



World Bladder
Cancer Patient
COALITION



BLADDER CANCER AWARENESS MONTH 2026

CAMPAIGN REPORT
2024-2026

RAISING AWARENESS

Bladder Cancer Awareness Month 2026 Impact Report

This May, we closed three years of **“Feeling Unsure? Get Checked.”** Here is what we built together.

The importance of raising awareness

Someone notices blood in their urine. They tell themselves it is probably nothing, and they wait. For too many people, that wait is the difference between catching bladder cancer early and catching it too late.

Each May, Bladder Cancer Awareness Month brings our global community together to change that. Bladder cancer is one of the most common cancers in the world, yet one of the most overlooked. May is our moment to stand with the **1.9 million people** living with bladder cancer, and to remind the **614,298 people** diagnosed each year (GLOBOCAN 2022) that they are not alone.

Bladder cancer is not rare, and it does not only affect older men. Around 1 in 4 people diagnosed are women, and signs such as blood in the urine are still too often ignored, explained away, or mistaken for something else.

That delay costs lives, because when bladder cancer is caught early, survival can be as high as **90%**. This is why raising awareness matters, and it is why, for three years, we have asked people to do one simple thing: if something feels unsure, get checked. 2026 marked the final year of our three-year campaign, **“Feeling Unsure? Get Checked.”** Across those three years we set out to change the conversation around bladder cancer, and this May we brought the campaign to a close in the biggest way yet.

***Thank you
to everyone
who joined
us in raising
awareness!***





A WORD FROM OUR EXECUTIVE DIRECTOR

As we close another Bladder Cancer Awareness Month (BCAM), we also mark three remarkable years of **Feeling Unsure? Get Checked**. What began as one simple message has grown into a truly global movement, and that is thanks to you.

None of this happened alone. Over three years, our member organisations, partners, healthcare professionals, advocates, and supporters have worked side by side to build our most impactful campaign yet. This May, together, we reached more than **18 million people** across our social media platforms, with awareness messages shared in over **31 languages**. Communities came together for walks, seminars, and conversations, and people everywhere challenged friends, colleagues, and loved ones to beat their **Spot the Drop** scores.

Every message shared and every score beaten is a conversation about bladder cancer that might not have happened otherwise. Patients, carers, healthcare professionals, advocates, and supporters in every corner of the world each played their part, and that means everything to us.

Across all three years of the campaign, we have now reached more than **41 million people in over 60 countries**. Three years ago, we set out to change the conversation around bladder cancer. What we have built together speaks for itself.

To everyone who has been part of these three years, our members, sponsors, partners, advocates, and all supporters,

I want to say thank you 41 million times.

This report is our way of recognising what you made possible in three years with one message – we've built a movement that reached millions. **As Feeling Unsure? Get Checked** comes to a close, we hope you will share this report widely, not to mark an ending, but to keep the conversations it started alive in every community it touched.

Alex Filicevas, Executive Director, World Bladder Cancer Patient Coalition

2024-2026

THREE YEARS, ONE MISSION

When we launched “Feeling Unsure? Get Checked.” we had one goal: to make bladder cancer impossible to ignore. Three years on, a simple yet powerful message has grown into a global movement. Across three years, we reached **more than 41 million people** in **over 60 countries**. Here is how far we have come together.

Growing every year

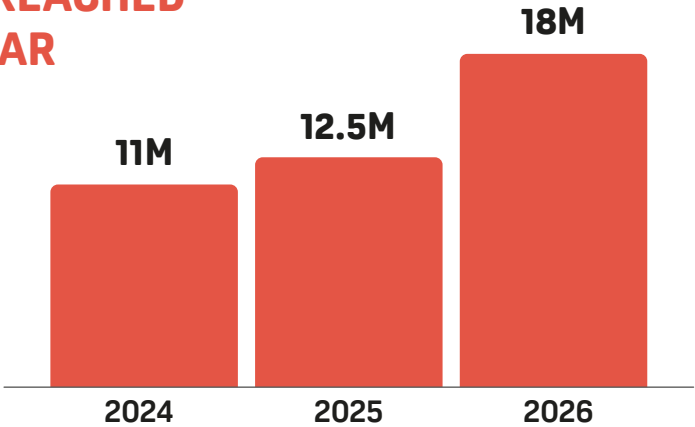
Our reach grew each year of the campaign, from 11 million people in 2024, to 12.5 million in 2025, to more than 18 million this year. Behind each rise is a simple truth: more people now recognise a symptom they might once have ignored.

Our campaign also became more accessible every year. Materials went from around a dozen languages in 2024, to **26** in 2025, to **31 languages** in 2026, our most globally accessible campaign to date. Across the three years, we reached communities in more than 60 countries.

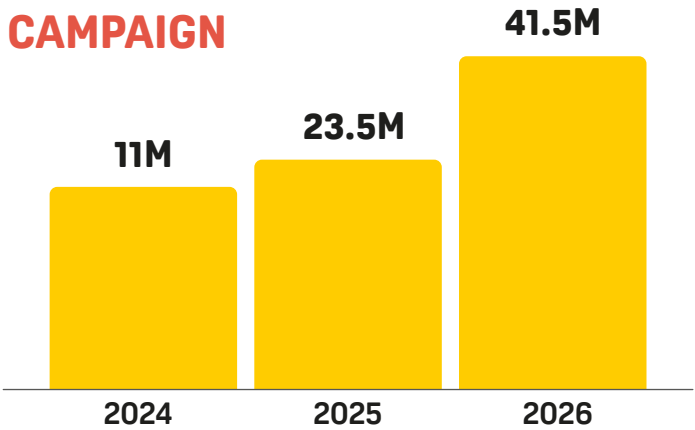
More than numbers

The real growth is not only in the figures. Over three years, the Unsure Icon has grown from a new symbol into a recognisable emblem of bladder cancer awareness, worn on pins from clinics to stadiums. Spot the Drop turned a serious health message into something people wanted to share and challenge each other with. And our grant programme turned funding into lasting local change: support groups, school programmes, football-club partnerships, and national conversations that did not exist before.

PEOPLE REACHED EACH YEAR



CUMULATIVE REACH ACROSS THE CAMPAIGN



People reached each year, and cumulative reach across the campaign.

We moved from raising awareness to changing behaviour, encouraging people not just to notice bladder cancer, but to act on it.

ADOPTING AN INNOVATIVE APPROACH

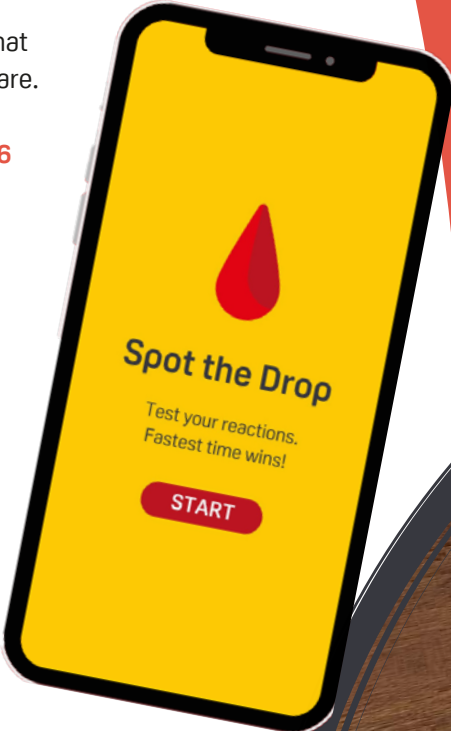
In 2026 we ran our strongest campaign yet, building on everything we had learned over three years. At its heart remained the Unsure Icon, the increasingly recognised symbol that asks people to stop and think twice about symptoms like blood in the urine.

Spot the Drop

We brought back **Spot the Drop**, our fast-paced reaction game that turns spotting a drop of blood into a challenge people want to share. The idea is simple: just as in real life, noticing the sign and acting quickly can make all the difference. This year it was available in **16 languages**, and players around the world compared scores and challenged friends, colleagues, and even our own team.



SCAN THE QR CODE TO PLAY
**OVER THE LAST 3 YEARS
THOUSANDS OF PEOPLE
ENGAGED**



The #GetChecked Challenge

New this year, the **#GetChecked Challenge** invited people to raise awareness on social media by sharing campaign messages, resources, videos, photos, and personal stories throughout May, using our campaign hashtags.

#UNSURESTORIES

Also new this year, #UnsureStories put the voices of people affected by bladder cancer at the centre of the campaign. This global storytelling initiative shared real moments of uncertainty: the hesitation, questions, and instincts that shape the journey to diagnosis and care.

Drawn from the experiences of patients, carers, and healthcare professionals, these stories helped others recognise symptoms sooner, understand why seeking medical advice matters, and feel less alone when something did not feel right.

UNSURE. UNCERTAIN. NOT ALONE
Your story can help someone act sooner!

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



A toolkit for everyone

Our activation toolkit gave anyone who wanted to take part everything they needed, in 31 languages: ready-to-use social media visuals, videos, printable posters, awareness cards, messaging guidance, and patient story content. We also held regular calls with our member organisations to understand their needs and help them make the most of the campaign in their communities.

Are you #BladderCancerAware?



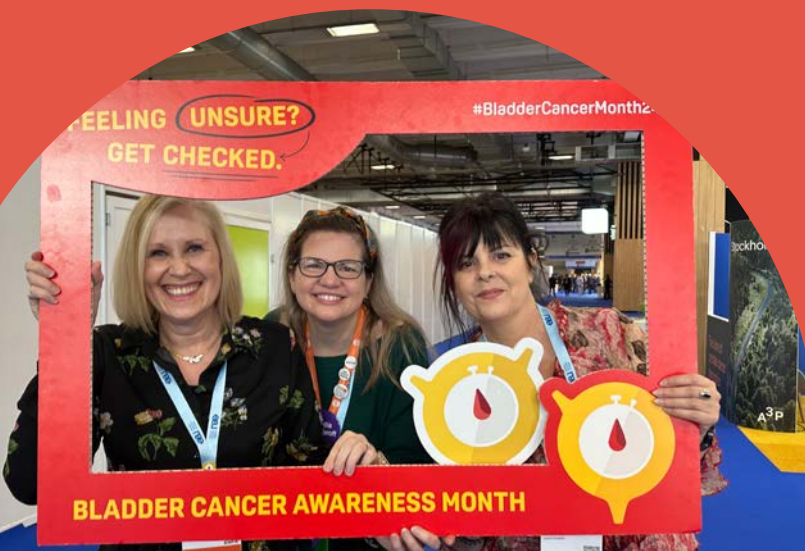
ENCOURAGING GLOBAL PARTICIPATION

It was inspiring to see members, partners, patients, advocates, and the public using these materials to raise awareness in their communities, from hospitals and clinics to social media, walks, and local events.

Continuing an initiative from previous years, we once again distributed hundreds of **Unsure Icon** pins to our members worldwide. Now a familiar and recognisable symbol of the campaign, the pins were worn proudly during awareness activities, interviews, and events, helping to spark conversations and raise visibility for our shared mission.



Together for people affected by bladder cancer



OUR RESULTS

The impact of our 2026 campaign goes beyond numbers. It is about changing the way people see, speak about, and respond to bladder cancer. But the numbers tell a powerful story of their own.



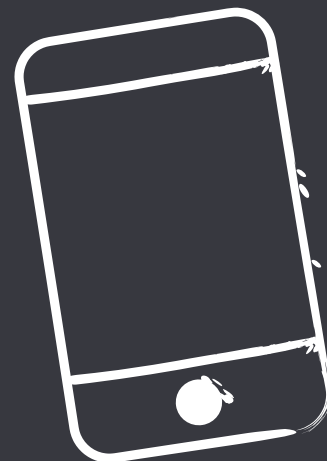
**18
Million+**

**People reached
across our social
media platforms,
spreading life-saving
messages around
the world.**



3,406

**Uses of our
campaign hashtags,
as people and
organisations joined
the conversation.**



75,000+

**People visited our
website to learn more
about bladder cancer.**



**31
Languages**

**Making 2026 our
most inclusive and
far-reaching
campaign yet.**

THE CAMPAIGN HASHTAGS THIS YEAR WERE

#BladderCancerMonth26, #GetChecked, #UnsureStories, and #SpotTheDrop.

THE BCAM GRANT PROGRAMME

In 2022, we launched the Bladder Cancer Awareness Month (BCAM) Grant Programme to strengthen bladder cancer patient advocacy and awareness in low- and middle-income countries, by helping to offset some of the costs of local activities.

The programme has grown every year. In 2026 we again received 18 applications and awarded grants to 3 dedicated organisations, selected from a diverse pool of applicants.

THREE YEARS OF GRANT FUNDING

Over the three years of **“Feeling Unsure? Get Checked.”**, the BCAM Grant Programme has put funding directly into the hands of advocates turning awareness into action. We awarded **4 grants** in 2024 and **5 grants** in 2025, and **3 grants** in 2026. In 2026, we also reshaped the programme itself. Rather than funding a new set of organisations each year, we now commit to supporting the same organisations over three years. This longer commitment gives grantees the stability to plan ahead, build on what works, and turn short awareness campaigns into lasting local change, making sure every euro we invest has the greatest possible impact.

Across the campaign, we have invested a combined **€10,000** in community-led bladder cancer awareness: **€3,000** in 2024, **€4,000** in 2025, and **€3,000** in 2026.

Every euro went to grassroots campaigns reaching people who might otherwise never have heard of bladder cancer.



5 YEARS

For the fifth consecutive year, the BCAM Grant enabled patient organisations, support, and advocacy groups in low- and middle-income countries to bring awareness to bladder cancer in their communities. These are the stories the numbers cannot tell.

BCAM GRANT HIGHLIGHTS



KENYAN NETWORK OF CANCER ORGANISATIONS (KENCO) – KENYA

Campaign title: Spot the Drop Kenya: Bladder Cancer Awareness for Early Detection

Key activities

- Ran a multi-platform social media campaign across Facebook, Instagram, LinkedIn, and X, using educational graphics, short videos, and awareness messages
- Designed, printed, and distributed posters and brochures on the signs and symptoms of bladder cancer, especially blood in the urine
- Delivered two virtual educational webinars, one for the public and one for healthcare workers
- Featured bladder cancer survivors in the digital campaign and at the public webinar
- Partnered with OncoDaily on its “How I Treat Bladder Cancer” session, extending the campaign’s reach beyond Kenya

Impact highlights

- 69 posts reaching approximately 106,700 people
- 98,613 impressions and 75,559 video and content views
- More than 4,340 audience engagements
- 2,000 brochures and 50 posters distributed across Kiambu and Nairobi counties, reaching an estimated 5,000 more people
- 694 participants at the public webinar and 799 at the health workers’ webinar

Why they acted

Bladder cancer has long received little attention in Kenya, and reliable information about its signs, symptoms, and treatment is

hard to come by. KENCO set out to change that, working to raise public knowledge, help people recognise symptoms like blood in the urine, and encourage them to seek help early, when treatment works best.

What they did in May

KENCO ran Spot the Drop Kenya, a campaign that combined digital outreach, public education, and the sensitisation of health workers. Educational graphics, short videos, and awareness messages ran across Facebook, Instagram, LinkedIn, and X, reaching the public, healthcare professionals, and partner organisations alike. Alongside the digital push, KENCO designed, printed, and distributed posters and brochures carrying key messages about the warning signs of bladder cancer. The campaign also featured two virtual webinars, one for the public and one for healthcare workers, to strengthen early recognition of symptoms and encourage timely referral and diagnosis.

How they made it local

Printed materials were shared in communities and health facilities across Kiambu and Nairobi counties, carrying the message beyond social media to people who might never encounter it online. Most powerfully, the campaign was carried by Kenyan voices: bladder cancer survivors featured in the digital content and spoke at



the public webinar, their lived experiences making the information relatable and giving people permission to talk openly about a disease long left unspoken.

What changed

The campaign reached far and wide. 69 posts reached approximately 106,700 people, generated 98,613 impressions and 75,559 video and content views, and prompted thousands of interactions. The webinars drew remarkable interest, with 694 people joining the public session and 799 the health workers’ session, both alive with questions. Beyond the numbers, KENCO opened a national conversation about a disease rarely discussed in Kenya, and extended it globally by joining OncoDaily’s “How I Treat Bladder Cancer” session, where a KENCO-affiliated survivor shared her journey. The materials, content, and partnerships built during the campaign now form a foundation for KENCO’s continued bladder cancer advocacy.

“We sincerely thank the World Bladder Cancer Patient Coalition for the financial and technical support that made Spot the Drop Kenya possible. We were proud to contribute to global efforts to raise awareness of bladder cancer, promote early detection, and strengthen patient advocacy.”

Charles Muya, Programs, Kenyan Network of Cancer Organisations (KENCO), Kenya

BCAM GRANT HIGHLIGHTS



PROONCAVI – MEXICO

Campaign title: Early Detection Initiative: Bladder Cancer Awareness in the Workplace

Key activities

- Open call for participating companies, run in partnership with ARHITAC (Asociación de Recursos Humanos de la Industria en Tijuana)
- In-person educational sessions on risk factors, warning signs, and early detection, led by PROONCAVI President Dr. Homero Fuentes
- 200 diagnostic screening vouchers, covering laboratory and imaging studies, delivered across four participating companies
- Organic social media campaign across Facebook and Instagram, running from 5 to 30 May



Impact highlights

- More than 15,000 organic social media content views across Facebook and Instagram
- 200 diagnostic screening vouchers delivered across four participating companies
- 13,254 views and 254 engagements on Facebook, the campaign’s main channel
- 1,829 views, 798 accounts reached, and 108 engagements on Instagram

Why they acted

Too often, bladder cancer is caught late, after warning signs have gone unspoken or unrecognised. PROONCAVI set out to change that in Mexico by meeting people where they spend much of their lives: at work. By partnering with employers, the organisation aimed to turn awareness into action, helping working-age adults recognise the warning signs of bladder cancer and take the step from information to timely medical evaluation.

