OVERVIEW

• The 2nd World Kidney Cancer Q&A Day was a great success. We are building momentum worldwide!

• In our first 2 years we have achieved:
  • **650,000** social media impressions.
  • Over **20,000** people have completed the World Kidney Cancer Q & A Day Quiz.

• Through global collaboration, we are raising awareness and providing a platform for awareness & action at the local and national levels.

• In this report we are pleased to share:
  • Top-line results from the 2nd World Kidney Cancer Q&A Day campaign.
  • Country highlights & activities.
  • Feedback from the Affiliate Survey about the 2018 WKCD Q&A Day campaign.
WORLD KIDNEY CANCER Q&A DAY 2018 GLOBAL RESULTS

Social Media Engagement (IKCC accounts)

• Facebook achieved a reach of over 250,000 people globally. This was a 260% increase on 2017 where 95,000 people engaged.

• This year IKCC’s engagement on Twitter alone achieved over 46,000 impressions, 1017 engagements and 284 likes.

• A weekly quiz report for each country was published by our campaign coordinator with all data by answer, age and gender.

• At the same time Social Media monitoring was undertaken to keep track of the creative spirit of our affiliate organisations - see some of the fantastic examples in this report.
WORLD KIDNEY CANCER Q&A DAY 2018 GLOBAL RESULTS

Total Reach was magnified by participating organizations, sponsors and medical associations to create a significant worldwide online presence.

Awareness Building Activities on June 21 2018: Q&A Day

• Over 30 Video Posts.
• 250 Press Releases, Radio Interviews and Local Social Media Campaigns.
• 3 Fundraising Events.
• One Cake Baking Event.
• One patient education meeting in Brazil.
• Clown Doctors in Greece!
• And lots of Green Lips, Nails, and Hair!
OUR AMBASSADORS

• Global Ambassador – Juliet Ibrahim
• Board Ambassador – Anne Wilson
• UK Ambassador – Soraya Vivian
• German Ambassador – Mirko Drotschmann
• Indian Ambassador – Viji Venkatesh
• USA - Dr Eric Jonasch
COUNTRY HIGHLIGHTS - AUSTRALIA

ANZUP @ANZUPtrials · Jun 21
Today is World Kidney Cancer Q&A Day. Help increase awareness of this silent disease (& other below the belt cancers) by registering and raising funds for the 5th Sydney Below the Belt Pedalthon. ow.ly/fGon30kjIb4

Cancer Council Aust. @CancerCouncilOz · Jun 21
Did you know that kidney #cancer is the ninth most commonly diagnosed cancer in Australia? Today is #WorldKidneyCancerDay & with @IKCCorg we’re raising awareness of one of the world’s fastest growing cancers - do the quiz here: worldkidneycancerday.org #cancerawareness

Kidney Health @KidneyHealth · Jun 21
June 21 is #WorldKidneyCancerDay – Join people around the globe today to help raise awareness of kidney cancer bit.ly/2IIuiKD @IKCCORG

2018 Quiz - World Kidney Cancer Q&A Day
Help kiss off kidney cancer! Click here to take the World Kidney Cancer Day quiz and see your score. worldkidneycancerday.org
COUNTRY HIGHLIGHTS - BRAZIL
COUNTRY HIGHLIGHTS - CANADA
COUNTRY HIGHLIGHTS - FRANCE

A.R.Tu.R. @AssoARTuR - Jun 18
Et vous ? Avez-vous fait le quiz ? C’est par ici : worldkidneycancerdoday.org #WorldKidneyCancerDay #cancerdurein #cancer #rein Journée mondiale des Questions-Réponses sur le Cancer du Rein 21 Juin 2018

A.R.Tu.R. @AssoARTuR - Jun 12
A.R.Tu.R. se joint à l’@IKCCORG pour la Journée mondiale du #CancerDuRein, le 21 juin. Faites le quiz et partagez ! worldkidneycancerdoday.org #WorldKidneyCancerDay #cancerdurein #cancer #rein

UN FAIT : Le cancer du rein doit être une priorité de santé mondiale pour tous

Votre score

Tout cela et plus encore

Voir les résultats

Que connaissez-vous du cancer du rein ?
Faites le quiz et partagez !
worldkidneycancerdoday.org
Das Lebenshaus · June 13

Uronauten · June 21
Heute ist Welt-Nierenkrebs-Tag. Lerne bei unserem Quiz mehr über Risikofaktoren und Symptome. Mach mit, postet ein Selfie und animiert auch andere mit zumachen. bit.ly/Nierenkrebsqu... #worldkidneycancerday #nierenkrebs #IKCCog #kidneycancer

Translated from German by Microsoft

Today is world kidney cancer day. Learn more about risk factors and symptoms in our quiz; join in, post a selfie and animate others bit.ly/Nierenkrebsqu... #worldkidneycancerday #nierenkrebs #IKCCog #kidneycancer

Welt-Nierenkrebs-Tag · 21. JUNI 2018

Der Welt-Nierenkrebs-Tag soll mehr Bewusstsein für Risikofaktoren und Symptome bei Nierenkrebs schaffen.

