



World Bladder
Cancer Patient
COALITION

BLADDER CANCER AWARENESS MONTH 2024



CAMPAIGN REPORT

THE IMPORTANCE OF RAISING AWARENESS

Every year, May marks Bladder Cancer Awareness Month (BCAM), and it also brings the global bladder cancer community together to shine a light on a disease that is still too often forgotten, overlooked, and underestimated. May highlights our efforts to ensure that the 1.9 million people living with bladder cancer feel represented, and that the 600,000 individuals diagnosed each year know they are not alone.

Our 2024 campaign built on the solid foundation of our 2023 initiative, themed “Feeling Unsure? Get Checked.” This campaign highlighted the misrepresentation of symptoms and encouraged audiences to look again and re-evaluate, because what they think they saw the first time around may indeed be something else entirely. We also unveiled the ‘Unsure Icon,’ an attempt to create a global symbol for bladder cancer while simultaneously representing its key elements: a drop of blood signifying the main symptom, the outline of a bladder, and a stopwatch to emphasize the importance of early diagnosis.

In 2024, we introduced an interactive game, ‘Spot the Drop,’ to engage audience in a new way and in many new languages. We also shared the commitment of our coalition and partners around the world, who helped amplify the messages. Our efforts have been rewarding, yet much work remains to be done to increase bladder cancer awareness globally.

We look forward to your continued support in the years ahead, as we unite each May for Bladder Cancer Awareness Month—and beyond—to help bring bladder cancer into the spotlight and increase public awareness.

Alex Filicevas Executive Director of the World Bladder Cancer Patient Coalition



ADOPTING AN INNOVATIVE APPROACH

Bladder cancer awareness remains low, despite its prevalence and incidence consistently increasing over the last few years. For WBCPC, this is a clear sign that the efforts undertaken during Bladder Cancer Awareness Month are critical, and they only help to strengthen our resolve to make our voices heard.

Our 2024 campaign continued using the Unsure Icon and motto from 2023, **“Feeling Unsure? Get Checked”**, which aimed to bring attention to the misrepresentation of symptoms and encourage people to understand bladder cancer symptoms and re-evaluate the symptoms they may be experiencing.

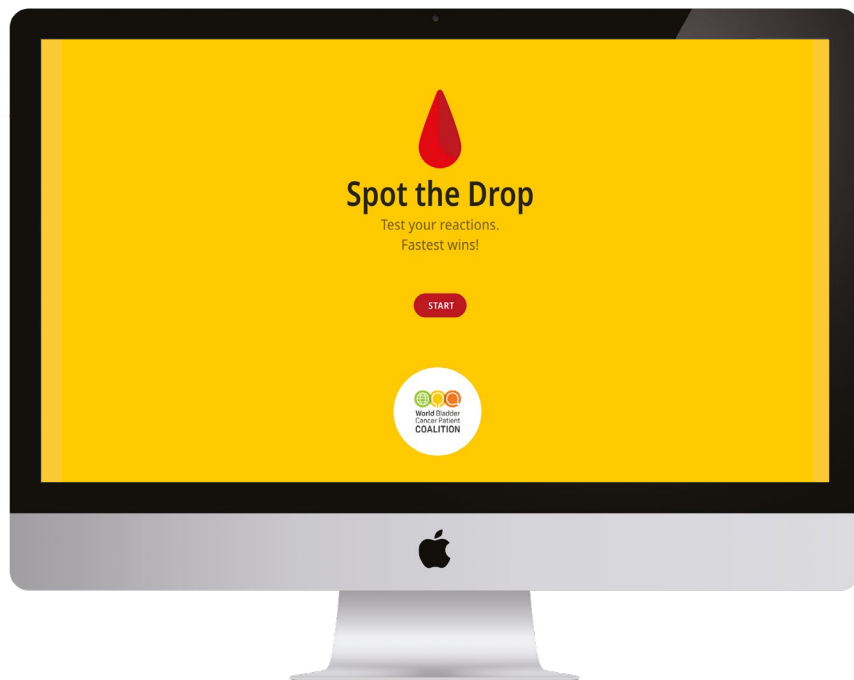
Taking the Unsure Icon a step further, we created: **Spot the Drop**

An engaging online game that connected the sight of red to taking action by challenging people’s reaction times. To further increase its shareability, players could compare their reactions to those of athletes from various sports.

The game was tailored for social media to encourage challenges among users.

It also featured key information and statistics about bladder cancer, emphasising the importance of early detection and prompt medical attention if symptoms arise, highlighting how prompt action can directly impact early diagnosis and survival rates.

