

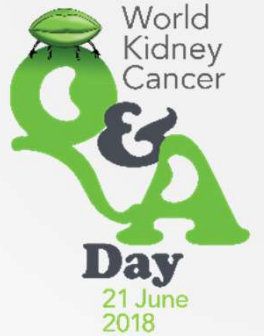
WORLD KIDNEY CANCER Q&A DAY

2018 Campaign Report



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)

-  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

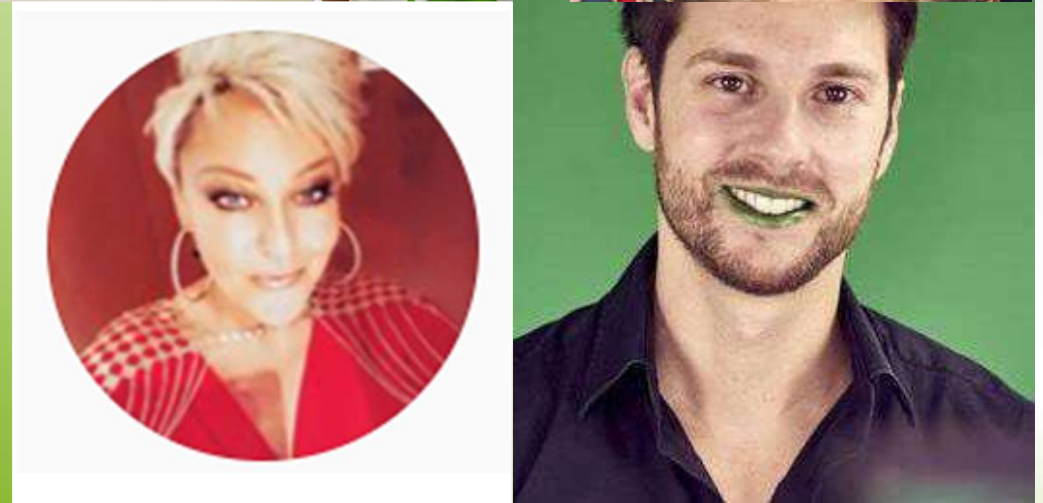
- Over 30 Video Posts.
- 250 Press Releases, Radio Interviews and Local Social Media Campaigns.
- 3 Fundraising Events.
- One Cake Baking Event.
- One patient education meeting in Brazil.
- Clown Doctors in Greece!
- And lots of Green Lips, Nails, and Hair!





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





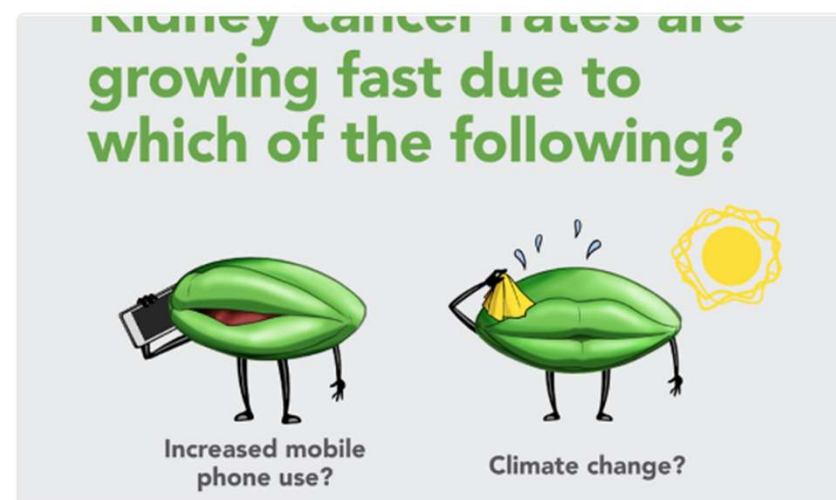
COUNTRY HIGHLIGHTS - AUSTRALIA



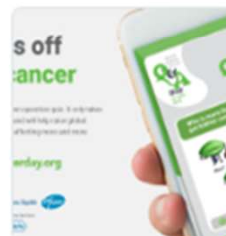
ANZUP @ANZUPtrials · Jun 21
Today is World Kidney Cancer Q&A Day. Help increase awareness of this [#silentdisease](#) (& other below the belt cancers) by registering and raising funds for the 5th Sydney Below the Belt Pedalthon. [ow.ly/fGon30kyJb4](#)



