World Kidney Cancer Q&A Day

2017 Campaign Report
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.
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.
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.

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.

230K people

20 countries

72 cities
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!
Atenção! O que você sabe sobre o câncer de rim? Vamos aprender? Participe do Quiz do Dia Mundial de Combate ao Câncer de Rim está chegando e contamos com você!

Participe você também do Quiz do Dia Mundial de Câncer de Rim #KidneyCancer.
Em menos de 2 minutos, você também pode salvar vidas.
PORTUGUESE WORLDKIDNEYCANCERDAY.ORG

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Cristiane D Bergerot @crisbergerot - Jun 27
Replying to @CCollinsKCC @HHammersMD @montypal
@montypal’s team accepted #greenlightstickchallenge #kidneycancer
@PauloBergerot @NazliDizman, JoAnn, Dr T, Debbie, Manisha & col @cityofhope

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Das Lebenshaus @DasLebenshaus
Welt-#Nierenkrebs-Tag in der urologischen Abteilung des Krankenhauses @DasDiak! #kidneycancer

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.
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, Pfizer

Silver Sponsor: Ipsen

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