



World Bladder
Cancer Patient
COALITION

WORLD BLADDER CANCER AWARENESS MONTH TOOLKIT

How to get involved and
support the 2024 campaign



INTRODUCTION

This toolkit provides an overview of the 2024 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 interaction and share this year's campaign.

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

X (TWITTER) & FACEBOOK

@WorldBladderCan

YOUTUBE

@WorldBladder

INSTAGRAM

@WorldBladderCancer

WEBSITE

worldbladdercancer.org

LINKEDIN

linkedin.com/worldbladdercan

EMAIL

info@worldbladdercancer.org

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WORLD BLADDER CANCER AWARENESS MONTH 2024

Bladder Cancer. Two words that deliver a devastating impact. Every year, over 610,000* people are diagnosed with bladder cancer more than 1.9m* people find themselves living with the condition. It is the 9th most common cancer in the world and the 13th* cause of death from cancer. But, if it is diagnosed early, the survival rates are as high as 90%**.

Yet bladder cancer is the forgotten cancer and what many don't know is early diagnosis offers people a higher chance of successful treatment and long-term survival. We need to get people talking about this important statistic and we need them to share this fact. World Bladder Cancer Awareness month in May 2024 is a chance for us to do exactly that.

*Source: *Globocan 2022* <https://gco.iarc.who.int/media/globocan/factsheets/populations/900-world-fact-sheet.pdf>

**Source: *Berdik, C. Unlocking bladder cancer. Nature 551, S34–S35 (2017).* <https://doi.org/10.1038/551S34a>

90%

**SURVIVAL RATES OF BLADDER
CANCER IF DIAGNOSED EARLY**

1.9M

**PEOPLE ARE LIVING WITH
BLADDER CANCER TODAY**

610K+

**PEOPLE ARE DIAGNOSED WITH
BLADDER CANCER EVERY YEAR**

“In the fight against bladder cancer, knowledge is power. Let’s empower our communities with information and support to face this challenge head-on, ensuring that no one navigates this journey alone.”

LAUREN PRETORIUS

CEO OF CAMPAIGNING FOR CANCER

SOUTH AFRICA



5 THINGS EVERYONE SHOULD KNOW ABOUT BLADDER CANCER

- 1** BLOOD IN THE URINE IS THE MOST COMMON SYMPTOM OF BLADDER CANCER
- 2** SMOKING IS THE BIGGEST RISK FACTOR OF BLADDER CANCER
- 3** BLADDER CANCER IS THE 9TH MOST COMMON CANCER IN THE WORLD*
- 4** BLADDER CANCER IS MOST COMMON IN MEN, BUT 1 IN 4 BLADDER CANCER PATIENTS ARE WOMEN
- 5** WHEN CAUGHT EARLY, BLADDER CANCER IS HIGHLY TREATABLE



CAMPAIGN OVERVIEW

One of the main barriers surrounding the diagnosis of bladder cancer is the worry amongst the public that a symptom, like blood in your urine, could be diagnosed as cancer. This leads to people often delaying a check with their healthcare professional and in turn diagnosing bladder cancer later. This delay may significantly reduce the success of the treatment and long-term survival.

This campaign deliberately highlights the delay in acting by focussing on the time it takes people to act with a ‘test your reactions’ game called ‘Spot the Drop’. Turning the subject into a rewarding interaction and delivering the message of acting fast in the process.

It is also important to stress that many members of the public still don’t know that blood in the urine can be a symptom of bladder cancer, so this is also taken into account in the campaign messaging.

During bladder cancer awareness month 2024 we want people to interact and share the important message that drives awareness around speaking to a healthcare professional as soon as possible if they spot blood in their urine, even if they feel unsure.