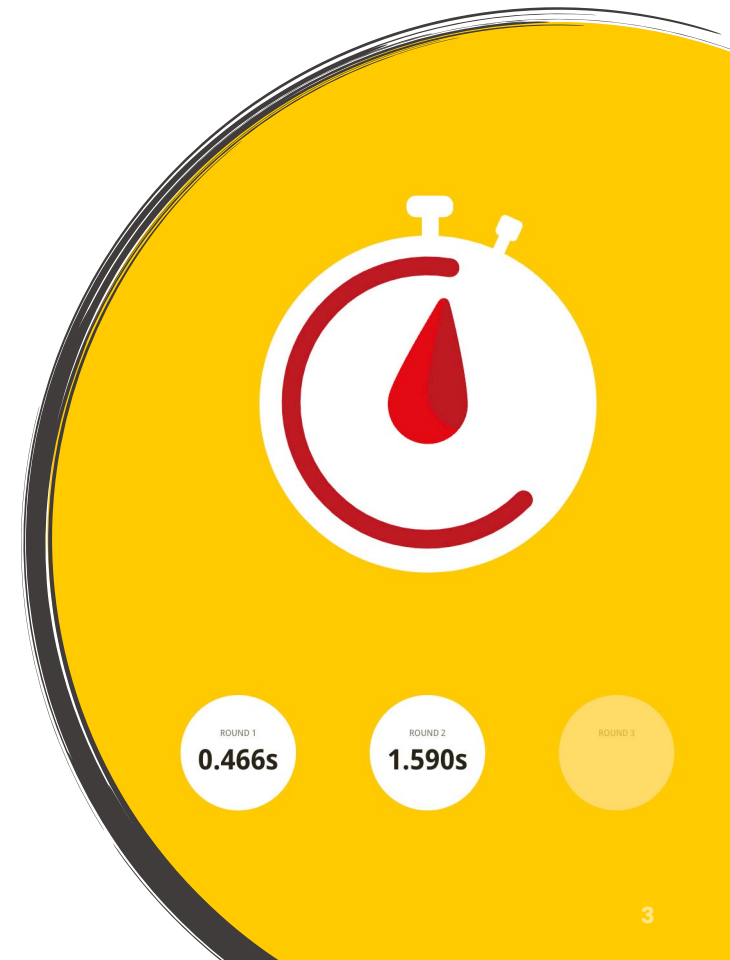
By adopting this innovative awareness-raising approach, we target a general audience that might otherwise avoid engaging in conversations about cancer. The game was also available in 12 different languages, ensuring accessibility to as many people as possible, and we invited everyone to take part.



SCAN THE QR CODE TO PLAY



FEELING UNSURE?
GET CHECKED.



Our resources were available in the following **12 languages** and used across the globe in these **62 countries**

ENGLISH

United States, United Kingdom, Canada, Australia, South Africa, Nigeria, India, Philippines, Kenya, New Zealand

ARABIC

Egypt, Saudi Arabia, UAE, Morocco, Algeria, Tunisia, Iraq, Jordan, Lebanon, Sudan

SPANISH

Spain, Mexico, Argentina, Colombia, Peru, Chile, Ecuador, Venezuela, Guatemala, Cuba

HINDI

India, Fiji

HUNGARIAN

Hungary

SOMALI

Somalia, Djibouti

FRENCH

France, Canada, Belgium, Switzerland, DR Congo, Ivory Coast, Senegal, Cameroon, Haiti, Madagascar

KISWAHILI (SWAHILI)

Tanzania, Kenya, Uganda, DR Congo, Rwanda

ITALIAN

Italy, Switzerland, San Marino, Vatican City

ZULU

South Africa

DUTCH

Netherlands, Belgium, Suriname, Aruba, Curaçao

SWEDISH

Sweden, Finland (Åland Islands)



RESOURCES

1

Healthcare engagement through posters: We supplied advocacy groups with posters specifically designed for healthcare professionals. This strategic focus aimed to extend the campaign’s reach deep within medical communities and beyond, ensuring that our message resonates both with the general public and healthcare providers.

2

Social media engagement kit: Leveraging the power of social media, we provided a communication kit with multilingual, tailored messages designed to engage diverse audiences. This year, we enhanced the kit with compelling visuals highlighting key bladder cancer symptoms, risk factors, and its global impact, making every post count towards greater awareness.