Keiner will sich gerne mit dem Thema Krebs auseinandersetzen, aber je früher ein Tumor entdeckt wird, umso besser.

Der Welt-Nierenkrebs-Tag ist ein Projekt der International Kidney Cancer Coalition (IKCC). Die IKCC ist ein globales Netzwerk von Patientenorganisationen, die sich für Nierenkrebs-Patienten einsetzen.

Uronauten sind eine Partnerorganisation der IKCC.
COUNTRY HIGHLIGHTS - GHANA

Juliet Ibrahim
@julietibrahim · May 28
Friends please join me and take this quick test to know more about kidney cancer as we prepare to create more awareness on World Kidney Cancer Day June 21st.
#GlobalAmbassador #worldkidneycancerday

worldkidneycancerday.org/2018-quiz/

Juliet Ibrahim
@julietibrahim · Jun 21
Today is #WorldKidneyCancerDay Take the quiz by @IKCCor
worldkidneycancerday.org/2018-quiz/ to learn more about #KidneyCancer.
pic.twitter.com/Dy35t4eSkL
Η Ιρίνη συμμετέχει ενεργά στην ευαισθητοποίηση για τον καρκίνο του νεφρού
Στα πλαίσια της Παγκόσμιας Ημέρας Καρκίνου του Νεφρού

Καρκίνος των νεφρών: Γίνε κρίκος στην αλυσίδα της ενημέρωσης για τη νόσο

Newenac - 7 Ιουλίου 2018 09:47
Viji Venkatesh - Jun 21
Proud to be the Brand Ambassador for @IKCCorg @vcare24 @stompoutcancer... to reach out to the many who are unaware of the increasing numbers developing kidney cancers. "Together we are working towards slowing the growth of this silent killer."

V Care - Jun 21
V Care is an affiliated organization of the International Kidney Cancer Coalition (IKCC). On 21st June International Kidney Cancer Day, we at V Care organized a support group meeting on Kidney Cancer Awareness. @vijivenkatesh @IKCCorg @Vandana66218307

Our Brand Ambassador

Viji Venkatesh
COUNTRY HIGHLIGHTS - KOREA

IKCC shared a video.
Published by Rose Woodward [?] - June 21 at 4:14 PM

IKCC shared a post.
Published by Rose Woodward [?] - June 19 at 6:37 AM

More coverage from the Korean Kidney Cancer Organisation for the 2nd World Kidney Cancer Cancer Day on Thursday 21st June. Thank you so much for spreading the word and you look great in the T shirts. I am sure they caught everyone's attention. Thank you from everyone here at the IKCC for supporting what will be a very important day for kidney cancer patients everywhere. http://kidneycancer.or.kr/

Korea kidneycancer organization
June 21 at 2:14 PM

Korea kidneycancer organization
June 10 at 7:17 PM
COUNTRY HIGHLIGHTS - MEXICO

Asociación Ale @AleAsociacion · Jun 7
¿Cuáles son los principales factores de riesgo para desarrollar #CancerDeRiñón? Responde este sencillo cuestionario en worldkidneycancerday.org y descubre cuánto sabes sobre el tema. #KidneyCancer #worldkidneycancerday

IKCC Kidney Cancer @IKCCorg · Jun 22
Kidney cancer patient symposium underway in Brazil for #WorldKidneyCancer Day today. Congratulations @Oncoguia @larq_org @SterioZegui @luzanaholtzs

Instituto Oncoguia @Oncoguia
Nosotros somos a llamada de paciente con cáncer de riñón acaba de comenzar #Ikcc #InstitutoOncoguia #kidneycancer

IKCC Kidney Cancer @IKCCorg · Jun 21
Mexico: of 4000 new cases of #kidneycancer diagnosed annually, fully 30% are at advanced stage. @AleAsociacion working to improve awareness and advocate for quality care #WorldKidneyCancerDay

Asociación Ale @AleAsociacion
En México cada año se detectan 4 mil nuevos casos de cáncer de riñón. Te invitamos a conocer más sobre este padecimiento en el #DiaMundialDelCancerDeRiñón worldkidneycancerday.org

Femetre - Federación Mexicana de Enfermos y Trasplantados Renales, A.C. · June 22
El #cáncerderiñón se origina en los riñones cuando las células del cuerpo empiezan a crecer en forma descontrolada, siendo difícil el detectarlo tempranamente. Responde el siguiente cuestionario. https://worldkidneycancerday.org/2018-quiz/

See Translation

El #cáncerderiñón es un tipo de cáncer que surge de las células del mismo.
¿Conoces tu riñón?
IKNL @IKNL · Jun 21
In NL overlijden zo'n 900 mensen per jaar aan nierkanker. Het is één van de snelst groeiende vormen van kanker. Nierkanker geeft in het begin zelden klachten en wordt daardoor niet altijd vroegtijdig opgespoord.
#WorldKidneyCancerDay @IKCCorg #NKRdata
iknl.nl/oncologische-z...

