

World Kidney Cancer Q&A Day

2017 Campaign Report

**Ερωτήσεις και
Απαντήσεις**
για την Παγκόσμια ημέρα του
Καρκίνου του νεφρού.
22 Ιουνίου 2017
Πάρτε μέρος.

22 de Junio 2017
**Responde &
Salva vidas**
Día Mundial del Cáncer de Riñón

Journée
mondiale des
**Questions-
Réponses**
sur le Cancer du Rein
22 Juin 2017

Światowy Dzień Raka Nerki
**PYTANIA I
ODPOWIEDZI**
22 czerwiec 2017

World
Kidney
Cancer
**Q&A
Day**
22 June
2017

Wereld
Nierkanker
**Vraag &
Antwoord
dag** 22 juni 2017

اليوم العالمي لسرطان الكلي
أسئلة (س) وأجوبة (ج)
22 يونيو / حزيران 2017

Dia Mundial de
**Perguntas &
Respostas**
sobre o Câncer de Rim
22 Junho 2017

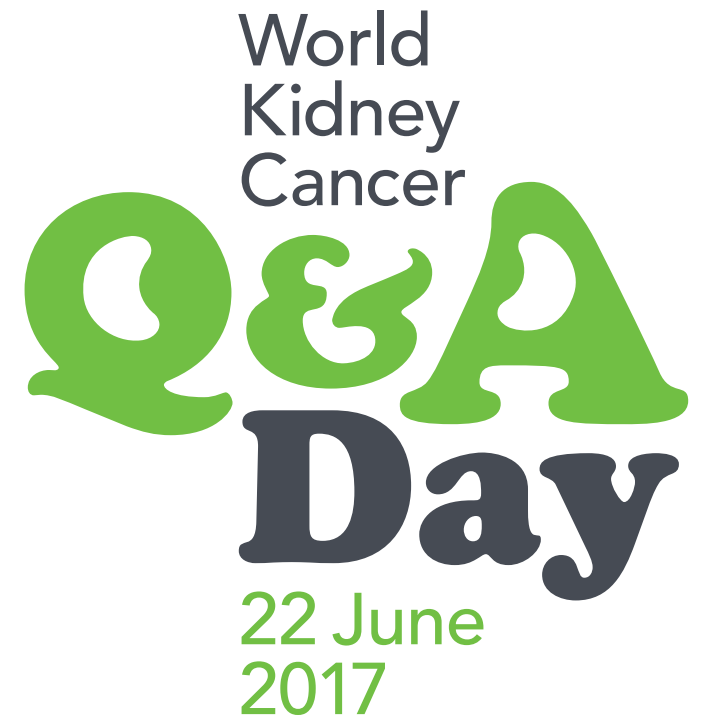
**Welt
Nierenkrebs
Tag**
22 Juni

An Overview

On 22 June 2017, the International Kidney Cancer Coalition (IKCC) and its affiliate organisations around the world joined together to mark the first-ever World Kidney Cancer Q&A Day.

Kidney cancer is often a forgotten disease, about which too little is known. This includes what causes it, how to prevent it, or why it's on the rise. Bringing together the global community for World Kidney Cancer Q&A Day helps make a difference for kidney cancer patients around the world.

As part of the awareness program, IKCC launched the World Kidney Cancer Day Q&A Quiz, an interactive, seven-question quiz that tested what is known – and what people need to know – about kidney cancer.



World Kidney Cancer Q&A Day Quiz Results

Over 11,000 people around the world completed the World Kidney Cancer Q&A Day Quiz in thanks to a combined worldwide effort.

The quiz was completed in English, French, Spanish, Portuguese, German, Dutch, Polish, Greek and Arabic.