3

Inclusive campaign resources: To make our campaign as inclusive and accessible as possible, we offered resources in 10 languages, including English, French, Hindi, Hungarian, Kikamba, Russian, Somali, Spanish, Swedish and Zulu. This approach helped break down language barriers, uniting a global community in support of bladder cancer awareness.

4

Comprehensive activation toolkit: We rolled out an activation toolkit replete with resources, available to both the public and our members. This toolkit was a thoughtfully curated set of tools designed to inspire and empower individuals and organisations to actively participate in the campaign with ease.

5

Member support and coordination: Recognising the unique needs of our members, we held monthly coordination calls. These discussions were invaluable for understanding their challenges and expectations, allowing us to tailor our support effectively and ensure that our members could maximise their impact during the awareness month.

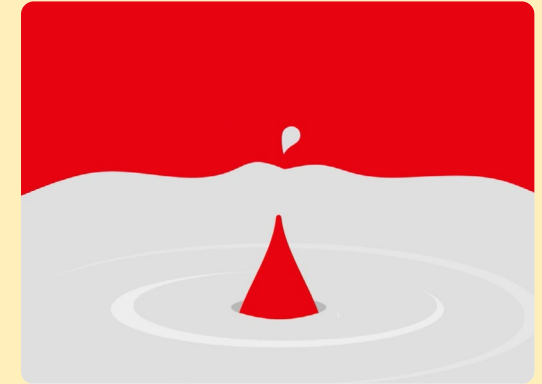
Our ambition this year was not just to provide a suite of resources, but to remove as many barriers as possible to the active participation of anyone who wanted to raise bladder cancer awareness throughout May. We aimed to ensure that anyone interested in supporting our activities had all the necessary tools at their disposal, no matter their location and language. This allowed us not just to deliver a list of services; we created a platform that fostered active participation and helped animate the narrative of bladder cancer awareness.

"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

TOOLKIT

Additionally, we promoted an animated video featuring the Unsure Icon, which prompted viewers to pause and think twice about what they saw. This was the main driving force of this year's campaign, and it was available in six languages: English, French, Italian, Spanish, Hindi, and Arabic.



OUR RESULTS

Each year, and with every Bladder Cancer Awareness Month (BCAM), we continue to outperform the achievements of previous campaigns in terms of outreach and collaboration. By working closely with our global community, including our members, partners, and bladder cancer patient advocates, we have made significant strides in raising awareness about this critical health issue.

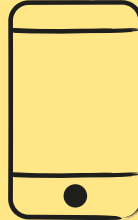
KEY ACHIEVEMENTS THIS YEAR

WIDE REACH



We reached over **11 million people** across our social media platforms, spreading key messages and information about bladder cancer around the globe.

ENGAGEMENT THROUGH AN INTERACTIVE GAME



Over **52,000 people** engaged with our interactive game “Spot the Drop,” which has been a core element of our campaign in educating players in an engaging and memorable way.

This year, we are particularly proud of the significant number of people who actively engaged with “**Spot the Drop**” game.

The enthusiasm and participation were complemented by extensive social media activity, with numerous posts challenging friends and family and sharing important facts to know about bladder cancer.



Mes de sensibilización cáncer de vejiga

Mayo



Mario I Fernandez @marifern
Emotiva caminata por el cancer de vejiga en foro @BCGBladderCA marcando inicio del mes de concientizacion! Enfermedad aun poco socializada en nuestros paises. Informate en @WorldBladderCan
@CAU_URO @ResidentesCAU @autran_anamaria @GustavoVillobd4 @ReisLO @uroledesma @Urolchi Translate post
Amer.Urol. Ai @AmerUrolo · May 5
Nobody needs to walk alone! Thank you @UroDocAah for coordinating a walk for bladder cancer with @BCGBladderCA prior to the AUA-IRCG Bladder Cancer Forum at MAJAJ24... Show more
4:07 PM · May 6, 2024 · 1,248 Views
Post your reply Reply

MAI EST LE MOIS DE LA SENSIBILISATION
5 FAITS SUR LE CANCER DE LA VESSIE
LE TABAGISME EST LE PLUS GRAND FACTEUR DE RISQUE
LE SANG DANS LES URINES EST LE PLUS COMMUN
C'EST LE 9E CANCER LE PLUS DIAGNOSTIQUE DANS LE MONDE
1 PATIENT SUR 4 ATTEINT D'UN CANCER DE LA VESSIE SONT DES FEMMES
IL EST FACILE A TRAITER LORSQU'IL EST DETECTE A UN STADE PRECOCE
BLADDER CANCER CANADA CANCER DE LA VESSIE CANADA WORLD BLADDER CANCER PATIENT COALITION



Union for International #CancerC @uicc
Bladder cancer is the 9th most common cancer globally but awareness about the disease remains low.
This #BladderCancerMonth24 is a time to show your support and raise awareness about bladder cancer. @WorldBladderCan
7:59 PM · May 5, 2024 · 4,105 Views
Related posts
Post your reply Reply
Alex Filicevas @filicevas · May 7
Thank you for continuing to support our global efforts to raise #bladdercancer awareness! #BladderCancerMonth24 @WorldBladderCan worldbladdercancer.org/awareness-month...

