

World Cancer Day 2025

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

This year, the World Bladder Cancer Patient Coalition embraces the theme “**United by Unique**” to highlight the importance of people-centred care.

Every person’s story matters. By recognising our unique needs, perspectives, and challenges, we can unite to create a world where everyone has access to quality cancer care, no matter who they are or where they live.

To support this vision, we have created a set of social media resources for you to share. Together, let’s raise awareness for bladder cancer and amplify the call for equitable, people-centred care.

Post 1:

Bladder cancer is deeply personal, and so are your stories. Whether you're a person living with cancer, carer, or advocate, your experience matters.

Share it and become part of a powerful movement to improve cancer care 📩 <https://ow.ly/g0TF50UJSqI>

#WorldCancerDay #UnitedByUnique @WorldBladderCan

Post 2:

Join the #UnitedByUnique campaign this #WorldCancerDay! 🌍
Let's celebrate the power of unique stories and advocate for equitable, people-centred cancer care. Take action by sharing your bladder cancer story or supporting World Cancer Day initiatives.

Explore ideas and resources to get involved here 📩 <https://ow.ly/WUwY50UJSpl>

@WorldBladderCan

Post 3:

📣 Did you know?

Bladder cancer is the 9th most commonly diagnosed cancer globally, yet barriers to care remain.

This #WorldCancerDay, let's work to break down these barriers and foster care that meets the needs of every patient.

Find out more 📩 <https://ow.ly/WUwY50UJSpl>

Post 4:

Bladder cancer is often overlooked, but it shouldn't be.

This #WorldCancerDay, let's focus on equitable access to timely diagnosis, treatment, and peer support for bladder cancer patients worldwide 🌍🌍🌍

Take action by learning more about bladder cancer and how we can improve care for everyone. Explore @WorldBladderCan factsheet 📩 <https://ow.ly/xBA950UJSot>

#UnitedByUnique #BladderCancer

Twitter: @WorldBladderCan
Email: info@worldbladdercancer.org

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

Post 5:

📣 Did you know?

@WorldBladderCan global survey revealed that over half of bladder cancer patients (57%) were misdiagnosed with another condition, such as a urinary tract infection, before receiving the correct diagnosis.

This #WorldCancerDay, let's shine a light on these challenges and work together to reduce diagnostic delays.

Raise awareness and help us advocate for timely, equitable care for bladder cancer patients worldwide. Together, we can make a difference!

Explore the report 📄 <https://ow.ly/pa8H500QmXA>

#UnitedByUnique #WorldCancerDay

Post 6:

📌 **Key Finding:** Bladder cancer patients often face diagnostic delays, with **1 in 10 needing to visit a doctor five or more times** before being referred to a specialist.

This #WorldCancerDay, let's amplify the voices of patients and raise awareness about the signs, symptoms, and the urgent need for better diagnostic pathways.

Your voice matters - together, we can push for a world where every patient receives timely and equitable care.

Discover more insights by exploring @WorldBladderCan's report 📄 <https://ow.ly/pa8H500QmXA>

#WorldCancerDay #UnitedByUnique

Post 7:

This #WorldCancerDay, take the first step in making a difference!

Are you interested in starting or growing a bladder cancer patient group in your community? @WorldBladderCan newly updated **Start-Up Guide** provides practical steps, resources, and success stories to guide you through the process.

From building connections to organising impactful activities, this guide equips you to create meaningful change for bladder cancer patients worldwide.

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📖 Explore the guide and learn how you can join a growing network of advocates👉
<https://ow.ly/TVb950UJSnr>

#UnitedByUnique #bladdercancer

Post 8:

This #WorldCancerDay, turn the world upside down to highlight bladder cancer awareness! 🌍

Take the #UpsideDownChallenge:

📷 Snap an upside-down photo

💬 Share why cancer care matters

🏷️ Tag #WorldCancerDay and @WorldBladderCan with #UnitedByUnique

Learn more 👉 <https://ow.ly/uulA50UJSo2>