A quiz that can save lives

For each quiz completed, \$5 will be donated to help find answers to vital questions about kidney cancer.

worldkidneycancerday.org

Proudly supported by:

Gold Sponsors:  NOVARTIS  Bristol-Myers Squibb  Pfizer

Silver Sponsors:  IPSEN

World Kidney Cancer
Q&A Day
22 June 2017



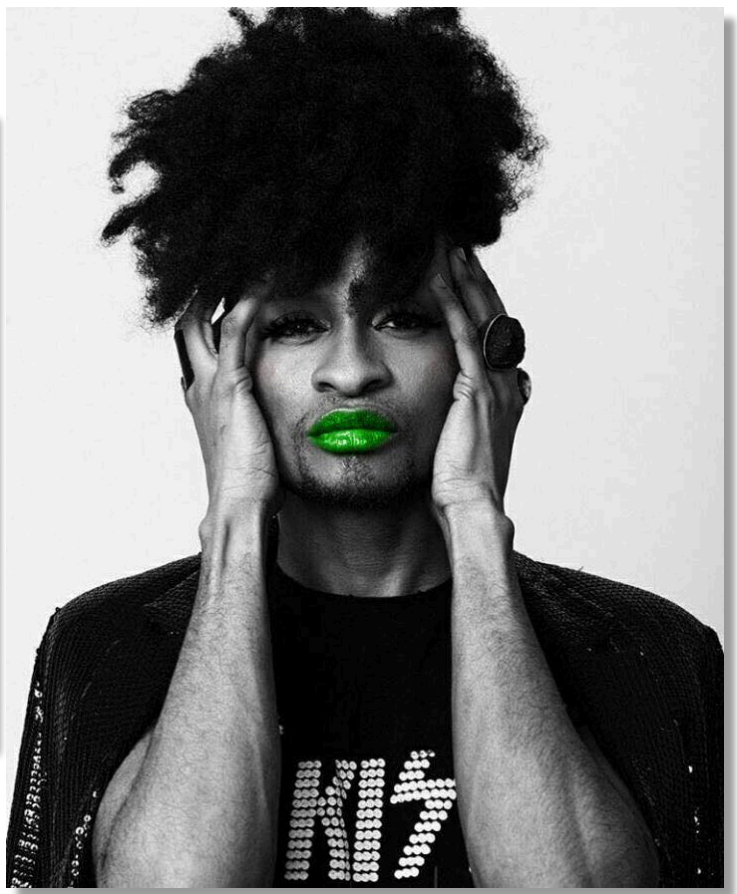
Grassroots Momentum

The creative spirit of affiliate organisations gave a viral boost to worldwide awareness and funds for kidney cancer.

The **#greenlipstickchallenge** encouraged people to pucker up green to show their support for kidney cancer.

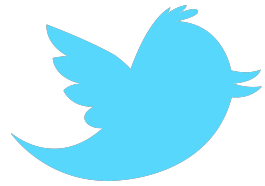
Other organisations challenged their communities to **Go Green** for the cause.





A Growing Voice for Kidney Cancer

IKCC's engagement on Twitter during the campaign achieved nearly 200,000 impressions.



IKCC's following increased by 46% to a total of 2,327 followers.

IKCC's Facebook community increased by 96% to a total of 9,032 likes.



Engagement on Facebook during the campaign reached nearly 95,000 people.

Plus, the reach was magnified by each of the participating organisations, sponsors and medical associations to create a significant worldwide online presence.

Spreading the Word

Thunderclap

Thunderclap, our virtual online flash mob, coordinated social posts on World Kidney Cancer Q&A Day, which resulted in a combined social media reach of over **230,000**.



230 K
PEOPLE



20
COUNTRIES



72
CITIES

Press Release Distribution

A global press release from IKCC announcing World Kidney Cancer Q&A Day was shared around the world in 12 languages. It was posted to **439** news websites with a potential combined audience of **81.6** million people.

Participation Around the World



Affiliate Highlights



IKCC affiliate organisations around the world promoted the World Kidney Cancer Q&A Day Quiz and shared information with patients, physicians and the general public through social media, pamphlet distribution, events and more!







Instituto Oncoguia

14 de junho · 🌐

Atenção! O que você sabe sobre o câncer de rim? Vamos aprender? Participe do quiz do IKCC e aprenda muita coisa sobre essa doença e a gente garante que tem coisas que você nem imaginaria.... 😊. O Dia Mundial de Combate ao Câncer de Rim está chegando e contamos com você!