What they did in May

PROONCAVI ran a dual campaign that paired digital education with direct workplace outreach. From 5 to 30 May, prevention-focused content ran organically on Facebook and Instagram, reaching a wide audience with no paid promotion. Alongside the digital push, PROONCAVI worked with participating companies to deliver in-person educational sessions on bladder cancer prevention, risk factors, and early detection, and to distribute diagnostic screening vouchers to employees identified as candidates for testing.

How they made it local

PROONCAVI built the campaign around Tijuana’s industrial workplaces. Working with ARHITAC, the region’s HR industry



association, it ran an open call inviting companies to apply, and selected four that could show existing health and wellness commitments and provide a venue for on-site sessions. Content and sessions were delivered in Spanish, and the 200 screening vouchers, covering urinalysis, blood count, blood chemistry, electrolytes, and ultrasound, were redeemable at local laboratories, connecting awareness directly to accessible early detection close to home.

What changed

The campaign reached more than 15,000 people organically online and moved beyond awareness into concrete preventive action, with 200 diagnostic vouchers placed in the hands of employees across four companies. Facebook carried the largest share of the digital reach, with 13,254 views and 254 engagements, while Instagram added a further 1,829 views and connected with new audiences. Just as importantly, PROONCAVI built lasting employer relationships: further educational sessions are already scheduled beyond May, so the campaign’s reach and its early-detection impact are still growing.

“As a doctor, I have seen too many patients arrive late, when we have fewer options left. Taking this campaign into workplaces meant reaching people while there is still every reason for hope, and that is what makes it worth doing.”

Dr. Homero Fuentes, President, PROONCAVI, Mexico

BCAM GRANT HIGHLIGHTS



FELICIANA FOUNDATION – TANZANIA

Campaign title: Tambua Tone Tanzania: Bladder Cancer Awareness for Early Detection

Key activities

- Ran a digital awareness campaign across Instagram and Facebook, alongside WhatsApp Status and group dissemination, using symptom-focused graphics and messages
- Partnered with local radio stations to broadcast bladder cancer awareness across Tanzania
- Held a community awareness event at Kariakoo Market in Dar es Salaam, in partnership with the Kariakoo Market Corporation, taking bladder cancer education face to face into a busy public space
- Organised a Bladder Cancer Awareness Walk, turning the campaign's online messages into a visible community activity
- Developed materials primarily in Swahili, with symptom-awareness materials produced in both Swahili and English
- Collected a patient story from a person living with a urostomy, and published a public education article on awareness gaps in Tanzania



Impact highlights

- 12 Instagram and Facebook posts generating 5,649 views and reaching 2,525 accounts
- Approximately 2,000 people reached through WhatsApp Status and groups
- An estimated 10,000 to 15,000 people reached through radio, based on figures shared by media partners
- 1,000 flyers distributed in the community: 250 at the awareness walk and 750 at Kariakoo Market
- Approximately 50 to 100 people joining the awareness walk

Why they acted

Bladder cancer receives little public attention in Tanzania, and clear information about its warning signs is hard to come by. Too often, signs such as blood in the urine go unrecognised or unspoken until it is late. FMMCF set out to change that, working to raise public knowledge, help people recognise the warning signs of bladder cancer, and encourage them to seek testing early, when treatment works best.

What they did in May

FMMCF ran a campaign that blended digital awareness, WhatsApp outreach, radio partnerships, and direct community engagement. Symptom-focused content ran across Instagram, Facebook, and WhatsApp, while radio partners carried the message to audiences beyond social media. On the ground, the Foundation held a Bladder Cancer Awareness Walk and a community event at Kariakoo Market, meeting people face to face. Two messages ran through everything: “Recognise the drop. Blood in the urine is not normal. Get tested,” and “Feeling unsure? Get tested.”

How they made it local

Swahili was the main language throughout, with symptom materials



produced in both Swahili and English, so information could be explained directly to people in the language they use every day. The Foundation carried the campaign to where people already gather, holding its community event at Kariakoo Market, one of the largest and most diverse markets in Dar es Salaam. The team also adapted the Coalition's own campaign line for a Tanzanian audience, turning “Feeling Unsure? Get Checked.” into “Feeling unsure? Get tested.”