So, this year we will be advising people:

**FEELING UNSURE?
GET CHECKED.**

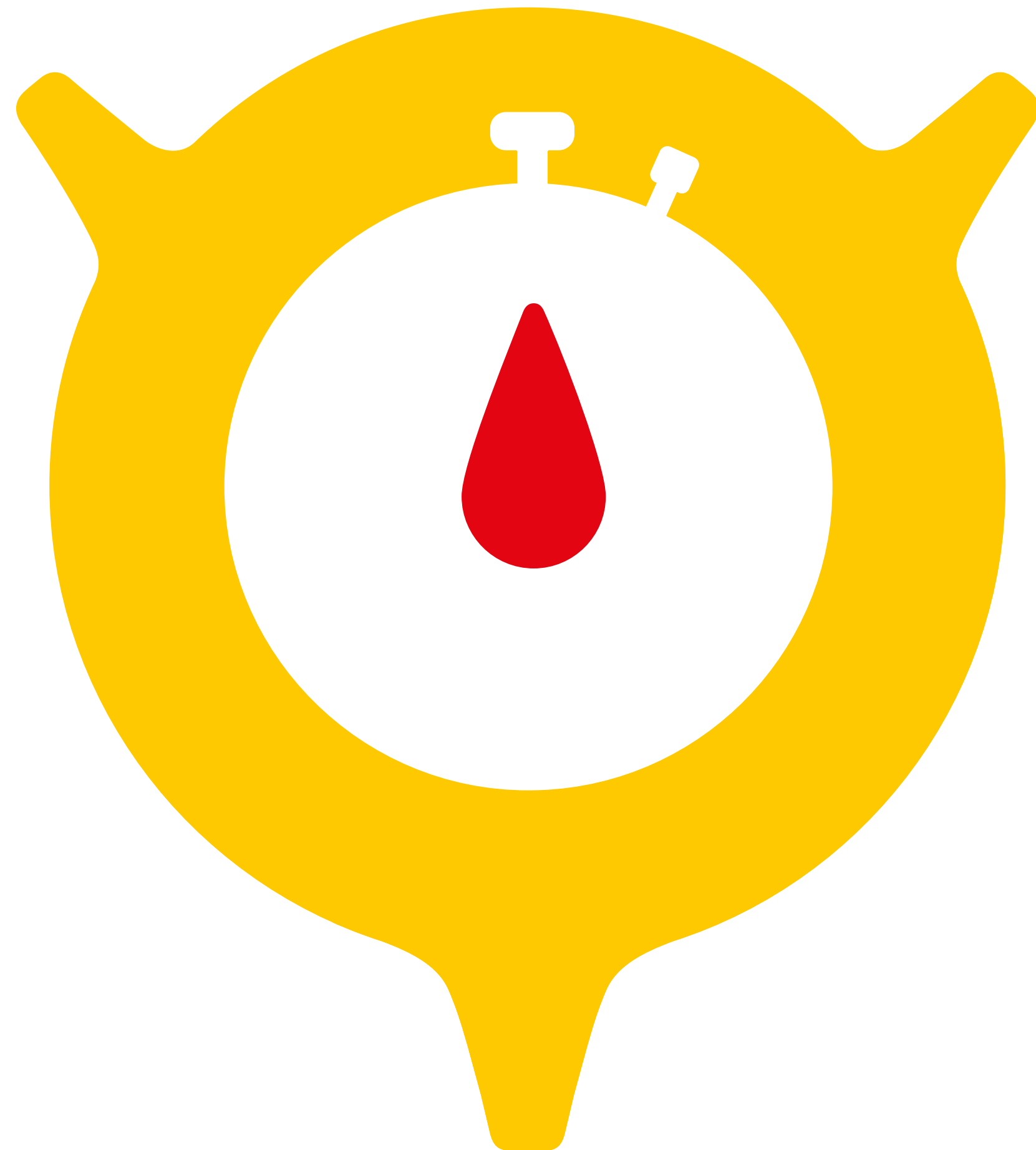
“Each personal bladder cancer story is a beacon of hope and strength. Sharing our experiences can illuminate the path for others and foster a community of support and understanding.”

KRYSTA BRKICH

**BLADDER CANCER PATIENT AND ADVOCATE
AT BLADDER CANCER CANADA**

CANADA





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.

SPOT THE DROP – GAME OVERVIEW

Spot the Drop is ‘test your reactions’ game - an interactive experience that registers the amount of time it takes a player to react to changing graphics on their mobile phone or computer screen.