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/2I9uiKD](#) [@IKCCORG](#)

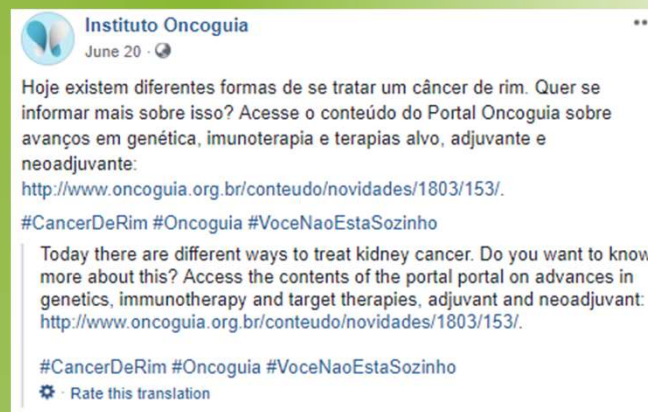
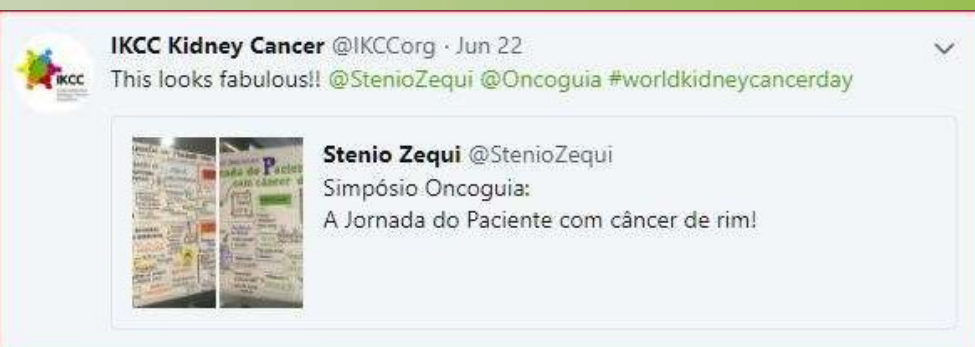
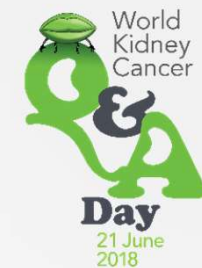


2018 Quiz - World Kidney Cancer Q&A Day
Help kiss off kidney cancer! Click here to take the World Kidney Cancer Day quiz and see your score. [worldkidneycancerday.org](#)





COUNTRY HIGHLIGHTS - BRAZIL





COUNTRY HIGHLIGHTS - CANADA



Kidney Cancer Canada @KidneyCancer_Ca · Jun 19

JUNE 21 is [#WorldKidneyCancerDay](#) - Take the 7-question quiz and learn why [#KidneyCancer](#) is on the increase and what the early warning signs are. Take the quiz now and share your results on social media with your "Green Lips" selfie. [worldkidneycancerday.org/2018-quiz/](#) [#GreenLipstickChallenge](#)



Cancer du rein CA @CancerduRein · Jun 14

Amusez-vous et répondez au quiz de la Journée mondiale du [#CancerDuRein](#)! Apprenez davantage au sujet du cancer du rein tout en sensibilisant les gens à la maladie. Partagez vos résultats avec votre égoportrait aux lèvres vertes [worldkidneycancerday.org](#) @IKCC [#WorldKidneyCancerDay](#)

