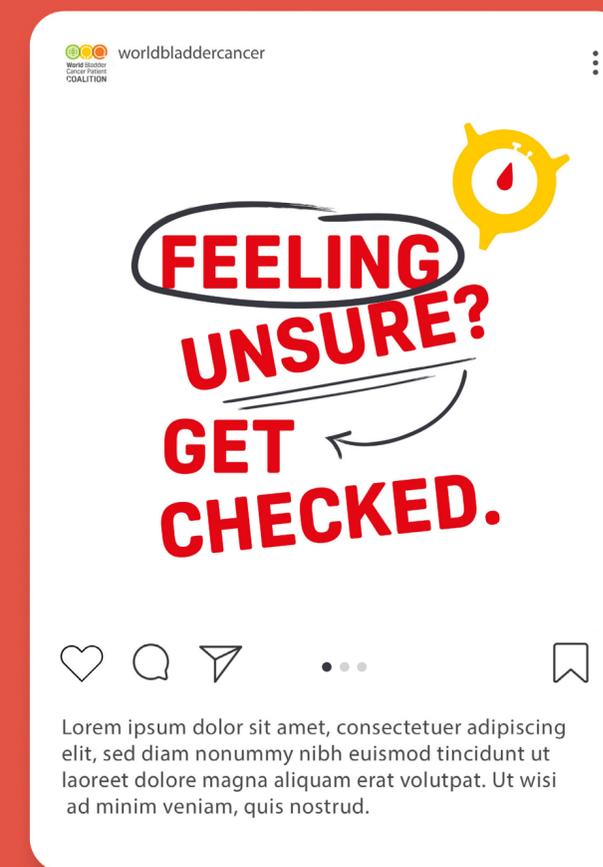
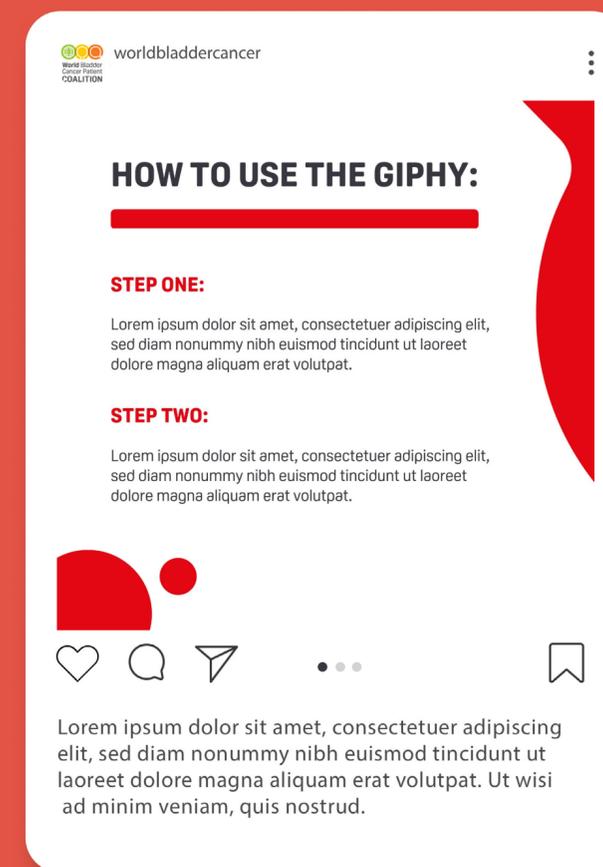
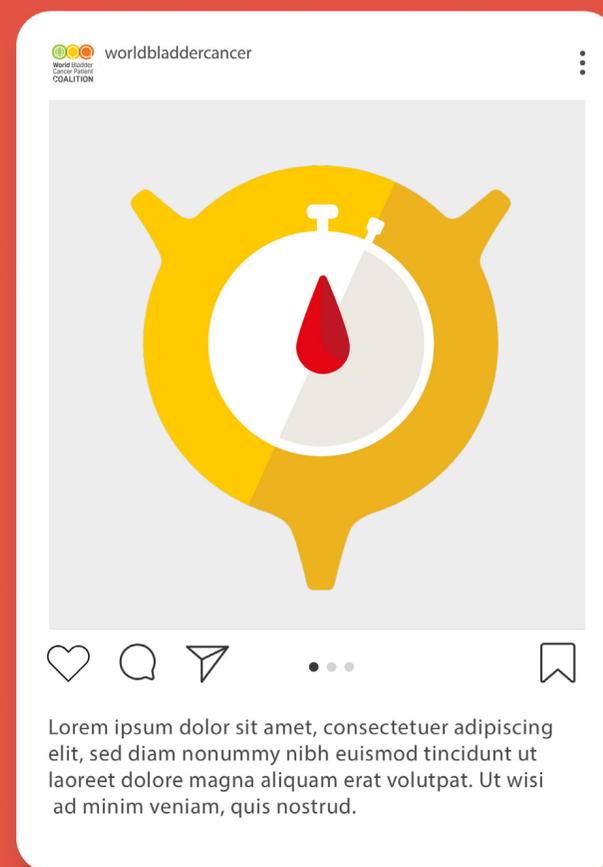
What do you see? If it's a ticking stopwatch, you've identified one of the concerns of bladder cancer: not waiting too long to seek professional help – 90% of bladder cancers are treatable if caught early. Feeling unsure? Get checked. #BladderCancerMonth23 #Unsurelcon