You can play it here: spot.worldbladdercancer.org

The user experience is centred around the Unsure Icon, which comes alive to animate on screen. The blood drop at the centre of the icon invisibly rotates like a clock hand, only appearing at random times – which is when the player is required to register the fact they have spotted the drop by clicking or tapping the screen.

As well as offering the player a timed result, it teaches them the key facts around early diagnosis and encourages them to share their score or challenge others.



SPOT THE DROP – GAME OVERVIEW

Individual performances are offered to players in the form of a time and rating based on other vocations such as Formula one driver, Olympic sprinter etc.

The game encourages players to share their experiences and scores, sparking conversations and spreading awareness among their social circles. Therefore the important information is communicated through a rewarding interaction that has a social behaviour built into it.

By engaging people in an enjoyable and interactive way, the game effectively breaks down barriers and facilitates meaningful dialogue about bladder cancer, ultimately contributing to increased awareness and early detection.



“In our fight against bladder cancer, the personal stories of those in our care inspire every treatment decision. Bladder Cancer Awareness Month brings about a sense of community throughout May providing hope and support for those affected by bladder cancer.”

DR IGNACIO DURAN

**MEDICAL ONCOLOGIST AT HOSPITAL UNIVERSITARIO
MARQUÉS DE VALDECILLA**

SPAIN



HOW TO GET INVOLVED

Here's how to show your support for World Bladder Cancer Awareness Month 2024.

1

ON THE BUILD UP TO BLADDER CANCER AWARENESS MONTH

Identify influencers/well known people that are happy to play Spot the Drop and share their scores. These scores can then be entered into the relevant country's game through social posts.

Familiar names can include those associated with high energy sports, space exploration etc. and areas of high level concentration like surgeons, pilots etc.

2

UP TO / DURING BLADDER CANCER AWARENESS MONTH

Printable and digital posters and social assets reflecting the Unsure Icon, the 90% survival rate statistic and a Call to Action: **'Feeling Unsure? Get checked.'**

Posters that direct people to play the game would read: **'Early diagnosis is key to tackling bladder cancer. How fast can you react in our game **Spot the Drop?**'** Posters can be shared up to and during Bladder Cancer Awareness Month.

CAMPAIGN MESSAGES

The 2024 campaign has been designed to communicate key messages with one overarching goal - to emphasise the importance of the early diagnosis of 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 the public to act fast and speak to their healthcare professional as soon as possible. Feeling unsure? Get checked.
#SpotTheDrop #UnsureIcon #BladderCancerMonth24

It's a campaign to raise awareness of the 9th most common – yet often forgotten - type of cancer.



“Bladder cancer, more prevalent than many realise, requires early detection for successful treatment. With around 30,000 cases annually in Italy alone, it’s crucial to prioritise prevention and immediate medical consultation at the first sign of symptoms.

Awareness not only saves lives but also significantly reduces healthcare costs. Act fact, prioritise health, and support comprehensive care and research efforts.”

ALESSANDRO BONI

**BLADDER CANCER PATIENT AND ADVOCATE
AT ASSOCIAZIONE PALINURO**

ITALY





CAMPAIGN ASSETS

STILL IMAGERY

The main creative asset is the invitation to play the game **Spot The Drop**.

The still image artwork is available in a variety of printable and social media ready versions via worldbladdercancer.org and can be posted with appropriate supporting text as required.

The assets are **available for download** via worldbladdercancer.org and can be used across social channels.