ORGULLOSOS DE TRABAJAR CON WBCPC PARA CONCIENCIAR SOBRE EL CÁNCER DE VEJIGA
World Bladder Cancer Patient COALITION

Miguel García Sanz @m_garciasanz
¿Sabía que el cáncer de vejiga es el 9º cáncer más frecuente en todo el mundo, con más de 610.000 nuevos casos cada año? Recuerde que la detección precoz es clave en la lucha contra el #CáncerDeVejiga.
#MesDelCáncerDeVejiga24 @WorldBladderCan
i.mtr.cool/swjotchbnq Translate post
1:27 PM · May 13, 2024 · 204 Views
Post your reply Reply

5 FACTS ABOUT BLADDER CANCER

- SMOKING IS THE BIGGEST RISK FACTOR
- BLOOD IN THE URINE IS THE MOST COMMON SYMPTOM
- IT IS THE 9TH MOST DIAGNOSED CANCER IN THE WORLD
- 1 IN 4 BLADDER CANCER PATIENTS ARE WOMEN
- BLADDER CANCER IS HIGHLY TREATABLE WHEN CAUGHT EARLY

Bladder Cancer Awareness Month

May



Berinyu Cajetan
23 mai, à 14 h 35 ·
World Bladder Cancer Patient Coalition
Did you know? Bladder cancer, while often overlooked, is highly treatable when detected early. This Bladder Cancer Awareness Month, let's shed light on this important topic.
Understanding the risks, such as smoking, and recognising symptoms like blood in the urine, can lead to earlier diagnosis and better outcomes.
Share this with your network to help us raise awareness!
#bladdercancer #bladdercanceraware #GetChecked #BladderCancerMonth24
You and 2 others
Like Comment Share
Laisser un commentaire en tant que ...



BladderCancerCanada @BladderCancerCA
En savoir plus sur les facteurs de risque, les symptômes, les options de traitement, et plus encore. La connaissance, c'est le pouvoir, alors favorisons la diffusion de l'information et donnons-nous les moyens de rester informés. @WorldBladderCan #SensibilisationAuCancerDeLaVessie Translate post
6:01 PM · May 17, 2024 · 44 Views
Post your reply Reply
Discover more Sourced from across X
BladderCancerC @BladderCa · 4h
May is Bladder Cancer Awareness Month. Help more people like Gerry find the support they need after seeing red. To learn more, visit Bladdercancer.ca #BladderCancerAwarenessMonth

English | Español
World Bladder Cancer Patient COALITION
Get Involved
Our work
Our organisation
Our network
Bladder cancer
News & events
Resources

Bladder Cancer Awareness Austr @bca_australia
Whether you have a minute or a few, together with @WorldBladderCan, YOU can help us raise awareness across the globe!
Check out the campaign page at worldbladdercancer.org for information on how to do your bit!
#bladdercancer #bladder #bladdercancermoments
10:52 PM · May 8, 2024
Post your reply Reply

OUR RESULTS

Each year, and with every Bladder Cancer Awareness Month (BCAM), we continue to outperform the achievements of previous campaigns in terms of outreach and collaboration. By working closely with our global community, including our members, partners, and bladder cancer patient advocates, we have made significant strides in raising awareness about this critical health issue.

KEY ACHIEVEMENTS THIS YEAR

SOCIAL MEDIA INTERACTIONS:



Our campaign sparked **over 100,000 interactions** on social media, including likes, shares, and comments, highlighting the community's active participation and support.

IMPACT AND IMPORTANCE

The impressive online engagement shows the effectiveness of our approach and underlines the growing recognition of the importance of raising awareness about bladder cancer. Through our new game "Spot the Drop" played in multiple languages and our social media strategy, we have been able to make

bladder cancer a topic of conversation around the world throughout May. These interactions are also an essential element in helping to remove the taboo and stigma related to talking about bladder cancer, correct misconceptions, and highlight the importance of early detection and treatment.

