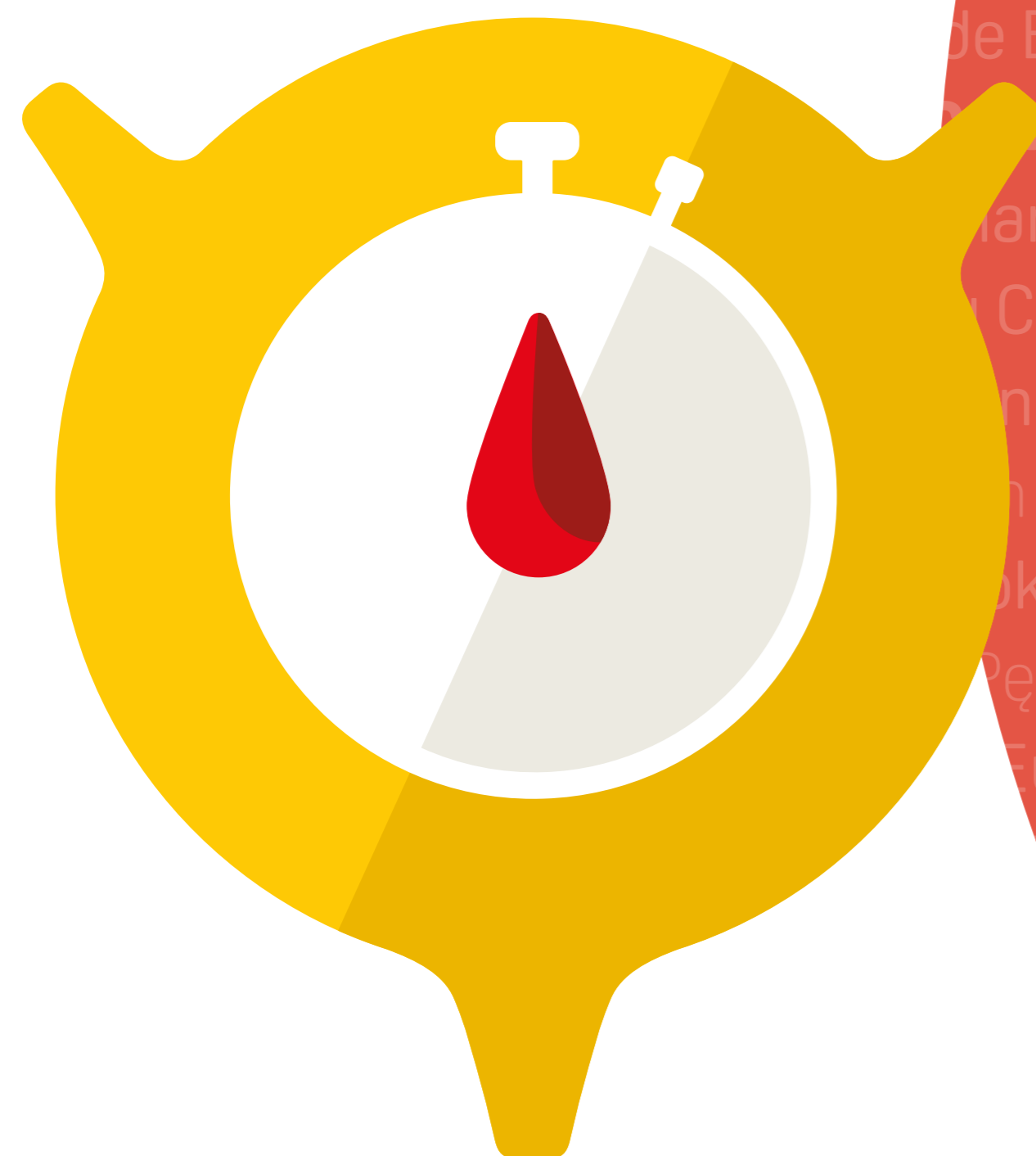




World Bladder  
Cancer Patient  
**COALITION**



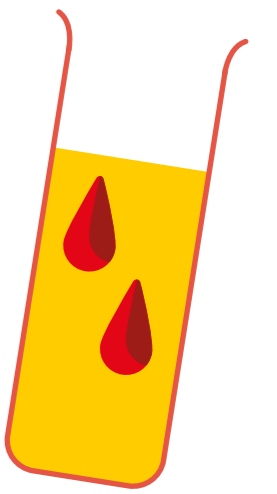
# BLADDER CANCER AWARENESS MONTH TOOLKIT 2025