GIPHY ANNOUNCEMENT

IMPORTANT: DO NOT share/post until after 1st May 2023

To raise awareness of the unsure icon's availability on Giphy and Twibbon, we have created a step-by-step guide on how to use these features to encourage audiences to use them within their own profiles and content.

You can access the guide by [clicking here](#).



ICON STATISTICS CAPTIONS

LINKEDIN **IMPORTANT: DO NOT share/post until after 1st May 2023**

Did you know that bladder cancer is the 10th most common cancer worldwide, with over half a million new cases each year?

Let's spread awareness and support those affected by this disease. Together, we can make a difference and support those affected by bladder cancer.

Remember, early detection is key in fighting bladder cancer. Feeling unsure? Get checked.

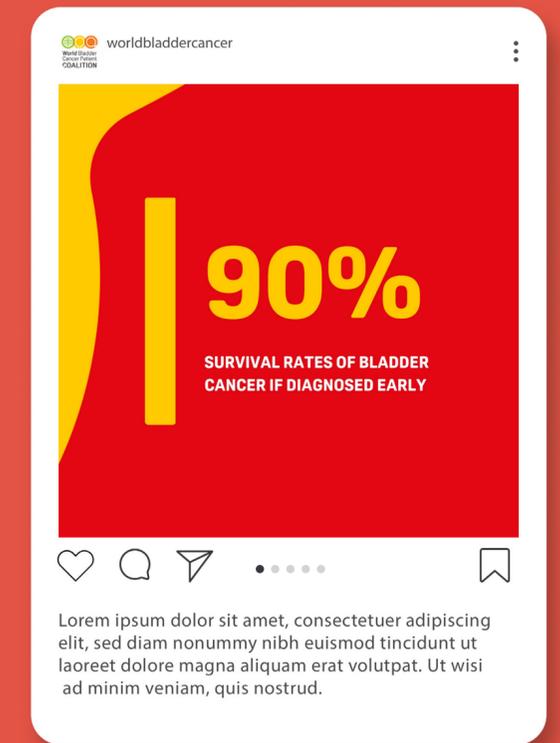
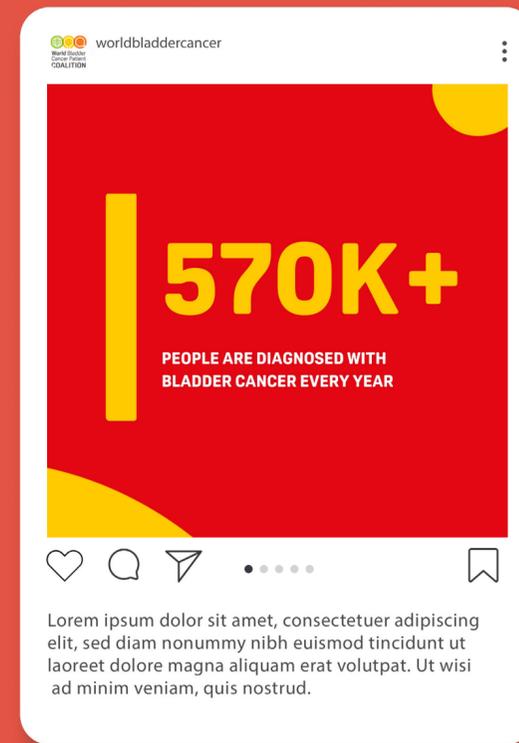
<https://worldbladdercancer.org/>