SOCIAL MEDIA

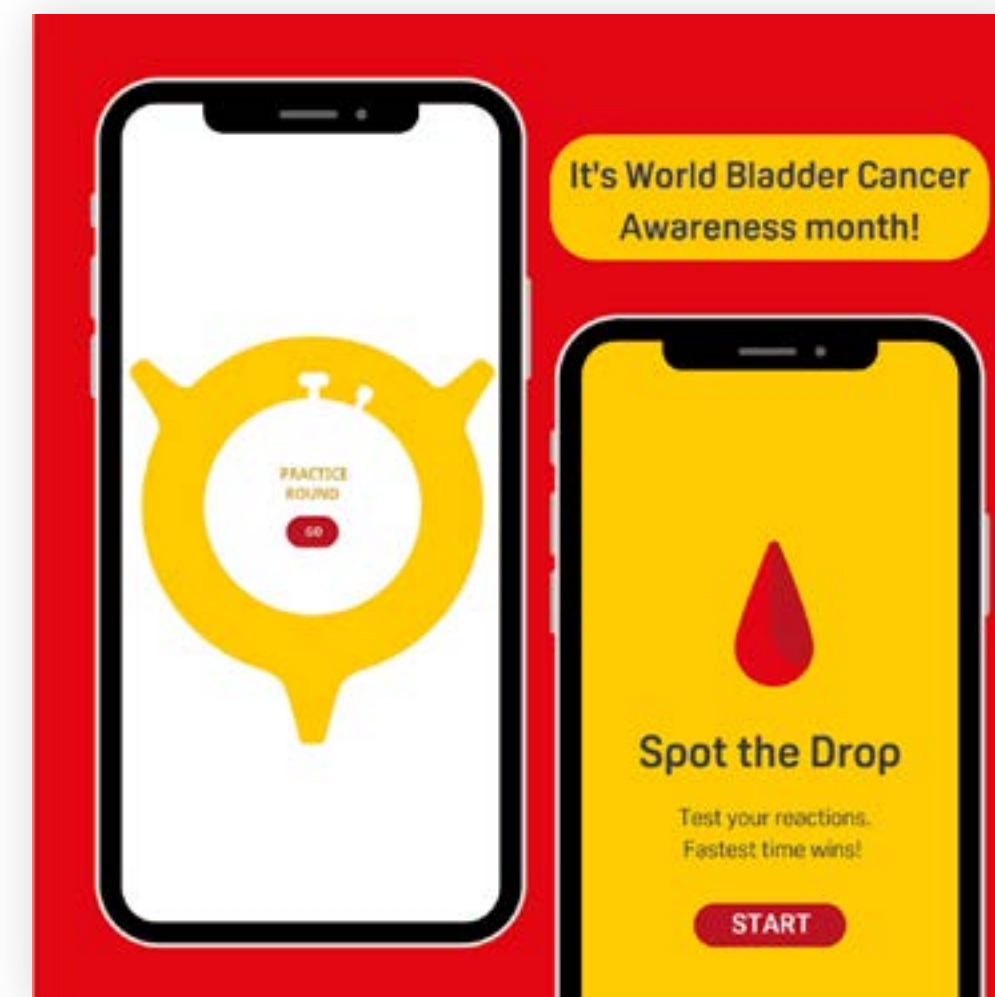
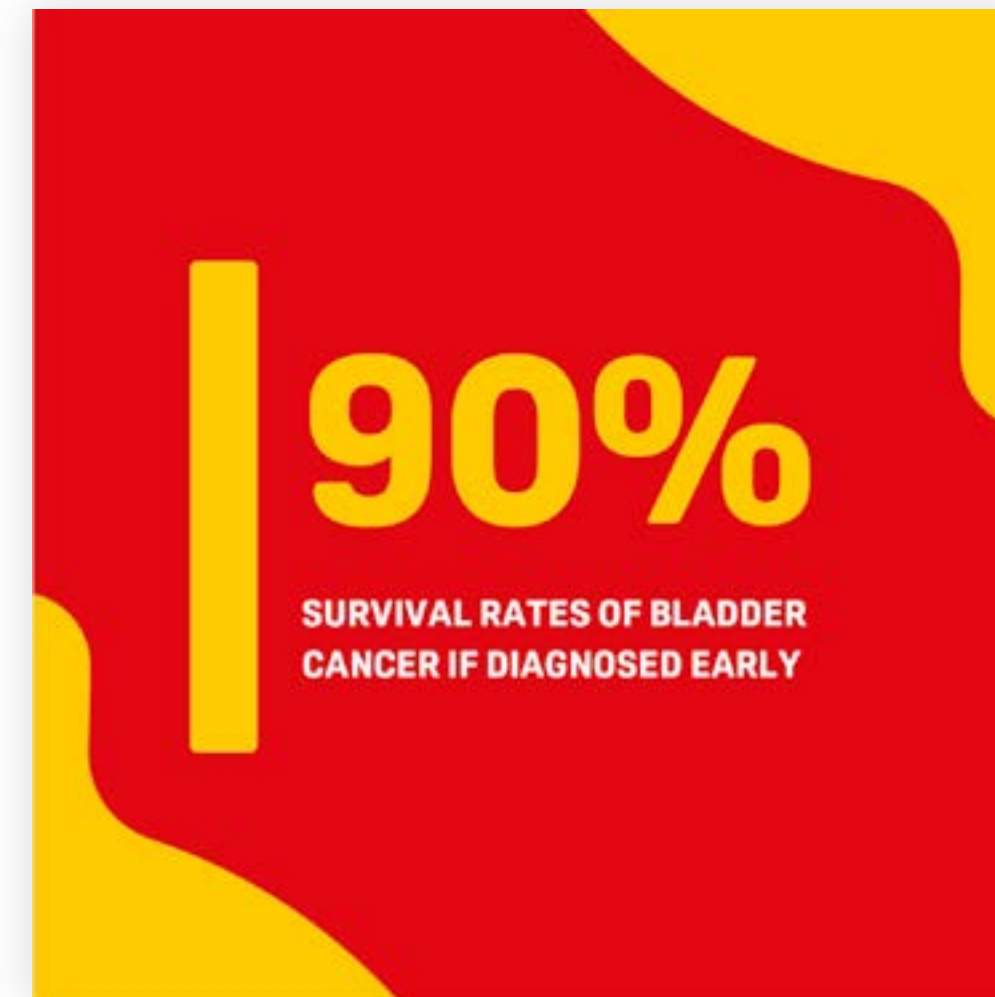
A social media pack has been developed by the WBCPC, providing template posts for you to repurpose on social media platforms. The templates are editable and can be adapted.