[Translate Tweet](#)





COUNTRY HIGHLIGHTS - FRANCE

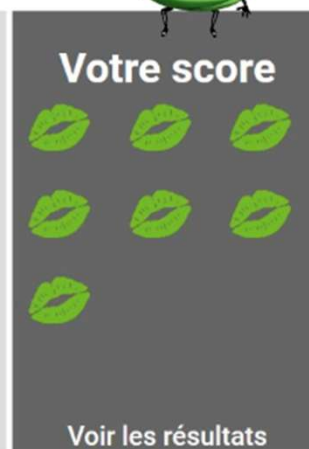


A.R.Tu.R. @AssoARTuR · Jun 18

Et vous ? Avez-vous fait le quiz ? C'est par ici : worldkidneycancerday.org
#WorldKidneyCancerDay #cancerdurein #cancer #rein Journée mondiale des Questions-Réponses sur le Cancer du Rein 21 juin 2018

Translate Tweet

Q.7 UN FAIT : Le cancer du rein doit être une priorité de santé mondiale pour tous



You



7

4



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 ! worldkidneycancerday.org
#WorldKidneyCancerDay #cancerdurein #cancer #rein

Translate Tweet



You



4

6





COUNTRY HIGHLIGHTS - GERMANY



Das Lebenshaus @DasLebenshaus · Jun 13

@heidiklum Am 21. Juni ist #WorldKidneyCancerDay. Zeit für unsere Green Lipstick Challenge, um auf Nierenkrebs und dessen Frühwarnzeichen aufmerksam zu machen. Ganz einfach am Quiz teilnehmen, Selfie schießen und teilen. Denn Wissen kann Leben retten.

Translate Tweet



World Kidney Cancer Q&A Day - World Kidney Can...

On 21 June 2018, people around the world will be asking questions and seeking answers to raise awareness and funds to help fight kidney cancer.

worldkidneycancerday.org



Uronauten @uronauten · Jun 21

Heute ist Welt-Nierenkrebs-Tag. Lerne bei unserem Quiz mehr über Risikofaktoren und Symptome: Macht mit, postet ein Selfie und animiert auch andere mitzumachen bit.ly/Nierenkrebsqui... #worldkidneycancerday #nierenkrebs @IKCCorg #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/Nierenkrebsqui... #worldkidneycancerday @nierenkrebs #IKCCorg #kidneycancer too

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.

Welt-Nierenkrebs-Tag

· 21. JUNI 2018 ·

Mach beim Quiz zum Welt-Nierenkrebs-Tag mit und lerne spielerisch etwas über Risikofaktoren und Symptome bei Nierenkrebs: worldkidneycancerday.org

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. Die Uronauten sind eine Partnerorganisation der IKCC.





COUNTRY HIGHLIGHTS - GHANA



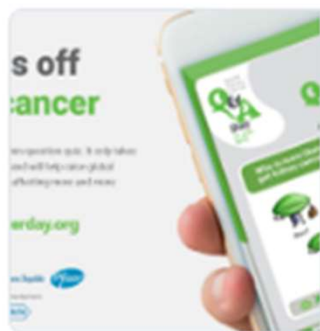
You Retweeted



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

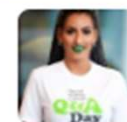
worldkidneycancerday.org/2018-quiz/



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



Juliet Ibrahim

@julietibrahim · Jun 21

Today is #WorldKidneyCancerDay Take the quiz by @IKCCorg worldkidneycancerday.org/2018-quiz/ to learn more about #KidneyCancer.
pic.twitter.com/Dy35t4eSkL





COUNTRY HIGHLIGHTS - GREECE

Η Ipsen συμμετέχει ενεργά στην ευαισθητοποίηση για τον καρκίνο του νεφρού

Στα πλαίσια της Παγκόσμιας Ημέρας Καρκίνου του Νεφρού

ΥΓΕΙΑ 15:58 · 21/06/2018



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

NewsRoom - 7 Ιουνίου 2018 09:07





COUNTRY HIGHLIGHTS - INDIA



Viji Venkatesh @vijivenkatesh · 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 @vcare24 · 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