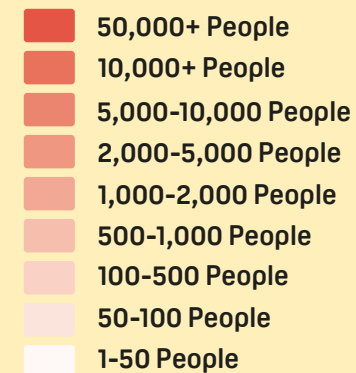
OUR RESULTS

People and organisations joined the conversation using campaign hashtags. The campaign hashtags: **#BladderCancerMonth24**, **#SpottheDrop** and **#UnsureICon** were used over 4,000 times.

**FEELING
UNSURE?
GET
CHECKED.**

WBCPC WEBSITE VISITORS

Over **105,000** from all over the world visited our website to find out more about bladder cancer.



ENCOURAGING GLOBAL PARTICIPATION

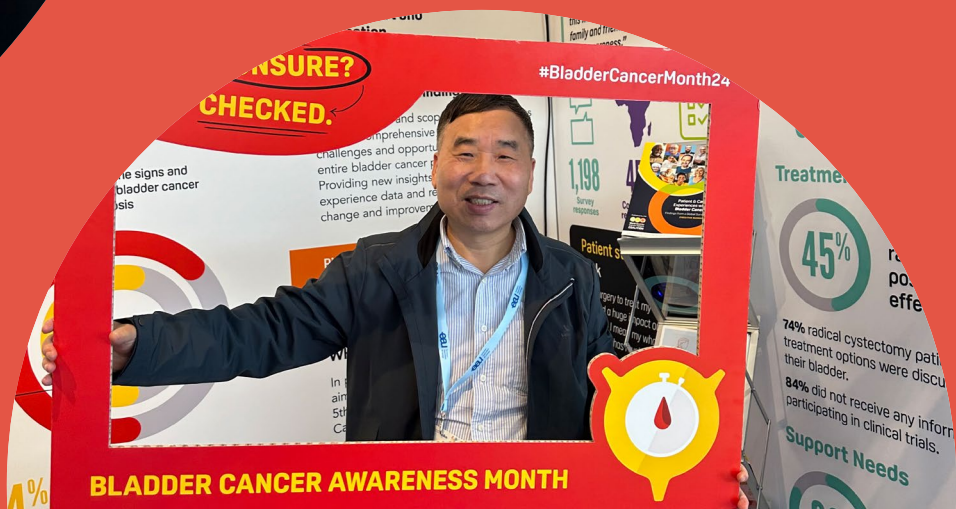
This year, continuing a successful initiative from last year, we distributed hundreds of Unsure Icon pins to our members worldwide. These pins, symbolizing our shared mission, have been used extensively by our members during local events, helping to strengthen our connection and encourage meaningful conversations that raise bladder cancer awareness.

In 2022, we initiated the Bladder Cancer Awareness Month (BCAM) Grant Programme to enhance bladder cancer patient advocacy and awareness in low- and middle-income countries by helping to offset some costs associated with these activities.

This year, showcasing the success of our BCAM grants program, we received an overwhelming response with **over 100 applications**, a significant increase from the previous years.

This increase confirms the expanding recognition and need for support in our community. In response, we expanded the BCAM Grant Programme by increasing the funding for each recipient and selecting a greater number of awardees.

We are excited to share the award of four grants to dedicated advocates in Argentina, Malawi, Kenya, and Nigeria, chosen from this diverse pool of applications.



ENCOURAGING GLOBAL PARTICIPATION

BCAM Grant winner spotlight

For the third consecutive year, the World Bladder Cancer Patient Coalition offered the Bladder Cancer Awareness Month Grants (BCAM Grant) for the 2024 Bladder Cancer Awareness Month. The BCAM Grant aimed to enable patient organisations, support, or advocacy groups in low and middle-income countries to bring awareness to bladder cancer in their communities.