You can download the pack by clicking the link below:

<https://padlet.com/WBCPC/BCAM24>

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.

TEMPLATES



SOCIAL CAPTIONS 1/2



GAME LAUNCH

It's World Bladder Cancer Awareness month, and we have an exciting announcement...

Introducing our latest initiative to raise bladder cancer: Spot The Drop!

Test your reaction time in our game and learn about the importance of early detection. 🕒🩸

Click on the link and join the movement to #SpotTheDrop! #BladderCancerAware #BladderCancerMonth24 #BladderCancer #Unsurelcon

PEOPLE PLAYING THE GAME

Our team, friends and family haven't stopped playing. 🎮

Dive into the world of our game "Spot the Drop" and master the art of quick reactions! ✨

Gather your friends, let's Spot The Drop together! 🕒🩸

#SpotTheDrop #BladderCancerAware #BladderCancerMonth24 #BladderCancer #Unsurelcon

IMPORTANCE OF EARLY DETECTION

🕒🩸 Early detection saves lives!

Did you know that bladder cancer has a high survival rate if caught early?

Don't wait - learn the symptoms, spot them early, and seek help. Check out our new game, 'Spot The Drop,' designed to raise awareness and sharpen your reaction time in spotting symptoms.

#EarlyDetection #BladderCancerAware #BladderCancerMonth24 #BladderCancer #Unsurelcon

CHALLENGE YOUR FRIENDS

🔥 Think you've got what it takes?

Show us your high score and tag your friends to beat you in Spot The Drop! ✨

Let's turn awareness into action. 🕒🩸

#SpotTheDrop #BladderCancerAware #BladderCancerMonth24 #BladderCancer #Unsurelcon

SOCIAL CAPTIONS 2/2



BEAT THE SCORE

Think you have what it takes to beat the top score: XX seconds. 🏆

Test your reaction kills in ‘Spot the Drop’ and see if you can outwit the champions!

Challenge yourself, challenge your friends, and let’s see who can spot those drops the fastest!