COUNTRY HIGHLIGHTS - KOREA

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

82 Views

Korea kidneycancer organization
June 21 at 2:14 PM · 🌐

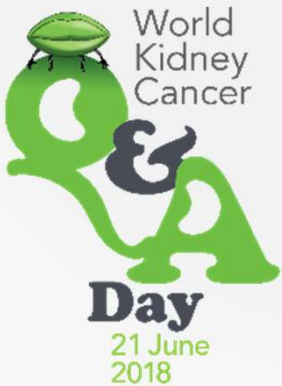
Like Page

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 everyones 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 18 at 7:17 PM · 🌐

Like Page





COUNTRY HIGHLIGHTS - MEXICO



Asociación Ale @AleAsociacion · Jun 7

¿Cuáles son los principales factores de riesgo para desarrollar **#CáncerDeRiñón**? Responde este sencillo cuestionario en worldkidneycancerday.org y descubre cuánto sabes sobre el tema.

#KidneyCancer #worldkidneycancerday

Translate Tweet

You, Fed. Nac. ALCER, FEMETRE and 4 others

IKCC Kidney Cancer @IKCCOrg · Jun 22

Kidney cancer patient symposium underway in Brazil for **#Worldkidneycancer** day today. Congratulations @Oncoguia @larcg_org @StenioZequi @lucianaholtz

Instituto Oncoguia @Oncoguia

Nosso simpósio a Jornada do paciente com câncer de rim acaba de começar #ikcc #oncoguia #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 **#DíaMundialDelCáncerDeRiñón** 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?

World Kidney Cancer **Q&A Day**



COUNTRY HIGHLIGHTS - NETHERLANDS



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...

Translate Tweet



1



4



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) @moveacancerAF · 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

 **World Kidney Cancer**
On 21 June 2018, questions and see funds to help fight worldkidneycancer

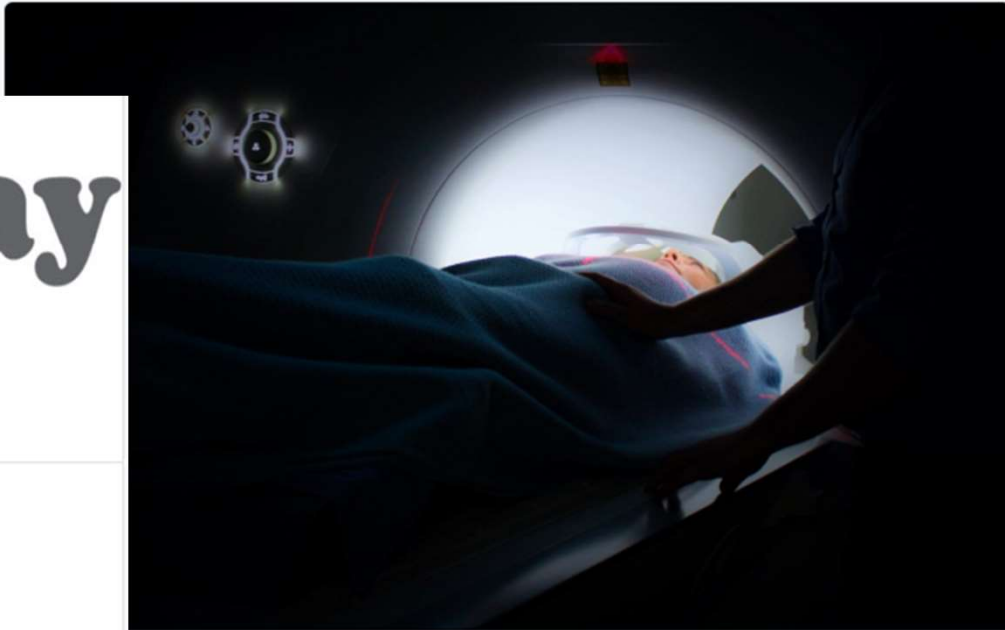
4 5

Move Against Cancer Africa (MACA) @moveacancerAF · 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