# 5 THINGS EVERYONE SHOULD KNOW ABOUT BLADDER CANCER

Every year, over **610,000** people are diagnosed with bladder cancer, and more than **1.9 million** people find themselves living with the condition. It is the **9th** most common cancer in the world and the **13th** leading cause of death from cancer. But if it is diagnosed early, the survival rates are as high as **90%**. Understanding the key facts about bladder cancer can help improve awareness and encourage early diagnosis.

## KEY FACTS:

Blood in the urine is the most common symptom of bladder cancer.



Smoking is the biggest risk factor of bladder cancer.

Bladder cancer is the **9<sup>TH</sup>** most common cancer in the world.



Bladder cancer is most common in men,

but **1** in **4**



bladder cancer patients are women.

When caught early, bladder cancer is highly treatable.



# CAMPAIGN OVERVIEW

## FEELING UNSURE GET CHECKED

### 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 2025**, 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:**

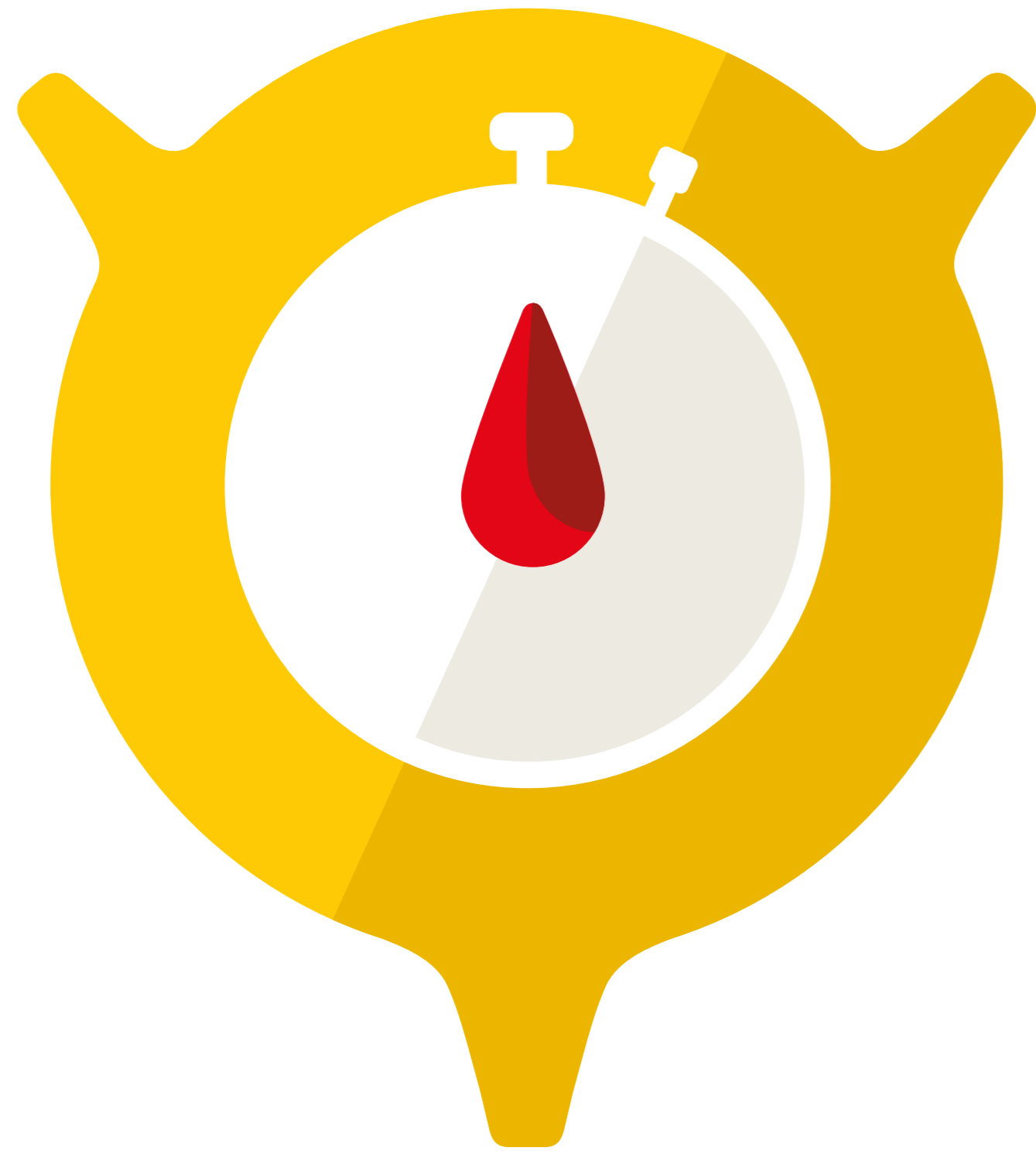
**GROWING  
ENGAGEMENT**

**100,000+**  
*social media  
interactions*

**11 million**  
*people reached  
online*

**FEELING  
UNSURE?**

**GET  
CHECKED.**



Since its launch, the **Unsure Icon** has become a key creative asset of the campaign, appearing across **print, digital, and animated media** to drive engagement and reach a global audience. By using this symbol, we aim to spark conversations, challenge misdiagnoses, and encourage people to act when faced with potential bladder cancer symptoms.

## THE UNSURE ICON

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

What you see may be different from what others see. This image is called the **Unsure Icon**, designed to be interpreted in multiple ways - just like the symptoms of bladder cancer, which can often be overlooked or misdiagnosed. The icon's varied perceptions reflect the uncertainty many people face when experiencing symptoms such as blood in urine.

The **Unsure Icon** was created as part of the **2023 Bladder Cancer Awareness Month campaign** to encourage people to recognise potential symptoms and seek medical advice early. Inspired by real patient experiences, the icon serves as a conversation starter, raising awareness about the challenges of symptom recognition and the importance of timely diagnosis.

Look again. You may notice that the design subtly incorporates elements symbolising **blood in urine, the shape of the bladder, the passing of time, self-examination, and being examined by a healthcare professional**. This unique icon highlights the importance of recognising symptoms early and taking action.

# “SPOT THE DROP” GAME

Launched in 2024, **Spot the Drop** quickly became a core element of our campaign due to its incredible success in engaging the public and spreading awareness. This interactive game remains at the heart of our efforts in 2025, offering a fun yet educational way to reinforce the importance of early detection and driving bladder cancer awareness worldwide.