Play now and aim for the top! 💪

#SpotTheDrop #BladderCancerMonth24
#BladderCancer #BladderCancerAware
#Unsurelcon

IMPORTANCE OF EARLY DETECTION

Know your risk factors! 🩸

Unlock knowledge about bladder cancer while playing ‘Spot the Drop’! 🎮

Playing ‘Spot the Drop’ isn’t just fun—it’s a chance to sharpen your reaction time and learn about bladder cancer risk factors. It is not always clear what causes bladder cancer, and some people can be diagnosed without having had exposure to any of the listed causes:

- 🚬 Smoking and other tobacco
- ⚠️ Exposure to chemicals, especially at work
- ☢️ Past radiation exposure
- 💧 Chronic bladder inflammation
- 🦠 Parasitic infections

Let’s stay informed and vigilant together. Play now and spot the risks!

#BladderCancerAware #SpotTheDrop
#KnowYourRisk #BladderCancerMonth24
#BladderCancer #Unsurelcon

“Over 614,000 people are diagnosed with bladder cancer worldwide and it is the 5th most common cancer in Europe. Bladder cancer requires our immediate attention and action. As leaders in cancer care, we must advocate for better health policies and research to fight bladder cancer effectively.”

DR LÉGI LÁSZLÓ CSABA

**PRESIDENT OF THE EUROPEAN
CANCER ORGANISATION**

ROMANIA



ICON STATISTICS CAPTIONS

LINKEDIN

Did you know that bladder cancer is the 9th 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.