**BLADDER CANCER
AWARENESS MONTH 2024**

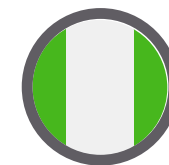
SUPPORT GRANTS



**MES DE CONCIENCIACIÓN
SOBRE EL CÁNCER DE
VEJIGA 2024**

SUBVENCIONES DE APOYO DISPONIBLES

BCAM GRANT HIGHLIGHTS



NIGERIA – BLUE-PINK CENTER FOR WOMEN'S HEALTH

Campaign Title: BladderAlert Naija: Igniting Change, Inspiring Hope

As part of Bladder Cancer Awareness Month, the Blue-Pink Center for Women's Health launched the “BladderAlert Naija: Igniting Change, Inspiring Hope” campaign, addressing the urgent need for bladder cancer awareness, prevention, and early diagnosis in Nigeria. Due to low public awareness and limited resources for treatment, bladder cancer remains a neglected health issue in the country. This hybrid campaign, encompassing online, radio, and in-person activities, aimed to bridge this gap.

KEY ACCOMPLISHMENTS

Outreach

- **Social media:** From May to July 2024, the campaign disseminated awareness messages via Facebook, Instagram, Twitter, LinkedIn, and WhatsApp.
- **Awareness articles:** Three articles were published on prominent Nigerian websites, discussing the importance of Bladder Cancer Awareness Month and detailing the campaign's activities.
- **“Spot the Drop” Challenge:** This interactive social media campaign engaged the public, culminating in a mini-competition during the Cancer Prevention Symposium to encourage participation.

Posters and flyers: The team distributed 1,000 flyers and 70 posters in English, Yoruba, Hausa, and Igbo



across communities, hospitals, and clinics, effectively reaching individuals without online access.

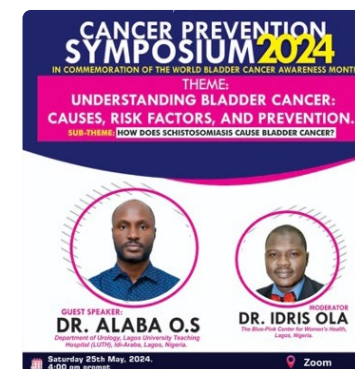
- **In-person engagements:** Over 400 women received direct education on bladder cancer from nurses through visits to the centre and outreach events.

Awareness raising events

- **Cancer Prevention Symposium 2024:** On May 25, 2024, a virtual symposium titled “Understanding Bladder Cancer: Causes, Risk Factors, and Prevention” was held, attracting participants from both the public and healthcare sectors.
- **Radio show:** A 30-minute segment on Miliki 101.3 FM in Ogun State aired on 28th May 2024, reaching an estimated 20,000 listeners with expert discussions and public engagement on bladder cancer.
- **Awareness video:** A culturally tailored video featuring messages in nine Nigerian languages was distributed across social media, achieving significant engagement.
- **Publications:** The campaign was featured in the June 2024 Exchange Alumni Newsletter and included a full-page interview in the Nigerian Tribune newspaper, amplifying the reach and impact of their efforts.

Impact

The BladderAlert Naija campaign successfully raised awareness, Participants like Mrs. Ojo Taiwo praised the campaign's effectiveness, noting that the outreach empowered her to take better care of her health and educate others.



“We express our sincere gratitude to the World Bladder Cancer Patient Coalition (WBCPC) for their immense support towards the success of this project. The BCAM24 grant opened new frontiers for our organisation and helped us engage with more communities towards cancer prevention and control in Nigeria.”

Idris Ola,
The Blue-Pink Center
for Women's Health

BCAM GRANT HIGHLIGHTS



GHANA – EMPOWERMENT FOR SUSTAINABLE LIVELIHOOD

Campaign Title: BladderWell Initiative

As part of Bladder Cancer Awareness Month in May 2024, Empowerment for Sustainable Livelihood, a patient health advocacy NGO in Ghana, launched the “BladderWell: Nurturing Health, Empowering Lives” campaign. This comprehensive initiative aimed to raise awareness, promote early detection, and provide support for individuals affected by bladder cancer. The campaign focused on several key activities, integrating both digital and community-based approaches to maximise its impact.

KEY ACCOMPLISHMENTS

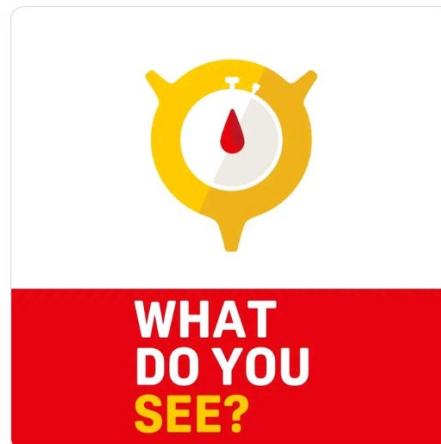
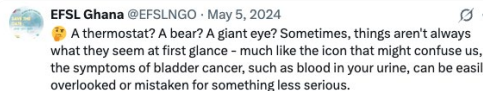
Outreach:

- **Screenings conducted:** Mobile clinics provided free bladder cancer screenings to over 500 individuals, with 10% referred for further medical evaluation due to suspicious findings. These clinics were strategically set up in underserved and rural areas.
- **Community workshops:** Workshops were held in 10 different communities, reaching approximately 1,200 people. These sessions included practical demonstrations on bladder cancer prevention and early detection. Over 2,000 educational pamphlets and brochures were distributed.