Dia Mundial de
Perguntas & Respostas
sobre o Câncer de Rim
22 Junho 2017

Participe você também do Quiz do Dia Mundial de Câncer de Rim #KidneyCancer.

Em menos de 2 minutos, você também pode ajudar salvar vidas.

PORTUGUESE.WORLDKIDNEYCANCERDAY.ORG

Cristiane D Bergerot @crisbergerot · Jun 27

Replying to @CCollinsKCC @HHammersMD @montypal

@montypal 's team accepted #greenlipstickchallenge #kidnycancer @PauloBergerot @NazliDizman, JoAnn, Dr T, Debbie, Manisha & col @cityofhope



1 9 19



Das Lebenshaus

@DasLebenshaus

Follow

Welt-#Nierenkrebs-Tag in der urologischen Abteilung des Krankenhauses @DasDiak! #kidnycancer

Translate from German



Juliet Ibrahim – Global Ambassador

Globally-recognized celebrity and humanitarian Juliet Ibrahim was the campaign's Global Ambassador.

She supported the campaign through her strong network and social media channels to raise awareness for kidney cancer.



Corporate Support

Support from global sponsors helped spread the word for kidney cancer awareness.

Novartis Cancer @Novarti... · 6/16/17
We are collaborating globally to raise awareness for #kidneycancer patients
thndr.me/77LIZF



16 484 1,443

Pfizer Canada @PfizerCA · Jun 22
Comme les #EmployésdePfizer, relevez le #DéfiGreenLipstick pour le #cancerdurein et aidez à sauver des vies! greenlipstickchallenge.com/fr/
Translate from French



KIDNEY CANCER IS THE 13TH MOST COMMON CANCER WORLDWIDE

RENAL CELL CARCINOMA accounts for 90-95% of kidney cancers, causing more than 100,000 deaths worldwide each year.



Ipsen @IpsenGroup
Follow

#DYK Men are twice as likely as women to develop #KidneyCancer
worldkidneycancerday.org/do-the-quiz/

WHO IS AT RISK?

- AGE** • The median age at diagnosis is 64 years!
- GENDER** • Men are twice as likely to develop kidney cancer*
- SMOKING** • RCC risk increases by ~50% in men and ~20% in women smokers versus never-smokers*
- OVERWEIGHT** • Obesity appears to be a significant risk factor more for women than for men*

References: 1. NCCN Clinical Practice Guidelines in Oncology (NCCN Guidelines) – Kidney Cancer. NCCN. <http://www.nccn.org/optionguidelines/pdf/kidney.pdf> (accessed May 2017). 2. Langley B, et al. EAU guidelines on renal cell carcinoma: 2016 update. European Association of Urology. <https://www.urologyjournal.org/doi/full/10.1054/eurj.2016.610101> 3. Coker WB, Dong LM, Conrad SS. Epidemiology and risk factors for kidney cancer. Nat Rev Urol. 2010;7(5):245-257. 4. Karamanli PDC, Laguna MP de la Fuente JMB. Review: PMR. Epidemiology of renal cell carcinoma. In: de la Fuente JMB, Chertkow DB, van Poppel HPA, eds. Renal Cell Cancer: Diagnosis and Therapy. London: Springer-Verlag; 2008. 14



Affiliate Organisation Support



Summary

The first-ever World Kidney Cancer Q&A Day was a great success and reached its goals of raising awareness and funds for kidney cancer research.

- For each of the first 5,000 Quiz completions, the IKCC allocated \$5 to a maximum of \$25,000 USD for kidney cancer research that will benefit patients worldwide
- Several corporate sponsors also matched the \$5 donations for each employee who completed the quiz

When we all work together we are stronger and can have a greater impact than we can alone to reduce the Global Burden of Kidney Cancer!

Thanks to our Global Sponsors

Gold Sponsors:



Bristol-Myers Squibb



NOVARTIS



Silver Sponsor:



For more information about sponsoring or participating in World Kidney Cancer Q&A Day in 2018, please contact julia@ikcc.org