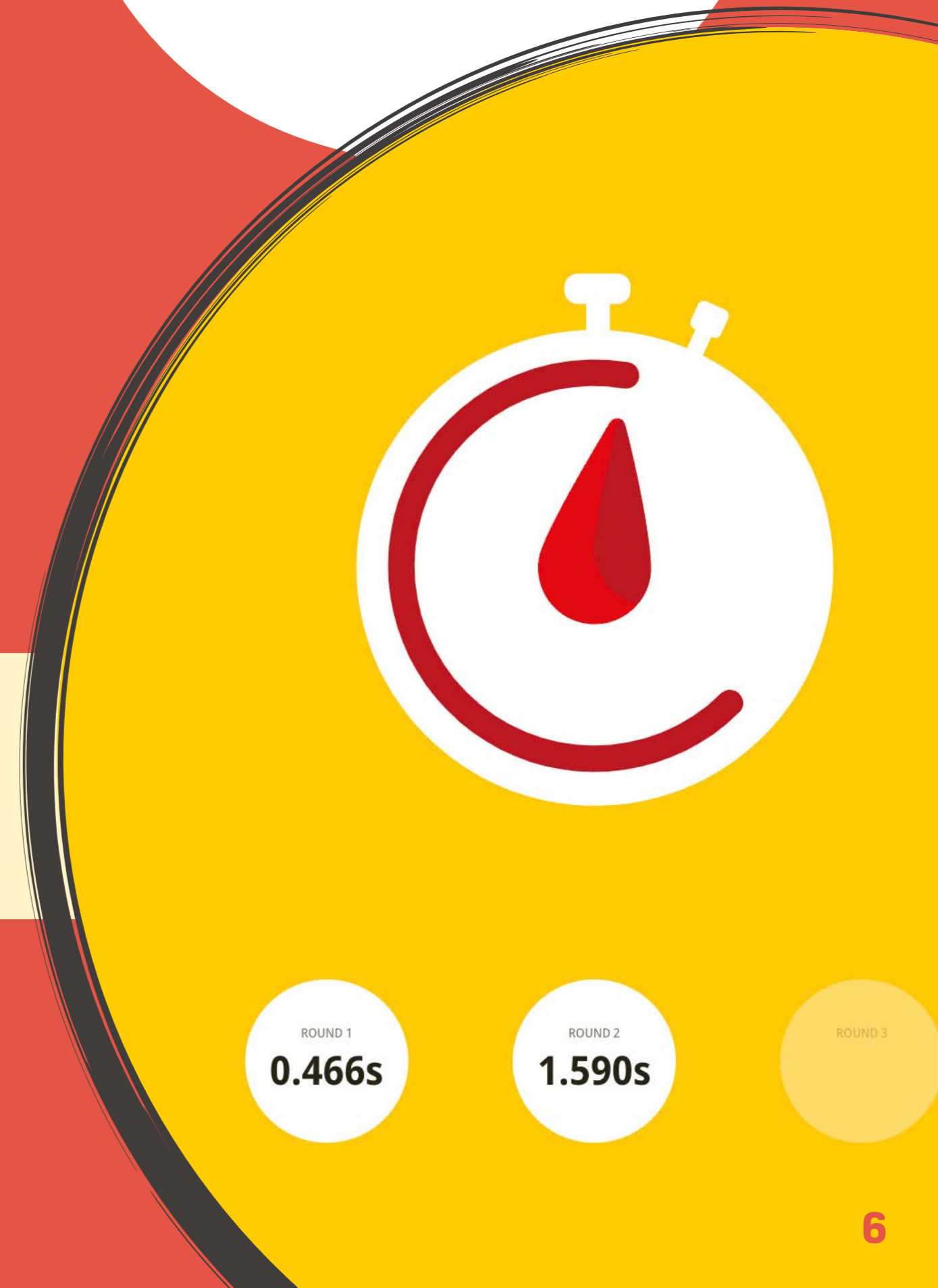
The concept of the game is simple yet impactful. Players must react quickly when a symbolic blood drop appears on the screen, mimicking the need for swift action when potential symptoms arise in real life. By testing reaction speed, the game highlights how hesitation can lead to delays in diagnosis, potentially reducing treatment success rates.

More than **52,000 people** played Spot the Drop in 2024, helping to spark conversations about bladder cancer symptoms and early detection. Help us beat that score this year!

The game is available online at [spot.worldbladdercancer.org](https://spot.worldbladdercancer.org), inviting new and returning players to take on the challenge.

Are you ready to test your reactions and help spread the message? Challenge your friends, play **Spot the Drop**, and be part of a movement that saves lives!

Over  
**52,000**  
people played it







# HOW TO GET INVOLVED THIS YEAR?




This is a campaign to raise awareness of the 9th most common, yet often forgotten type of cancer – **bladder cancer**.

Raising awareness of bladder cancer is a collective effort. We are excited to build on our previous successes and invite even broader participation this year. Whether you are an individual, part of a community group, or represent a commercial company, your involvement is crucial. Every hand on deck makes a stronger impact! All campaign resources, including visuals, social media cards, pre-written text, and newsletter templates, are available in multiple languages on our **Padlet page here**.