- **Support groups:** Five new support groups were launched, increasing the total number of active groups to 15. These groups provided regular meetings, emotional support, and resources to over 300 individuals and their families.
- **Nutritional counselling:** Nutritional counselling sessions were provided to 150 individuals through one-on-one sessions and group workshops. Over 300 nutritional guides and meal plans were distributed, promoting bladder health through diet.
- **Physical activity initiatives:** Three community walks and five fitness classes were organised, engaging over 800 participants.

Awareness Raising Events:

- **Online awareness campaigns:** The campaign leveraged social media platforms, blogs, and online forums, reaching over 10,000 individuals.



Key information about bladder cancer, survivor stories, and updates on research and treatment options were shared, with over 5,000 interactions, including shares, comments, and likes.

- **Educational webinars:** Four webinars were conducted, with a total attendance of over 600 participants, including patients, family members, healthcare professionals, and community leaders.
- **Awareness events:** Public awareness events, including health fairs and survivor celebrations, attracted over 2,000 attendees.
- **Collaboration partnerships:** Fifteen local healthcare providers, pharmacies, and community centres partnered to increase collaboration. These organisations helped host 20 awareness talks and set up 10 information booths in strategic locations.
- **Online support resources:** The online platform saw a 200% increase in traffic, with discussion forums and live chat support becoming vital resources for many individuals. The library of educational materials was accessed over 5,000 times.

Impact

The “BladderWell: Nurturing Health, Empowering Lives” campaign significantly raised awareness about bladder cancer, reaching a diverse audience through various channels. The campaign fostered strong community engagement and collaboration, reinforcing the importance of collective action in health advocacy.

BCAM GRANT HIGHLIGHTS



MALAWI – ONE COMMUNITY

Campaign Title: Along in Raising Awareness about Bladder Cancer

As part of Bladder Cancer Awareness Month in May 2024, One Community, a local NGO in Malawi, launched the “Pamodzi Pofaritsa Uthenga Wozindikiritsa Za Nthenda Ya Cancer Ya Mchikodzozo” campaign, which translates to “Along in Raising Awareness about Bladder Cancer.” This initiative aimed to enhance knowledge and raise awareness about bladder cancer across Malawi, particularly focusing on underserved regions. The campaign utilised a variety of communication mediums to reach a broad audience and promote early detection and support for individuals affected by bladder cancer.

KEY ACCOMPLISHMENTS

Outreach:

- **Orientation engagement with medical and technical personnel:** Engaged 15 medical and technical personnel, including members from District Health Offices (DHOs) in Mzuzu and Lilongwe, and health management committees.
- **Orientation and capacity building trainings:** Oriented and trained 400 volunteer structures and 200 community structures on bladder cancer awareness and effective campaign strategies.



- **Door-to-door campaigns:** Visited 345 households, reaching 687 individuals, including men, women, and youth.
- **Establishment of cancer patient support groups:** Established 21 community bladder cancer support groups in various regions, with ongoing capacity-building training planned to sustain and enhance these groups.

Awareness Raising Events:

- **Development and distribution of awareness materials:** Developed and distributed 3,000 flyers, 200 church engagement letters, 5 posters, and 3 roll-up banners throughout the awareness month campaign.

- **Church awareness campaigns:** Engaged 24 denominations, reaching an estimated 200,000 Christians and Muslims during services.
- **Media campaigns:** Conducted 2 live TV panel discussions, 2 radio interviews, and 1 podcast, reaching over 800,000 people nationwide.
- **Outdoor community awareness campaigns:** Organised 79 community awareness campaigns, reaching over 350,000 citizens across 10 districts.

Impact

The “Pamodzi Pofaritsa Uthenga Wozindikiritsa Za Nthenda Ya Cancer Ya Mchikodzozo” campaign led the efforts to raising bladder cancer awareness across Malawi. Through a combination of outreach and awareness-raising activities, the campaign successfully engaged a wide audience, provided vital information on early detection, and established support networks for those affected by bladder cancer.