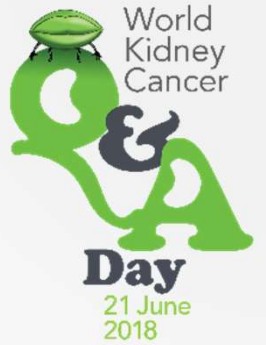
18 27

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

MACA / JUNE 20, 2018 / KIDNEY CANCER, WORLD KIDNEY CANCER DAY /

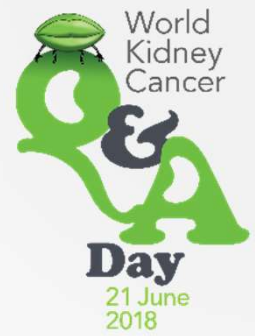


COUNTRY HIGHLIGHTS - POLAND





COUNTRY HIGHLIGHTS - SPAIN



Fed. Nac. ALCER @FNALCER · Jun 20

@AlcerCuenca pone su granito de arena en el #DiaMundialCancerRenal, responde para saber más en worldkidneycancerday.org @IKCCorg #worldkidneycancerday

Translate Tweet



0:02 80 views

3 3

Fed. Nac. ALCER @FNALCER · Jun 21

El equipo de ALCER Giralda apoya la lucha contra el cáncer de riñón. Únete a nosotros worldkidneycancerday.org

Translate Tweet



3

Fed. Nac. ALCER @FNALCER · Jun 21

El equipo de ALCER Badajoz apoya la lucha contra el cáncer de riñón. Únete a nosotros worldkidneycancerday.org

Translate Tweet



2



COUNTRY HIGHLIGHTS – SPAIN



You Retweeted

Fed. Nac. ALCER @FNALCER · Jun 29

Campamento CRECE también hace frente al cáncer de riñón @SENeftrologia @sogug1 @IKCCorg



5



7



Fed. Nac. ALCER @FNALCER · Jun 16

Staff of @FNALCER supporting #worldkidneycancerday worldkidneycancerday.org



4

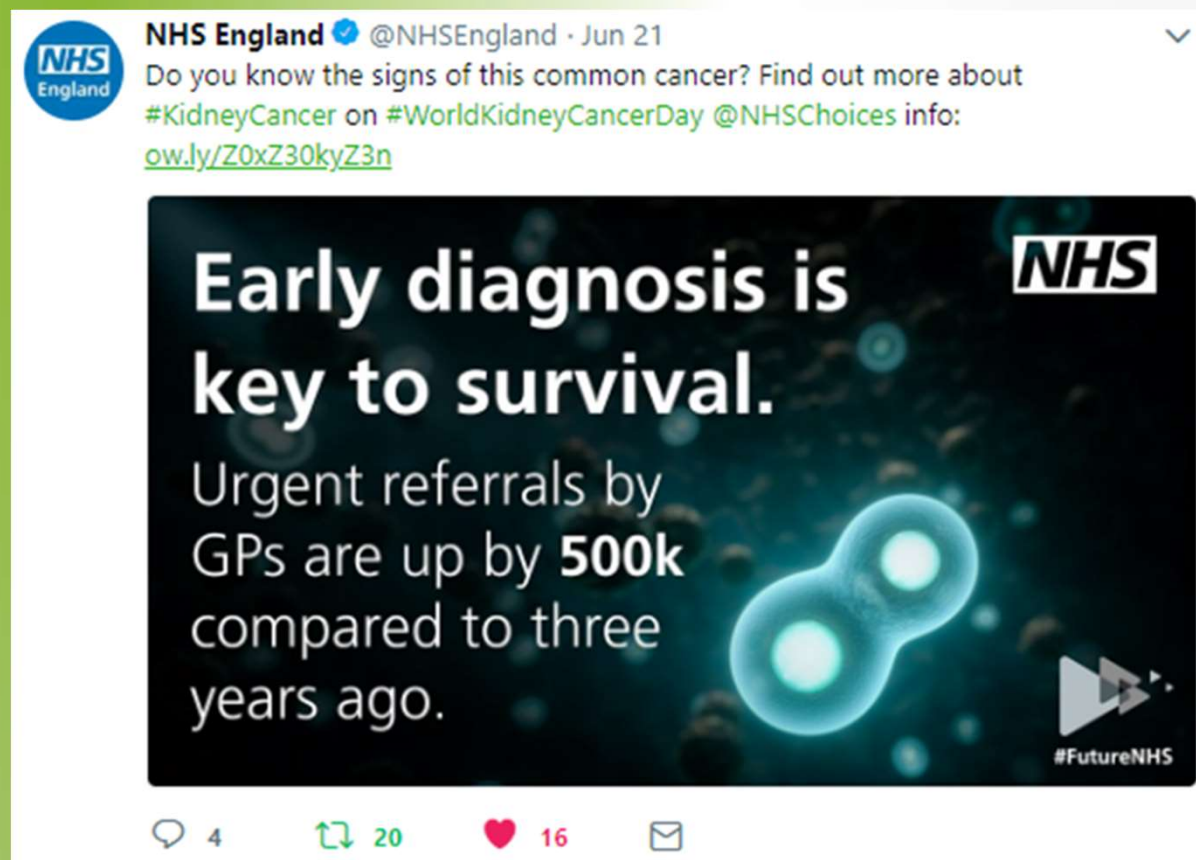


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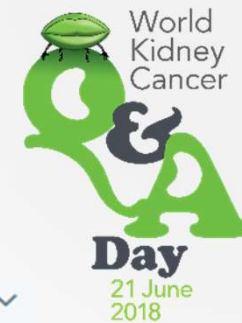


COUNTRY HIGHLIGHTS - UK





COUNTRY HIGHLIGHTS - UK



KidneyCancerScotland @KCSScotland · Jun 20

The team @KCSScotland & @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 @Beatson_Charity @martinstepek @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



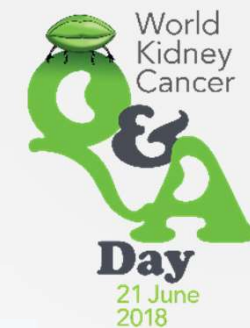
people will be diagnosed
with kidney cancer this
year in the UK

#WorldKidneyCancerDay





COUNTRY HIGHLIGHTS - UK



KidneyCancerSupport @KidneycancerSN · Jun 20
Stronger 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...



KidneyCancerSupport @KidneycancerSN · Jun 16
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.org



2 23 19

Pedal4Cancer @Pedal4CancerUK · Jun 21
It's World Kidney Cancer day 🌍 🧡 ❤️

"Let's work together to reduce the global burden of kidney cancer" IKCC
🧡 🧡 🧡 🧡 🧡 🧡 🧡 🧡 🧡 🧡 🧡 🧡
#worldkidneycancerday #greenforkidneycancer #kidneycancer #pedal #c and support @kidneycanceruk #cycle #london to #cambridge #September



5 10



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.



   15 

 KCCure Retweeted



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](#)



 1  4  16 



INTERNATIONAL ASSOCIATIONS



Union for International Cancer Control @uicc · Jun 21

Do you know kidney #cancer is one of the fastest growing cancers globally? "Kiss off" #kidneycancer by taking the quiz and and share your results with friends: worldkidneycancerday.org #worldkidneycancerday

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

IKCC International Kidney Cancer Coalition

11 retweets, 11 likes

IKCC Kidney Cancer @IKCCorg · Jun 19

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

Workgroup of European Cancer Patient Advocacy Networks

Home - WECAN

WHO WE ARE WECAN is an informal network of leaders of cancer patient umbrella organisations active in Europe. MISSION To strengthen patient wecanadvocate.eu

1 retweet, 7 likes

World Kidney Day @worldkidneyday · Jun 21

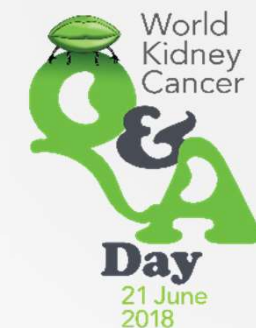
Today is #WorldKidneyCancerDay Take the quiz by @IKCCorg worldkidneycancerday.org/2018-quiz/ to learn more about #KidneyCancer. Help "Kiss Off" #KidneyCancer by sharing your #GreenLips selfie.

21 JUNE 2018

WORLD KIDNEY CANCER DAY

KIDNEY CANCER
Is one of the world's fastest-growing cancers with over **330,000** new cases diagnosed every year.

www.worldkidneycancerday.org/



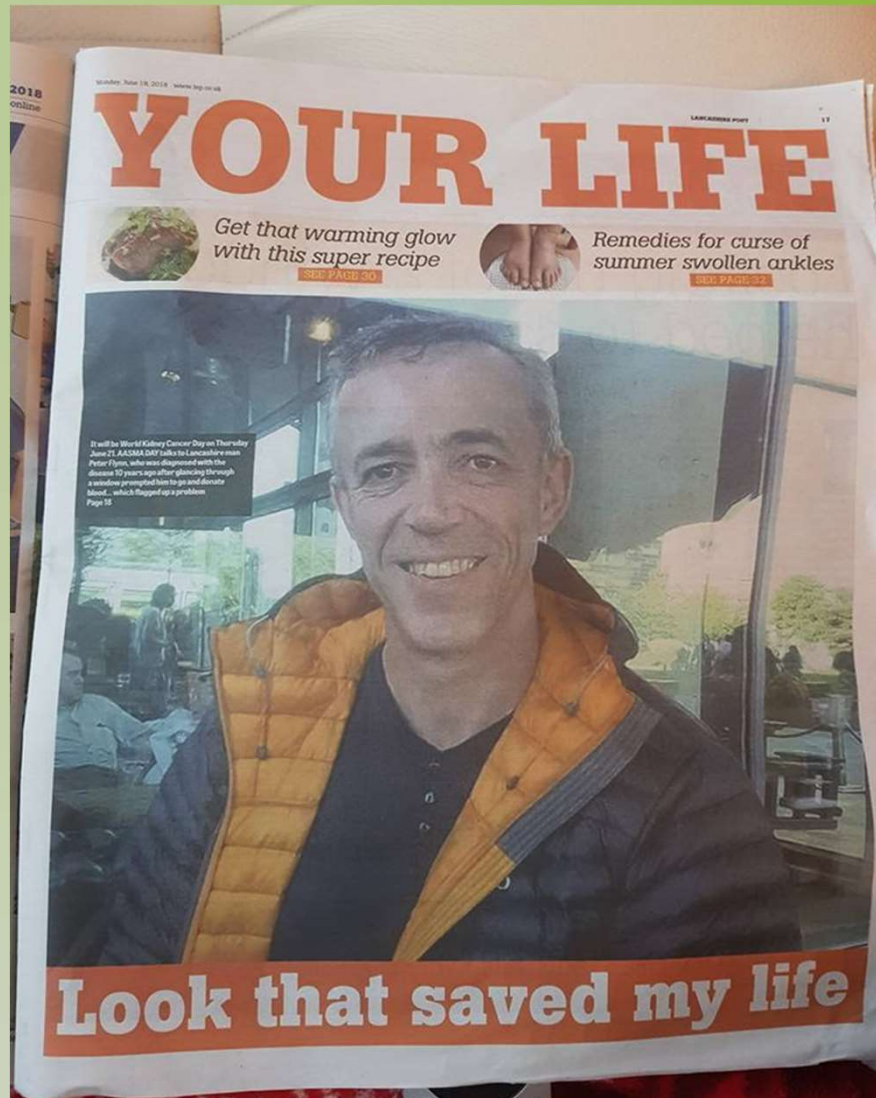
IMPACT: QUIZ RESULTS

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.