## FOR INDIVIDUALS

-  Share campaign visuals on social media and encourage your network to engage.
-  Subscribe to our monthly and quarterly newsletters to stay informed.
-  Play **Spot the Drop** and spread awareness in a fun, interactive way.
-  Join the conversation on social media – use our hashtags (**#BladderCancerMonth25/ #GetChecked**) and share your personal story of how bladder cancer has impacted you or someone you know.

## FOR COMMUNITIES OR ORGANISATIONS

-  Keep the conversation going, share our content on social media and tag us in your activities.
-  Organise a fundraising or educational event in your workplace or local community.
-  Schedule a call with us to discuss how we can support your initiatives and collaborate.

## FOR COMMERCIAL COMPANIES

-  Explore our existing partnerships and sponsorships on our website.
-  Contact us to discuss sponsorship opportunities and how we can work together.
-  Follow us on social media and engage with our content.

# A COLLECTIVE EFFORT

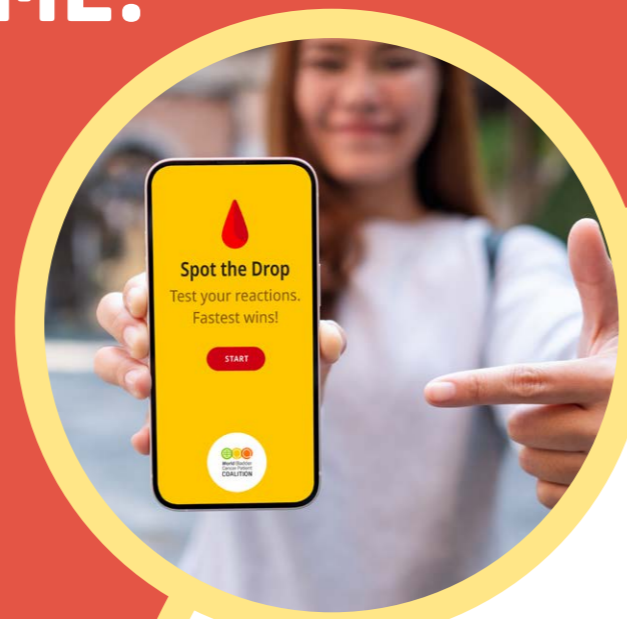
We all have a role to play in raising awareness about bladder cancer. Every contribution, whether made in-person or online, counts towards our collective goal. So, join us this May and be part of something impactful. Together, we can continue to bring bladder cancer out of the shadows and into the light of public awareness. Let's make this year our best one yet!

## GET INVOLVED BASED ON YOUR TIME:



### IF YOU HAVE 1 MINUTE

- Subscribe to our **monthly** and **quarterly newsletters**
- Follow us on social media and like our posts.
- Use our hashtags to spread awareness (**#BladderCancerMonth25/#SpotTheDrop #GetChecked**)



### IF YOU HAVE 5 MINUTES

- Share a campaign visual on social media.
- Comment on and share our posts to help reach more people.
- Play **Spot the Drop** and encourage others to join.



### IF YOU HAVE 15 MINUTES

- **Share your personal story** of how bladder cancer has impacted you or someone you know.
- Write a post about why bladder cancer awareness matters to you and tag us (**@WorldBladderCan**).
- Talk to a friend or colleague about **bladder cancer** and encourage them to learn more.



# YOU CAN FIND US HERE:

## X (TWITTER) / FACEBOOK & BLUESKY:

@WorldBladderCan

## YOUTUBE:

@WorldBladder

## INSTAGRAM:

@WorldBladderCancer

## LINKEDIN:

linkedin.com/worldbladdercan

## WEBSITE:

worldbladdercancer.org

## EMAIL:

info@worldbladdercancer.org

## ADDRESS:

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

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The content of this publication remains the sole responsibility of the World Bladder Cancer Patient Coalition.

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# OUR MEMBERS, SUPPORTERS AND PARTNERS

## THANK YOU FOR OUR MEMBERS:



## IN PARTNERSHIP WITH:



## PREMIER PARTNERS:



## SUPPORTERS:

