



World Bladder  
Cancer Patient  
**COALITION**

# BLADDER CANCER AWARENESS MONTH TOOLKIT 2026

**“I didn’t know  
bladder cancer  
could happen  
to someone  
like me.”**

**“I thought  
bladder  
cancer was  
rare.”**

**“I didn’t  
know it meant  
bladder cancer.”**

**“Blood in  
my urine once.  
That was my  
warning sign.”**

**“I thought  
it was just  
a UTI.”**

**“I wish  
I had gone  
sooner.”**



# 5 THINGS EVERYONE SHOULD KNOW ABOUT BLADDER CANCER

Bladder cancer is more common than many people realise. Every year, **over 610,000 people** are diagnosed worldwide, and more than **1.9 million people** are currently living with the disease. It is the **9th most common cancer globally**, yet awareness remains low, and symptoms are often misinterpreted or ignored.

The good news? **When bladder cancer is detected early, treatment is highly effective, with survival rates of up to 90%.** Recognising symptoms and acting early can save lives.

## HERE IS WHAT EVERYONE SHOULD KNOW:

**1 Blood in the urine is the most important warning sign**  
Seeing blood in your urine, even once and without pain, should never be ignored. It is one of the clearest early signals.

**2 Symptoms can look like other conditions**  
Frequent urination, urgency, pain while urinating, or repeated “urinary tract infections” may also be signs. If it feels unusual for you, or symptoms return, get checked.

**3 Bladder cancer affects both men and women**  
It is more common in men, but **women are often diagnosed later** because symptoms are sometimes mistaken for infections or age-related changes.

**4 Smoking is the biggest risk factor**  
Smoking contributes to **about half of all bladder cancer cases** but many patients have never smoked, so everyone should be aware.

**5 Early diagnosis makes a real difference**  
The earlier bladder cancer is found, the easier it is to treat and the better the chance of successful outcomes.

## IF YOU FEEL UNSURE, TAKE ACTION

A simple conversation with a healthcare professional could lead to early diagnosis and treatment.



Like symptoms, the **Unsure Icon** can be interpreted in different ways. It represents **hesitation, blurred signals, and the complexity patients often face before diagnosis.**

The icon has now become a recognisable symbol of bladder cancer awareness across the world, from posters and social media to hospital campaigns and community events.

**FEELING  
UNSURE?  
GET  
CHECKED.**

## CAMPAIGN OVERVIEW

### FEELING UNSURE GET CHECKED

This year marks the **final chapter** of our three-year global awareness effort. Since 2024, the **“Feeling Unsure? Get Checked”** campaign has focused on one key challenge:

People hesitate to seek medical advice when they notice potential symptoms, especially blood in urine.

This hesitation can delay diagnosis and reduce treatment success. Many people also remain unaware that blood in urine is a warning sign of bladder cancer.

During the three years, our campaign has encouraged people to trust their instinct, *not ignore uncertainty*, and see a healthcare professional early.

A drop appears.

You react.

The faster you respond,  
the higher you score.

Just like in real life:  
**when you spot a change,  
acting quickly matters.**



## “SPOT THE DROP” GAME

Our interactive reaction-speed game, *Spot the Drop*, is returning for Bladder Cancer Awareness Month 2026 and this year it’s more dynamic, competitive, and social than ever.

Whether you play once or try to beat your personal best, every round helps spark awareness and starts important conversations.

Since its launch, thousands of people around the world put their reflexes to the test, with **over 90,000 players** trying our multilingual Spot the Drop game and helping spread the message about early detection.

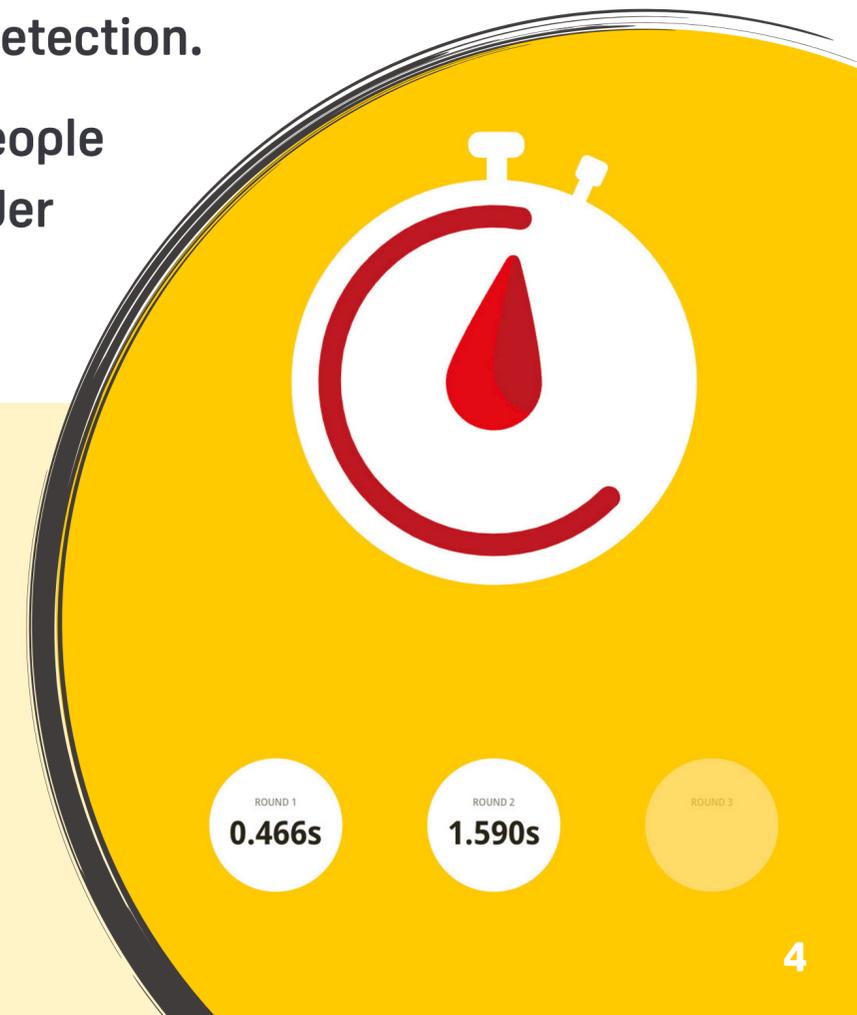
This year, let’s go even further and see how many people we can get tapping, sharing, and talking about bladder cancer symptoms.

## READY TO PLAY?

Challenge your friends, share your score,  
and help spread the message:

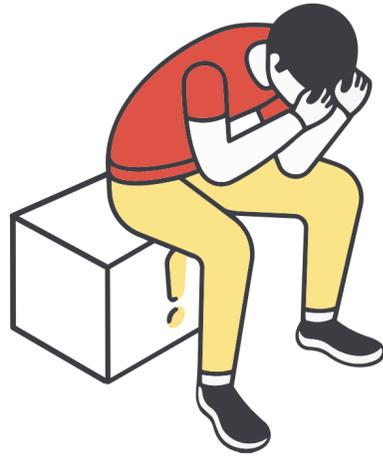
Feeling unsure? Get checked.

[spot.worldbladdercancer.org](https://spot.worldbladdercancer.org)



**NEW  
THIS  
YEAR!**

The blood in my urine keeps showing up and I am not sure what it means...



**UNSURE.  
UNCERTAIN.  
NOT ALONE**

Sharing the quiet moments that shape the path to diagnosis and care.

**Your story can help someone act sooner!**

## #UNSURESTORIES

This year, we are shining an even brighter light on the voices of those affected by bladder cancer.

**#UnsureStories** is a global storytelling initiative sharing moments of uncertainty, the hesitation, questions, and instincts that can shape the journey to diagnosis and care.

These stories reflect real experiences from patients, carers, and healthcare professionals. By sharing them, we help others recognise symptoms earlier, understand the importance of seeking medical advice, and feel less alone when something does not feel right.

## HOW TO TAKE PART

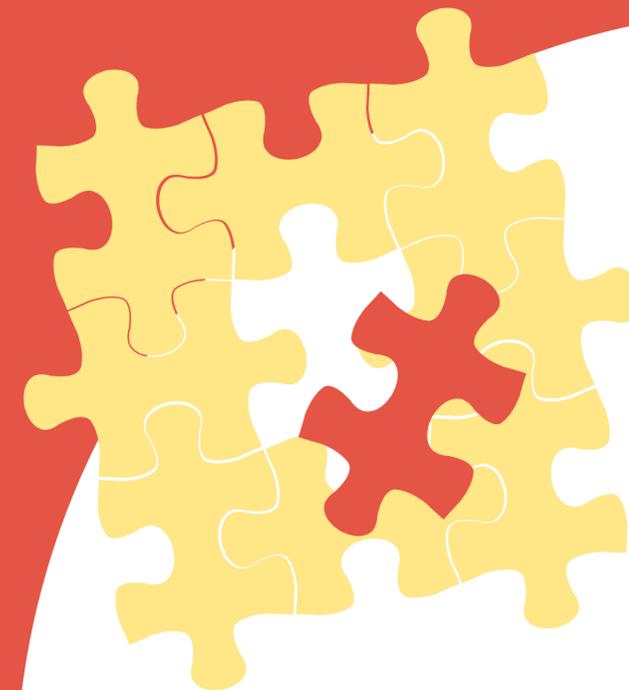
Share one short sentence. A moment when you felt unsure about a symptom and acted, or wish you had acted sooner.

Stories can be:

- your own, or
- shared with permission on behalf of someone else.

Post your message during Bladder Cancer Awareness Month and tag us or send it to be shared on [worldbladdercancer.org](http://worldbladdercancer.org) and our social channels.

One message can help someone recognise the signs and act sooner.



**Something feels off?  
Trust the moment that  
makes you pause.**

**GET  
CHECKED.**

# #GETCHECKED CHALLENGE

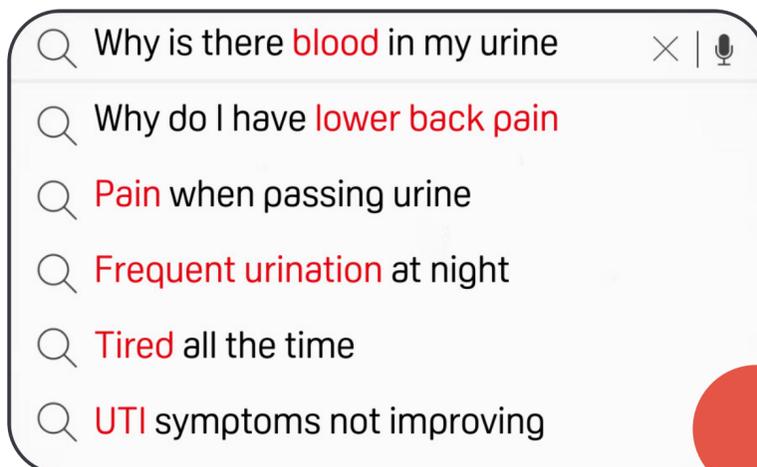
To bring our message to social media in a powerful, personal, and accessible way, we are launching the **#GetChecked Challenge**.

Participants complete the sentence:

**“If you’re feeling unsure... \_\_\_\_.”**

Then they share it, tag a friend, and encourage others to continue the chain. This can be a sentence, a selfie, a short video, anything authentic.

The challenge helps spread our message peer-to-peer, reaching new audiences and encouraging early action through community voices.



**GET CHECKED.**

**NEW THIS YEAR!**



## Right on time?

If something appears suddenly or unexpectedly, do not ignore!

**#GET CHECKED**  
**#BladderCancerMonth2026**

## HOW TO JOIN

1. Post your message (photo, video, or text)
2. Complete the prompt: *“If you’re feeling unsure...”*
3. Tag **@WorldBladderCancer**
4. Tag two people to continue the chain
5. Use **#GetChecked #UnsureStories**

Small actions spark momentum. A simple message can encourage someone to listen to their body and seek medical advice.

# HOW TO GET INVOLVED IN 2026

Raising awareness about bladder cancer is a shared effort, and every action counts. This final year of our “*Feeling Unsure? Get Checked*” campaign is about amplifying what we’ve built together and reaching even more people, everywhere.

Whether you are a patient, carer, advocate, organisation, healthcare professional, or supporter, there are many simple ways to take part and make an impact.

## INDIVIDUALS

-  Share campaign visuals
-  Play and share “Spot the Drop”
-  Take part in the **#GetChecked** challenge and invite others to join
-  Share your story or experience
-  Subscribe to our newsletter

## COMMUNITY GROUPS & ORGANISATIONS

-  Share content across your channels
-  Host a local awareness or educational activity
-  Submit stories for **#UnsureStories**
-  Co-create quote cards with us
-  Join our May online events
-  Add our visuals and messages to newsletters, websites, events, and email signatures

## COMMERCIAL PARTNERS

-  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.

Click here to find out more



## BCAM26 - Awareness Visuals



User Name  
2 days ago

Mes de sensibilización  
cáncer de vejiga  
Mayo

World Bladder Cancer Patient COALITION

User Name  
5 days ago

Bladder Cancer Awareness Month  
May

World Bladder

## Symptoms - Social Media Cards



User Name  
1 week ago

BLOOD FOUND IN THE URINE IS THE MOST COMMON SYMPTOM OF BLADDER CANCER

World Bladder Cancer Patient COALITION

User Name  
5 days ago

Symptoms cards - English

Symptoms

## Risk Factors Media Cards



User Name  
5 days ago

Risk Factors 24

User Name  
2 days ago

FEELING UNSURE  
GET CHECKED

Click here to find out more



## CAMPAIGN TOOLKIT & MATERIALS

All resources, visuals, animations, posters, captions, story templates, and more are available on our [Padlet page](#) for easy download and sharing.

Last year, **campaign materials were available in 26 languages**, making BCAM2025 our most inclusive and global campaign to date. This year, we continue expanding access even further.

If you do not see your language on Padlet, reach out to us, we will be happy to support and help create visuals in your language.

# ENGAGE AT YOUR OWN PACE

You do not need a full day to raise awareness, small moments can create big impact.

## CHOOSE THE TIME YOU HAVE AND TAKE ACTION

### 1 MINUTE: QUICK BOOST

- Share one campaign post or story
- Like & comment on a BCAM post to increase visibility
- Add #GetChecked to one of your posts or messages

**One click** can start a life-saving conversation.



### 5 MINUTES: SPREAD THE MESSAGE

- Post your Spot the Drop score & challenge a friend
- Share a campaign visual on your social media
- Write a short message like:  
*"If you're feeling unsure ... speak to a doctor."*

**Your voice** helps someone feel confident acting early conversation.



## HASHTAGS:

#BLADDERCANCERMONTH26

#GETCHECKED

#UNSURESTORIES

#SPOTTTHEDROP



### 10 MINUTES: BECOME AN ADVOCATE

- Record a short video in your language encouraging others to get checked
- Share a personal story or reflection, or one from someone you know (with permission)
- Talk to a friend, colleague, or family member about bladder cancer symptoms

**A few minutes of your time** could help someone seek help sooner.

# MEMBER & PARTNER INVOLVEMENT

This final year of the campaign is about **doing more together**.

Beyond sharing materials, we invite our members and partners to take an active role in bringing the message to life globally.

We encourage creativity; each action helps reach new audiences and empowers more people to act early when something feels unsure.

## HERE ARE SOME MEANINGFUL WAYS TO COLLABORATE:



**Create and share a quote card** from a patient, carer, nurse, or doctor in your country



**Record a short message in your language** saying "Feeling unsure? Get checked"



**Join our story initiative** by contributing an #UnsureStory from your community



**Host a local awareness moment:** a talk, social post series, info stand, or community event



**Take over our Instagram stories** for a day and show BCAM from your part of the world



**Add campaign visuals** to your newsletters, websites, or support group platforms



**Participate in our live online sessions** to raise awareness and answer questions

# THANK YOU TO OUR GLOBAL MEMBERS, SUPPORTERS, AND PARTNERS

## THANK YOU FOR OUR MEMBERS:



## IN PARTNERSHIP WITH:



## GLOBAL IMPACT PARTNERS:



## PREMIER PARTNERS:



## SPONSORS:



This toolkit was published by the World Bladder Cancer Patient Coalition.  
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## YOU CAN FIND US HERE:

### **X (TWITTER) / FACEBOOK & BLUESKY:**

@WorldBladderCan

### **YOUTUBE:**

@WorldBladder

### **INSTAGRAM:**

@WorldBladderCancer

### **LINKEDIN:**

linkedin.com/worldbladdercan

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worldbladdercancer.org

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