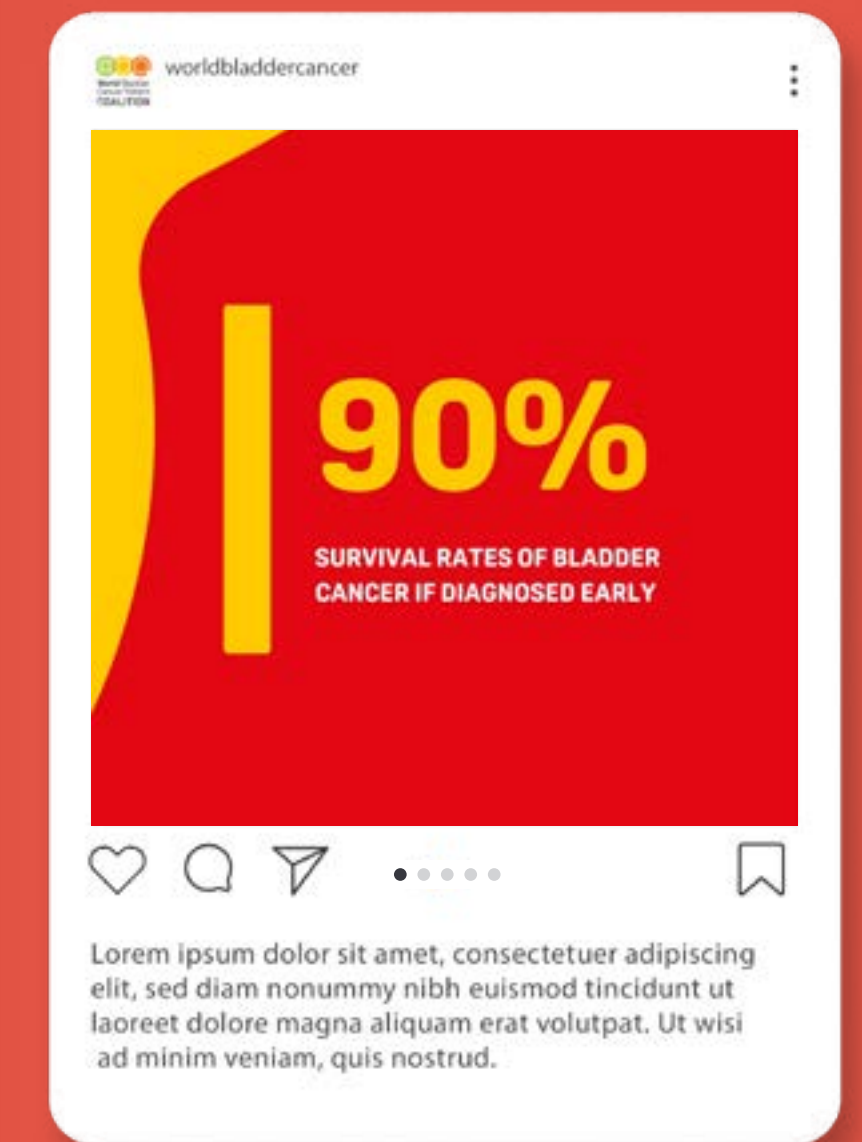
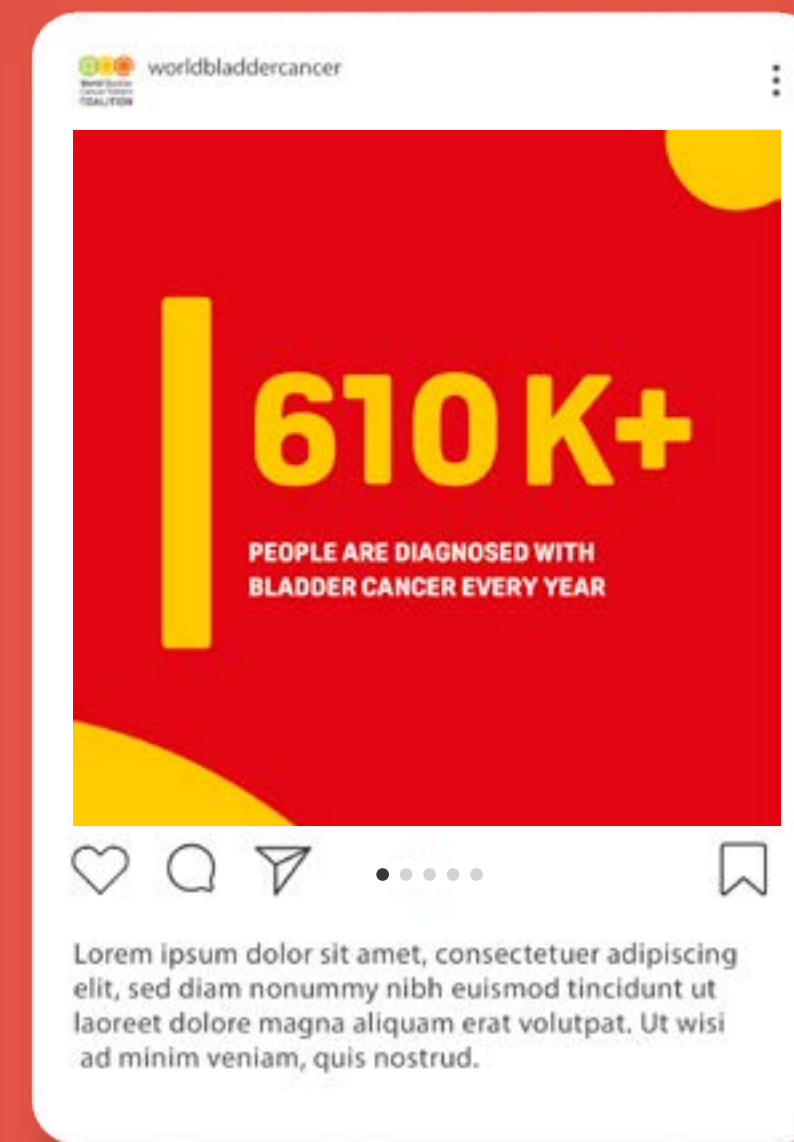
Remember, early detection is key in fighting bladder cancer. Feeling unsure? Get checked.