#BladderCancerStatistics #GetChecked
#BladderCancerMonth23 #UnsureIcon

TWITTER

Did you know that bladder cancer is the 10th most common cancer worldwide, with over half a million new cases each year? Remember, early detection is key in fighting bladder cancer. Feeling unsure? Get checked.
#BladderCancerMonth23 #UnsureIcon #GetChecked

[Twibbon link here](#)



INSTAGRAM/FACEBOOK:

Did you know that bladder cancer is the 10th most common cancer worldwide, with over half a million new cases each year?

Let's spread awareness and support those affected by this disease. Remember, early detection is key in fighting bladder cancer. Feeling unsure? Get checked.

#BladderCancerStatistics #GetChecked
#BladderCancerMonth23 #UnsureIcon



POSTERS FOR DOCTOR'S SURGERIES

Here are two examples of thought provoking posters for both patients and HCPs during World Bladder Cancer Awareness Month and beyond.

FOR PATIENTS:



The diagram shows a stylized bladder with a stopwatch face overlaid on it. The stopwatch has a red needle pointing to the 12 o'clock position. The bladder is colored yellow and white, with a red drop of blood in the center of the stopwatch face.

WHAT DO YOU SEE?

If it's a ticking stopwatch, you've spotted one of the concerns of bladder cancer: waiting too long to seek professional help. Did you know 90% of bladder cancers are treatable if caught early?
Feeling unsure? Get checked.

World Bladder Cancer Patient COALITION

FOR HCPS:



The diagram shows a stylized bladder with a red drop of blood overlaid on it. The bladder is colored yellow and white, with a red drop of blood in the center of the bladder.

WHAT DO YOU SEE?

If it's a drop of blood, you've spotted one of the symptoms of bladder cancer: blood in a patient's urine.
Be sure it's not bladder cancer.

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OTHER INSPIRATION

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



FACTS ABOUT BLADDER CANCER

570K+

PEOPLE ARE DIAGNOSED WITH
BLADDER CANCER EVERY YEAR

90%

SURVIVAL RATES OF BLADDER
CANCER IF DIAGNOSED EARLY

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.

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

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. Where artwork and assets are supplied on our central Canva hub, these should be used wherever possible, and when adapting/creating your own materials, please adhere to the guidance provided here.

The core collateral elements consist of the following items:

PALE YELLOW
C1 M8 Y57 K0
R255 G230 B135
#ffe687

RED
C4 M78 Y71 K0
R227 G84 B69
#e35445

YELLOW
C0 M22 Y93 K0
R255 G202 B0
#ffc000

SCARLET
C0 M100 Y98 K0
R227 G6 B19
#e30613

WHITE
C0 M0 Y0 K0
R255 G255 B255
#ffffff

DARK GREY
C74 M65 Y63 K81
R29 G29 B27
#1d1d1b

MID GREY
C73 M63 Y51 K57
R55 G56 B63
#37383f

LIGHT GREY
C9 M7 Y13 K0
R236 G233 B225
#ece9e1

DARK YELLOW
C8 M30 Y100 K0
R236 G179 B31
#ecb31f

BURGUNDY
C25 M99 Y98 K23
R158 G25 B21
#9e1915

OSCINE X BOLD FOR HEADINGS

Oscine regular for body copy.
This is an example sub-
heading and paragraph style.



YOU CAN FIND US HERE:

TWITTER & FACEBOOK

@WorldBladderCan

INSTAGRAM

@WorldBladderCancer

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IN PARTNERSHIP WITH:



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The World Bladder Cancer Patient Coalition gratefully acknowledges the support of our partners and sponsors for the World Bladder Cancer Awareness Month 2023 campaign: AstraZeneca and Janssen. The content and activities of the campaign remain the sole responsibility of the World Bladder Cancer Patient Coalition.