Country	2017 and 2018
USA	3637
UK	2315
France	1559
Greece	1094
Canada	1256
Spain	1075
India	784
Australia	905
Germany	533
The Netherlands	388
Poland	350
Portugal	184
Other	2018
TOTAL	20220

IMPACT: LOCAL/NATIONAL AWARENESS



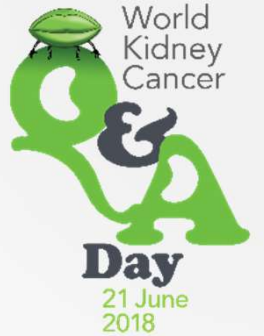
‘Our love pulls us through the dark days’ - Market Harborough family tells of the impact cancer has had on their lives





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)





IMPACT – POLICY DISCUSSIONS (EU)

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.





FEEDBACK FROM 2018

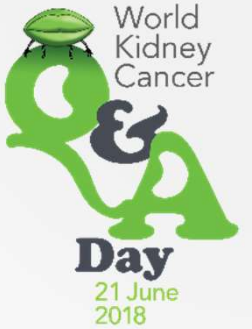
Q&A Day 2018 was a global success

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%

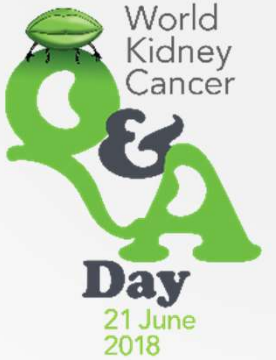




FEEDBACK FROM 2018:

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.

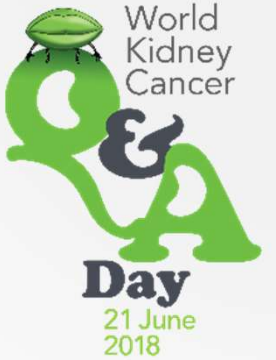




FEEDBACK FROM 2018:

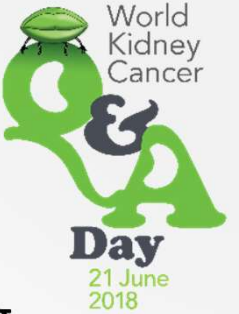
What can we improve upon in 2019?

- 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.





THANK YOU



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



Silver Sponsors



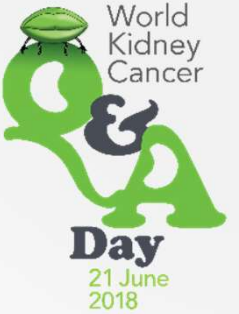
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Thank you to everyone who took part in 2018. With your commitment to awareness raising, supporting patient advocacy and research, we will continue our combined efforts to reduce the global burden of kidney cancer!



LINKS TO ARTICLES RELATED TO WORLD KIDNEY CANCER DAY



- <http://www.digitaljournal.com/pr/3822559>
- http://caracol.com.co/programa/2018/06/22/sanamente/1529687304_258281.html
- <https://www.newsbeast.gr/health/arthro/3734552/i-ipsen-simmetechi-energa-stin-evesthitopiisi-gia-ton-karkino-tou-nefrou>
- <http://www.mononews.gr/health/karkinos-ton-nefron-gine-krikos-stin-alisida-tis-enimerosis-gia-ti-noso>
- <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>