WORLD KIDNEY CANCER DAY
We need to talk about physical activity
18 June 2020

2020 Campaign Report
OVERVIEW

On 18 June 2020, the International Kidney Cancer Coalition (IKCC) and its 44 affiliate organisations, global sponsors and supporters around the world joined together to mark World Kidney Cancer Day 2020 with the “We need to talk about physical activity” campaign.

Overall we estimate upwards of between 2,500,000 - 3,000,000 impressions were seen of our campaign material, paralleling the 2019 campaign results.

Of this, the World Kidney Cancer Day YouTube material delivered a total of 2,288,808 impressions with 1,127,185 completed views of our messages about physical activity and kidney cancer.

This reach was magnified by many of the participating affiliates, sponsors and medical associations to create a significant worldwide presence.

Over 8000 visits were made to the WKCDay website and 180 people downloaded the Get Active Sit Less 102 page book.
COUNTRIES THAT PERFORMED WELL THROUGHOUT THE CAMPAIGN WERE BRAZIL, GERMANY, KOREA, SPAIN, UK AND THE USA.

WE CONSIDER THIS TO BE AN OUTSTANDING RESULT GIVEN THAT THE OVERWHELMING COMMENT FROM ALL REPORTS CAN BE SUMMARIZED IN THE FOLLOWING RESPONSE -

“As you can imagine, we were somewhat preoccupied with COVID”

THERE WAS A GENERAL Consensus THAT THE RESPONDENTS “WERE HAPPY WITH THIS YEAR’S CAMPAIGN” BUT THEIR LARGEST CHALLENGE WAS CONFLICTING Priorities WITH THE COVID-19 PANDEMIC AND LACK OF RESOURCES TO INSTIGATE THE CAMPAIGN TO THEIR FULL ABILITY.

THE WKCDAY CAMPAIGN WAS ALSO DEEMED LOW Priority BY MANY LOCAL AND NATIONAL MEDIA DUE TO COMPETITION FROM THE MASSIVE AMOUNT OF COVID-19 NEWS STORIES.
AFFILIATE HIGHLIGHTS

BRAZIL - INSTITUTO ONCOGUIA

A comprehensive multi-media campaign (Facebook, Instagram, YouTube) that incorporated educational content, patient mobilization, cancer specialists, famous local athletes and even a virtual flash mob to inform and raise awareness of the disease.

SOCIAL MEDIA POSTS

LIVE ON YOUTUBE & FACEBOOK
CELEBRITY POSTS ON INSTAGRAM

@denilsonshow

Likes: 28,3k
Comments: 279

@l0neto

Views: 16k
Comments: 65
BRAZIL - INSTITUTO ONCOGUIA

VIRTUAL FLASH MOB
CANADA - KIDNEY CANCER CANADA
Canadien du rein Canada

UNE MARCHE DE 30 MINUTES, 3 FOIS PAR SEMAINE, RÉPRÉSENTE UNE ACTIVITÉ PHYSIQUE MODÉRÉE. Il n'est pas nécessaire d'aller vite (imaginez que vous êtes en retard pour un rendez-vous) et vous n'êtes pas obligé de faire l'activité en une seule fois. Trois marches de 10 minutes auront le même effet qu'une marche de 30 minutes. L'important pour débutant, le yoga et même le simple fait de se promener dans la pièce seront bénéfiques.

#cancerdurein #journeemondialeducancerdurein #wkcd2020
#kidneycancer #worldkidneycancerdayer #wkcd2020

Pouvez-vous faire des exercices d'étirement pendant 30 minutes, 3 fois par semaine ?

Which physical activity will you choose?

Walking
Yoga
Swimming
Tennis
Golf
Dancing

L'activité physique peut réduire la durée de la convalescence après une chirurgie.
CANADA - KIDNEY CANCER CANADA

Support Our Team

We are participating in this event to raise money for Kidney Cancer Canada, an organization that is very important to my family. Any donation helps support kidney cancer research and awareness, so please consider donating.

Livestream Cooking & Nutrition Class

Thursday, June 18 at 12 - 1 pm EDT

www.YouTube.com/ellisskitchen

Elliss Kitchen We'll be celebrating World Kidney Cancer Day on June 18th at 12pm ET.

Join the live streaming cooking and nutrition class through the link in our bio. cancernutrition #cancerwellness #worldkidneycancerday

Elliss Kitchen

Elliss Kitchen

Elliss Kitchen

Elliss Kitchen
FINLAND - ASSOCIATION OF CANCER PATIENTS
GERMANY - DAS LEBENSHAUS e.V

Online patient group focussing on the importance of physical activity.
GERMANY - DAS LEBENSHAUS e.V.

