World Kidney Cancer Day 2025
Results Summary

World Kidney Cancer Day 2025 was celebrated around the world on 19 June. Every year on the third Thursday of June patients, carers, healthcare professionals and local organisations come together to advocate to improve the lives of people impacted by kidney cancer. The key goals are to provide support and education for people affected by kidney cancer, raise awareness of the local and global impact of kidney cancer, and educate the general public about the disease.

The 2025 campaign theme was ***Show your kidneys some love*** and focused on the importance of kidney health when affected by kidney cancer. It was inspired by findings from the 2025 IKCC Global Patient Survey on Kidney Cancer. The survey found 39% of patients were always, almost always or frequently concerned about their kidney function. Yet only 27% of respondents felt they had enough information about managing kidney function after their kidney cancer diagnosis.

"Although awareness of kidney cancer varies across countries, I believe World Kidney Cancer Day is a meaningful event that helps bring global attention to this disease."
– Partner Organisation

Partner Organisations across 5 continents joined the World Kidney Cancer Day campaign by sharing information on social media (89%), connecting with community with campaign emails (78%) and hosting events online (67%) and in person (33%).

Social Media Campaign

The online focus allows the IKCC network of Partner Organisations to join efforts during World Kidney Cancer Day in a unified campaign. Resources – including logos, creative content and a 'Twibbon' for social media profiles – were created and made available in **13 languages**.

"The response to our social media campaign was very positive and we had a great increase in the number of click through to our website, which was excellent."
– Partner Organisation

Overall, the campaign reached 112 countries and generated **76 million impressions** through boosted posts across all social platforms. Results from posts directly shared by IKCC included:

- LinkedIn: 3280 impressions & 293 engagements
- Facebook: 9818 views and 178 engagements
- X: 3930 impressions and 133 engagements

Educational Materials

The campaign featured downloadable patient educational resources about kidney health including lifestyle tips, information about tests to assess kidney function and a checklist for patients empowering them with questions to ask about their kidney health.

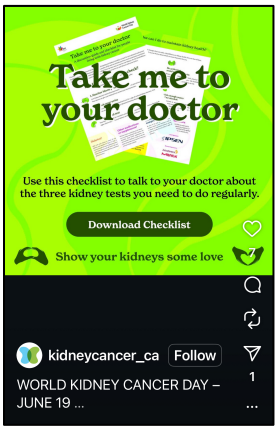
Global Patient & Carer Symposium

IKCC hosted a Global Patient & Carer Symposium where healthcare professionals and patients discussed ways to keep kidneys healthy when living with kidney cancer. The live online educational event was viewed by nearly **1000 people worldwide.**

"We had some oncology nurses join us at the Symposium, as well 3 hospitals had a WKCD event on their units."
– Partner Organisation

WKCD Around the World

Partner Organisations around the world recognised World Kidney Cancer Day online and in person. Highlights include the 10 kidney cancer information booths ARTu.R. hosted in 10 locations across France and the hands-on series of events V Care (India) had for patients and caregivers that featured crafts, nutrition education and messages of support.



Feedback from Partner Organisations

Following World Kidney Cancer Day 2025, Partner Organisations were asked to share their feedback and details of their participation through an online survey. While Partner Organisations initiate their own participation and execution based on resources and community needs, overall, feedback was very positive with 100% of respondents indicating World Kidney Cancer Day is valuable to their organisation.

100% of Partner Organisations said World Kidney Cancer Day is important for the organisation.

Partner Organisations are most likely to use Facebook (90%) and Instagram (80%) for World Kidney Cancer Day, followed by LinkedIn (50%) and X (50%).

Top audiences for World Kidney Cancer Day are patients, carers, healthcare professionals and the general public.

World Kidney Cancer Day 2025 was funded by IKCC Sustaining Partners in full compliance with the IKCC's Code of Conduct:

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