<https://worldbladdercancer.org/>

#BladderCancerStatistics #GetChecked
#BladderCancerMonth24 #UnsureIcon

X (TWITTER)

Did you know that bladder cancer is the 9th 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. #BladderCancerMonth24 #UnsureIcon #GetChecked

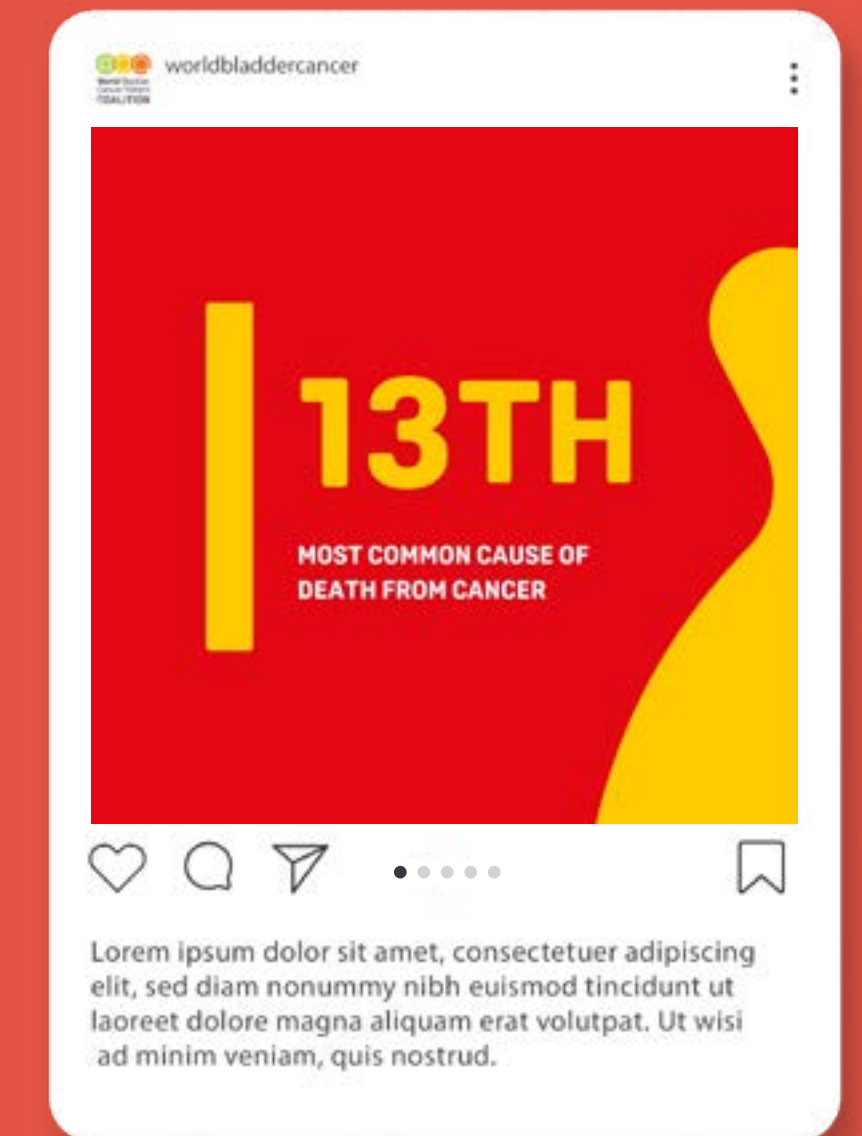


INSTAGRAM/FACEBOOK:

Did you know that bladder cancer is the 9th 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
#BladderCancerMonth24 #UnsureIcon



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

Contact us for any support for this at info@worldbladdercancer.org

“Awareness is the first step towards better patient outcomes. The Bladder Cancer Awareness Month allows us to unite to highlight the importance of early detection. Together, we can make a significant impact on the lives of those affected by bladder cancer by recognizing symptoms, such as blood in the urine, as early as possible.”

PROF. PETROS GRIVAS

**MEDICAL ONCOLOGIST AT UNIVERSITY OF
WASHINGTON FRED HUTCH CANCER CENTER**

UNITED STATES



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.



TOGETHER WITH OUR MEMBERS:

AMERICAS:



AFRICA:



ASIA-PACIFIC:



EUROPE:



YOU CAN FIND US HERE:

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YOUTUBE

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World Bladder Cancer Patient Coalition

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