What changed

The campaign moved beyond awareness into conversation and action. At Kariakoo Market and the surrounding neighbourhoods, people engaged face to face, set aside long-held myths, and several came forward with worrying symptoms, and rather than diagnosing, the team listened, offered simple education, and guided them towards screening. The experience carried a clear lesson: communities want screening to go hand in hand with education, delivered where they live, work, and interact. The campaign also opened the door to one patient's story, a man living with a urostomy, whose experience of struggling to access and afford stoma supplies revealed a need that awareness figures alone cannot show, and is now shaping the Foundation's future advocacy.

“We brought bladder cancer awareness to where people already gather, in a language they understand, and they responded. That is how awareness turns into action, and lives are saved.”

Florian Cyril Mshanga, Executive Director, Feliciana Mshanga Memorial Cancer Foundation, Tanzania

BEYOND 2026

Our work does not stop when May does. Around the world, 1.9 million people are living with bladder cancer, every single day of the year. Every conversation we have, every resource we share, and every person we reach brings us one step closer to a world where no one faces this disease without the information and support they need.

The three-year campaign has ended, but its tools, its symbol, its partnerships, and above all its community carry forward. We encourage you to keep the momentum going: explore our resources, including guides and factsheets, and share them with your networks, your communities, and anyone who might benefit.

“No matter who you are or where you are, you have a role to play. Together, we will keep bringing bladder cancer out of the shadows and into the spotlight.”

Alex Filicevas, Executive Director, World Bladder Cancer Patient Coalition



CAN WE COUNT ON YOU NEXT YEAR?

READY TO GO FURTHER IN 2027?

Bladder cancer does not take a break, and neither do we. With the number of cases rising worldwide, the need for awareness, early detection, and strong community engagement has never been greater.

In 2026, we saw our most global participation yet, closing three years of **“Feeling Unsure? Get Checked.”** on a high.



If you are an individual

- 1 Subscribe to our monthly and quarterly newsletter for the latest updates.
- 2 Follow and tag us on social media, and keep the conversation going year-round. Keep a close eye on our updates
- 3 Talk about it: tell a friend or family member that blood in the urine is a warning sign, and that getting checked early can save lives.
- 4 Need materials in your language? Reach out, we are here to help.

If you are a community or organisation

- 1 Share your impact: post about your local initiatives and use our campaign hashtags.
- 2 Get support: book a quick call with our team to explore how we can support your local activities.
- 3 Join our newsletter to receive toolkits, case studies, and campaign inspiration.
- 4 Help shape 2027: tell us what your community needs from our next campaign, so we can build it with you.

If you are an industry organisation

- 1 Follow our social media to see how we are making a difference together.
- 2 Explore our existing partnerships and sponsors on our website.
- 3 Interested in joining us? Let us talk about sponsorship opportunities and how you can help drive awareness forward.



SOMETHING NEW FOR 2027

This may be the final year of **“Feeling Unsure? Get Checked.”**, but it is far from the end of the story. In 2027, we will be launching an exciting new campaign. We cannot wait to share what comes next, and we hope you will be part of it from the very beginning. Please reach out to share your ideas and suggestions with us as we kick-off the planning for 2027.

No matter who you are or where you are, you have a role to play. Whether you are sharing a post, hosting an event, or helping translate resources, your actions help us go further. So, how can you get involved?

CONCLUSION

Three years ago, “Feeling Unsure? Get Checked.” began as one simple message. As we close the campaign, it has grown into something far bigger a global community that has changed the way people talk about bladder cancer, notice its signs, and act on them.

None of it would have been possible without you. To our members, whose energy carried the campaign into clinics, communities, and conversations in country after country. To our partners and sponsors, whose support gave the campaign its reach and made so much of this work possible. And to our grant awardees, patients, carers, healthcare professionals, and advocates, who gave their time, their voices, and their stories: thank you.

Every walk, every shared post, every game of Spot the Drop, and every translated resource added up to something remarkable. Together, over three years, we reached more than 41 million people in over 60 countries, and behind every one of those is a person who now knows the signs a little better than before. So as this chapter comes to a close, we want to leave you with a big thank you – there are 41 million reasons to say thank you. To our members, partners, and sponsors, and to everyone who played a part, the campaign may be ending, but the community we built, and the difference we made together, carries on.



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.

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