BCAM GRANT HIGHLIGHTS



ARGENTINA – VICARE

Campaign Title: Vicare GU: United for Bladder Cancer Awareness 2024

In May 2024, during Bladder Cancer Awareness Month, Vicare, a civil society association dedicated to supporting patients, families, and friends affected by genitourinary cancers, launched a series of impactful activities to raise awareness, provide support, and promote education about bladder cancer. These initiatives included a virtual symposium, social media campaigns, and community engagement programs.

KEY ACCOMPLISHMENTS

Outreach:

- **Symposium:** On May 28, Vicare hosted a virtual symposium, accessible through their online platform, aimed at patients, families, and the general public. The event featured prominent health professionals from across the country, providing valuable insights into bladder cancer.



- **Pamphlet campaign in hospitals:** Throughout May, Vicare distributed informational pamphlets in hospitals, offering patients key contact information and resources.
- **“Yo Puedo, Vos Podés” initiative:** This original program by Vicare involved peer-to-peer talks where bladder cancer patients shared their personal experiences, fostering a supportive community.

Awareness Raising Events:

- **Social media campaign:** Daily posts, reels, and stories were shared across social media platforms using the hashtags **#MesDelCáncerDeVejiga24** and **#cáncerdevejiga**, leveraging materials provided by the WBCPC and paid advertising on Meta to amplify the message.

- **Mindfulness walk:** To close the month’s activities, Vicare organised a mindfulness walk around the lakes of Palermo, led by psycho-oncologist Nancy Ferro, offering participants a moment of reflection and connection.

Impact

Vicare’s approach to bladder cancer awareness in May 2024 successfully engaged a wide audience, from patients and healthcare professionals to the general public. The virtual symposium provided critical knowledge, while the social media and community campaigns extended the reach of their messages to wider community. By combining education with emotional support and community involvement, Vicare significantly contributed to raising awareness and supporting those affected by bladder cancer in Argentina.

CAN WE COUNT ON YOU NEXT YEAR?

As bladder cancer cases continue to rise, raising awareness and sharing information about this condition is more important than ever.

We are excited to build on our previous successes and invite even broader participation in the coming year. Whether you are an individual, part of a community group, or represent an industry organisation, your involvement is crucial. Every hand on deck makes a stronger impact!

STAY CONNECTED

To ensure you don't miss out on next year's campaign, follow WBCPC on social media, subscribe to our newsletter, and keep an eye on our website for the latest updates.

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 in 2025 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 next year even more successful!

If you are ...

an individual

1 Subscribe to our monthly and quarterly newsletter for the latest updates.

2 Follow us on social media to stay connected.

3 Engage with us by playing our interactive game **"Spot the Drop"** and tag us in your posts throughout the year.

4 If you require next year's resources in your language, message us directly on social media or via email.

a community or organisation

1 Keep the conversation going on social media and tag us in your activities.

2 Subscribe to our newsletter for insights and updates.

3 Schedule a call with us to tailor our support to your community's needs.

an industry organisation

1 Follow our social media to see how we're making a difference together.

2 Explore our existing partnerships and sponsors on our website.

3 Contact us to explore new sponsorship opportunities and maximise your impact.

CONCLUSION



From all of us at WBCPC, we wish to extend our sincerest gratitude to everyone who has participated and lent a hand in raising awareness about bladder cancer. The unwavering support our community continues to receive is both humbling and incredibly inspiring, particularly as we see the impact of our Bladder Cancer Awareness Month activities continue to grow year after year.

We owe a special thank you to our member organisations. Their dedication in hosting successful awareness month activities in their own countries has been instrumental to our global reach. Each of these initiatives underscores our united commitment and substantially amplifies our collective voice in the fight against bladder cancer.



THANK YOU TO OUR MEMBERS



THANK YOU TO OUR PREMIER PARTNERS



THANK YOU TO OUR SPONSORS



THANK YOU TO EVERYONE WHO HAS TAKEN A STEP WITH US TOWARDS INCREASING BLADDER CANCER AWARENESS AROUND THE WORLD.

CONNECT WITH US



X

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WEBSITE

worldbladdercancer.org

EMAIL

info@worldbladdercancer.org

World Bladder Cancer Patient Coalition aisbl

Square de Meeûs 38-40
1000, Brussels, Belgium

Secretariat

Tel. +32 0 2 300 33 45

E: info@worldbladdercancer.org

Reg. Number

0720.618.047

VAT ID:

BE 0720.618.047