



## World Cancer Day

### Social Media resources to raise bladder cancer awareness on World Cancer Day - Feb 4

For the occasion of World Cancer Day 2024, The World Bladder Cancer Patient Coalition recognises the power of knowledge and the urgent need to close the care gap in cancer care.

We are called, whoever and wherever we are, to play our part in creating a cancer-free world. Every single one of us has the ability to make a difference, large or small, and together we can make real progress in reducing the global impact of cancer.


To help spread the message around us, we have created social media resources for you to get involved and share with your network. We hope that this will help bring awareness to the challenges that cancer patients experience worldwide.

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

Reg. Number: 0720.618.047

**World Bladder Cancer Patient Coalition**  
Square de Meeûs 38-40 | 1000 Brussels | Belgium

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

Text	Visual
<p>Join the global movement this World Cancer Day - sign the Call to Action! 🌍</p> <p>@UICC urges governments worldwide to promote health equity, enhance cancer service accessibility, reduce disparities in cancer incidence and mortality, to finally #CloseTheCareGap.</p> <p>Add your voice to the effort and ask your representative to close the care gap here            👉 <a href="https://www.worldcancerday.org/join-call-to-action">https://www.worldcancerday.org/join-call-to-action</a></p>	 <p><b>You're invited</b></p> <p>Too many people around the world do not have access to the cancer care they need. It's time to change this.</p> <p>Join me for #WorldCancerDay to #CloseTheCareGap.</p> <p><b>Will you add your voice and join the Call to Action?</b></p> <p>Share this post and help us reach every corner in the world.</p>

This #WorldCancerDay let's commit "*Close the Care Gap*" and bring awareness to the equity gap!

We must #CloseTheCareGap in quality care, so that #bladdercancer patients have access to timely diagnosis, treatment, care, and peer support, no matter where they live.

Show your support this World Cancer Day 🙌  
<https://www.worldcancerday.org>



We support #ClosingTheCareGap for  
#WorldCancerDay!

Every year, over 570,000 people are faced with a #bladdercancer diagnosis every year. Yet bladder cancer is often the forgotten cancer that does not receive enough attention and commitment, and it should not be.

Together let's change this & take action this World Cancer Day! 🖱️ <https://www.worldcancerday.org>

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World Bladder Can  
Square de Meeûs 38-40 |



#CloseTheCareGap  
[worldcancerday.org](https://www.worldcancerday.org)

Close   
the care  
gap 

“

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

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#BladderCancer is the 10th most commonly diagnosed cancer in the world!

Yet not every patient has access to the best quality care & peer support. This is why it is essential to [#CloseTheCareGap](#) in cancer care for all & for our bladder cancer patient community 🌍🌍🌍

The time is to act now 🙌

<https://www.worldcancerday.org/take-action>

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Together let's  
[#CloseTheCareGap](#) and stand  
up for bladder cancer patients  
around the world!

”

Close  
the care  
gap



[#CloseTheCareGap](#)  
[worldcancerday.org](https://www.worldcancerday.org)

📢 Over half (57%) of respondents were diagnosed with another condition before #bladdercancer, the most common being a urinary tract infection (28%).

This #WorldCancerDay, let's call on governments to enhance health literacy & education around cancer!

Discover more insights by exploring @WorldBladderCan's report



<https://ow.ly/pa8H500QmXA>



## Awareness and diagnosis:

Of respondents were diagnosed with another condition before bladder cancer.

This #WorldCancerDay,  
@WorldBladderCan calls on  
governments to foster patient-  
centred care.

📣 Males are 3 times more likely to  
be counselled on the sexual side  
effects (36%) compared to females  
(11%).

Patients undergoing radical  
cystectomy often experience  
problems with body image, sexual  
intimacy, and sexual enjoyment  
following surgery and should receive  
pre- treatment counselling & post-  
treatment support!

Learn more 🖱️  
<https://ow.ly/pa8H500QmXA>