IKNL @IKNL · Jun 21
Vandaag is het nierkanker dag. Jaarlijks krijgen in NL 2.600 patiënten deze diagnose.
Bij de behandeling zijn nog kansen voor verbetering.
iknl.nl/oncologische-z...

Translate Tweet

1 9 8
HIGHLIGHTS - NIGERIA

Move Against Cancer Africa (MACA) @movecancerAF · Jun 9
Let’s have some fun. Do you want to help 😘😘 off Kidney Cancer?

Take this fun quiz and reply with the number of kisses you get from taking the quiz. Click here to take the quiz—>>> bit.ly/2JxqK6M

@IKCCorg
#WorldKidneyCancerDay

Move Against Cancer Africa (MACA) @movecancerAF · Jun 21
Today is World Kidney Cancer Day. Let’s talk a little about the signs and symptoms of kidney Cancer. Go through the thread to learn more

(Click on link below to expand thread)

#WorldKidneyCancerDay
#KidneyCancer

MACA Joins to Celebrate World Kidney Cancer Day tomorrow 21st of June 2018

MACA / JUNE 20, 2018 / KIDNEY CANCER, WORLD KIDNEY CANCER DAY /
What great promotion of our World Kidney Cancer Day in 3 days time on the 21st June, this event took place in Warsaw Poland over the weekend, huge thanks to Stowarzyszenie Gladiator, Główny Zarząd z siedzibą w Warszawie from everyone at IKCC
COUNTRY HIGHLIGHTS - SPAIN
COUNTRY HIGHLIGHTS – SPAIN

Fed. Nac. ALCER @FNALCER · Jun 29
Campamento CRECE también hace frente al cáncer de riñón @SENefrologia
@soug1 @IKCCorg

Fed. Nac. ALCER @FNALCER · Jun 16
Staff of @FNALCER supporting #worldkidneycancerday worldkidneycancerday.org
COUNTRY HIGHLIGHTS - UK

Legal & General @landg_careers - Jun 21
To show their support for #WorldKidneyCancerDay our colleagues in #Cardiff have been wearing their finest green threads, raising £1347 for @KidneycancerSN

NHS England @NHSEngland - Jun 21
Do you know the signs of this common cancer? Find out more about KidneyCancer on #WorldKidneyCancerDay @NHSChoices info: ow.ly/Z0xZ30kyZ3n

Early diagnosis is key to survival.
Urgent referrals by GPs are up by 500k compared to three years ago.

#FutureNHS
COUNTRY HIGHLIGHTS - UK

KidneyCancerScotland @KCScotland · Jun 20
The team @KCScotland & @kidneycanceruk getting ready for #WorldKidneyCancer Q&A Day tomorrow. Are you ready, have you taken the quiz at ow.ly/Bkas30kAuLS #worldkidneycancerday #GreenForKidneycancer @IKCCorg @BAUNurses @NHSGGC @Beaton_Charity @martinstepke @Uro_News

KidneyCancerSupport @KidneycancerSN · Jun 18
On average, 12,500 people in the UK will be diagnosed with #KidneyCancer this year - an increase of 70% from just twenty years ago. Support #WorldKidneyCancerDay on 21 June worldkidneycancerday.org

12500 people will be diagnosed with kidney cancer this year in the UK
#WorldKidneyCancerDay
COUNTRY HIGHLIGHTS - UK

Weekend Together - over 30 countries joining forces around the world to shout out for #kidneycancer research. Participate/donate worldkidneycancerday.org/2018-quiz | kcsn.org.uk/support-us/how...

Today around 926 new cases of #kidneycancer will be diagnosed around the world. Help us raise awareness and funds for kidney cancer kcsn.org.uk/support-us/how... worldkidneycancerday

Let’s work together to reduce the global burden of kidney cancer” IKCC
#worldkidneycancerday #greenforkidneycancer #kidneycancer #pedal #cycle #london to #cambridge #Septem
COUNTRY HIGHLIGHTS - USA

Bryan Lewis @advocatekidneys · Jun 21
Go green and Take the #greenlipstickchallenge @ worldkidneycancerday.org/2018-quiz/ #worldkidneycancerday to raise awareness for all involved with #KidneyCancer. @IKCCorg

IKCC
Published by Kim Lykissas [?] · June 8
Hear Dr. Jonasch. IKCC Board Member & Professor of Genitourinary Medical Oncology, MD Anderson Cancer Center of The University of Texas, speak about the World Kidney Cancer Q&A Day Campaign for 2018. Do the quiz at worldkidneycancerday.org #kidneycancer #worldkidneycancerday
COUNTRY HIGHLIGHTS - USA

KCCure @kCCURE · Jun 21
Green lipstick challenge for #worldkidneycancerday! Who wore it better? Pretty sure Josie beat me out.

Hans Hammers @HHammersMD · Jun 21
#WorldKidneyCancerDay difficult to get the guys wear green lipstick ;-) Best wishes to all the patients and families afflicted by #KidneyCancer
INTERNATIONAL ASSOCIATIONS

Can lower back pain be an early sign of kidney cancer?

Proud to represent the kidneycancer voice in the Workgroup of European Cancer Patient Advocacy Networks aka WECAN. #WECANadvocate

SKUIN CANCER

Is one of the world’s fastest-growing cancers with over 330,000 new cases diagnosed every year.
Over the two Q&A Day campaigns, more than 20,000 people around the world have completed a 7-question, interactive, World Kidney Cancer Quiz.

While not statistically significant, we have learned that the two areas that are least understood by our respondents are Incidence and Risk Factors.

<table>
<thead>
<tr>
<th>Country</th>
<th>2017 and 2018</th>
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<tbody>
<tr>
<td>USA</td>
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<tr>
<td>UK</td>
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<td>350</td>
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<td>Portugal</td>
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<tr>
<td>Other</td>
<td>2018</td>
</tr>
<tr>
<td>TOTAL</td>
<td>20220</td>
</tr>
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IMPACT: LOCAL/NATIONAL AWARENESS

“Our love pulls us through the dark days” - Market Harborough family tells of the impact cancer has had on their lives
IMPACT – GLOBAL AWARENESS

• World Kidney Cancer Day is now firmly entrenched on the Global Health Calendar.
• Key brand elements of GREEN, green lips, iconography established.
• New global disease-awareness days take years to establish brand awareness.
• Kidney cancer is working to differentiate from “kidney disease” (World Kidney Day in March)
• Campaign will move from “awareness” to sharing knowledge for action in 2019 (Global Patient Survey)
As a result of the promotion of World Kidney Cancer Day 2018, a Kidney Cancer Europe Roundtable has been arranged for 26 September, 2018.

To be held in Brussels the roundtable will address the following critical themes leading to development of a set of recommendations for policy makers, governments and key stakeholders to support an EU-wide strategy incorporating each participants final recommendations for the Kidney Cancer Report.

- Analysing the Current Policy Framework of Kidney Cancer in the EU and Member States.
- Improving Early Detection, Diagnosis and Patient Treatment.
- Fostering Research, Innovation and Drug Development.
Q&A Day 2018 was a global success

What worked:
- 75.0% of affiliates said the Facebook Campaign.
- 58.3% of affiliates said the Quiz.
- 58.3% of affiliates said Social Media.

Affiliate Organisations see their Target Audiences for World Kidney Cancer Day as:
- Patients – 78.6%
- Carers – 42.9%
- Relatives – 42.9%
- Sponsors – 7.1%
- Health Professionals – 42.9%
- General Public – 50.0%
FEEDBACK FROM 2018:

What worked:

• Timelines: Everyone had enough time to organise their programs.

• Flexibility: Affiliates are good at taking a theme and creating noise about it in their own markets in their own way.

• Artwork: The “Green Lips” are established and are building brand equity as a WKCD asset.

• Interactivity: The Q&A Day quiz endures.
FEEDBACK FROM 2018:

What can we improve upon in 2019?

• Translate-ability of campaign: “Kiss Off” worked well in some countries, did not translate in all cultures/languages.

• More videos! (More in local languages)

• For discussion: support for fundraising at the local level to support programs, research, services for kidney cancer patients & families.
The IKCC and our affiliates around the world thank our sponsors and partners for giving kidney cancer a global voice.

Gold Sponsors  
Bristol-Myers Squibb  
Novartis  
Pfizer

Silver Sponsors  
EXELIXIS  
IPSEN

Bronze Sponsor  
Roche

Thank you to everyone who took part in 2018. With your commitment to awareness raising, supporting patient advocacy and research, we will continue our combined efforts to reduce the global burden of kidney cancer!
LINKS TO ARTICLES RELATED TO WORLD KIDNEY CANCER DAY

• http://www.digitaljournal.com/pr/3822559
• https://www.newsbeast.gr/health/arthro/3734552/i-ipsen-simmetechni-enera-stin-evesthitopiisigia-ton-karkino-tou-nefrou
• https://www.harboroughmail.co.uk/news/our-love-pulls-us-through-the-dark-days-market-harborough-family-tells-of-the-impact-cancer-has-had-on-their-lives-1-8526700