Youtube:
GREECE - VHLFA ALLIANCE GREECE

A month-long TV and radio campaign that delivered the Dr Trinh messages, and was supported by a web event hosted by a national swimming champion that showed a number of physical activity exercises that are designed to activate patients. These are moderate water based exercises for everyone that can be adapted according to a patient’s strength and doctor’s advice.
NETHERLANDS- DUTCH VHL ORGANISATION

Used a combination of WhatsApp and YouTube to share a video promoting physical activity and raising awareness of World Kidney Cancer Day 2020.

Produced this video: https://www.youtube.com/watch?v=ok2xtcudD08
NETHERLANDS - DUTCH VHL ORGANISATION
NETHERLANDS- DUTCH VHL ORGANISATION

The video was featured on Vimeo:
KOREA - KKCA

Used Facebook and Instagram, the KKCA online community, and the President of KKCA's Facebook.

*Localized Korean calligraphy version
KOREA - KKCA

KKCA published a diary containing mental and psychological support along with physical activities and the need for physical activities of kidney cancer patients.

Over 15 Korean healthcare media covered the announcement of World Kidney Cancer Day, the video content of physical activity for cancer patient and the introduction of the emotional healing diary.
KOREA - KKCA

KKCA President’s lecture at Ipsen Korea
MEXICO - FEMETRE - FEDERACIÓN MEXICANA DE ENFERMOS Y TRASPLANTADOS RENALES, A.C.

DÍA MUNDIAL DEL CÁNCER RENAL
Necesitamos hablar sobre el Ejercicio Físico
18 de Junio de 2020
La actividad física reduce el riesgo de cáncer de hígado en un 22%.

La actividad física puede reducir los beneficios de vacunación de la diabetes.

La actividad física ayuda a reducir la depresión relacionada con el cáncer.

Debes estirar durante 30 minutos.

El 75% de los pacientes de cáncer de hígado no realizan suficiente actividad física.

¿No sabes qué hacer?
Habla con tu médico acerca de un plan de actividad física.
SOUTH AFRICA - CAMPAIGNING FOR CANCER

3/4 kidney cancer patients don’t do enough physical activity

World Kidney Cancer Day is on the 13th of June 2020. Join us as we raise awareness.

Did you know: Studies show being physically active can reduce your risk of kidney cancer by up to 23%. If you already have kidney cancer, even moderate physical activity can improve treatment outcomes by up to 15%, as well as reduce cancer-related fatigue, anxiety, depression and improve the overall quality of life.

Find out more here: https://www.ksmt4u4
SPAIN - FEDERACIÓN NACIONAL DE ASOCIACIONES
SPAIN
UK - KIDNEY CANCER SUPPORT NETWORK
UK - KIDNEY CANCER SUPPORT NETWORK

An example of a KCSN Facebook post:

Kidney Cancer Support Network - KCSN
Published by Karen McKeen III - June 18 at 12:37 PM

We would like to say a massive thank you to everyone who participated in our #WKCD2020 campaign, it has been our best ever and would not have been possible without your support and sharing your inspirational experiences of the difference physical activity has made to your lives...

We hope that the campaign has made us all think and start to action introducing movement into our lives and see us reap the many benefits in months to come.

Once again THANK YOU we really are #Patio... See More

An example of a KCSN Facebook post:

Kidney Cancer Support Network - KCSN
Published by Karen McKeen III - June 18 at 6:00 PM

We are overwhelmed by the response we have had from patients wanting to share their experiences with us.

Jock as you will read was diagnosed 2 years ago with kidney cancer and at this time decided to take up running among other sports such as cycling and swimming.

"Since my diagnosis of stage 3 kidney cancer in 2018, I took up running as a way to get fitter and lead a healthier lifestyle. Since then I've taken part in several organised runs and I'm now training for my first ... See More

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Zoom quiz poster for WKCD 2020:

Social Quiz
Starts @ 8pm
18 June 2020
USA - KIDNEY CANCER ASSOCIATION
USA - BOSTON VHL ALLIANCE
USA - KIDNEY CAN

A Facebook Live Event on World Kidney Cancer Day

Let’s Get Physical!
Staying Active & Healthy When You Have Kidney Cancer

WKCD - Bryan & Ralph Share the KidneyCAN Story
from KidneyCAN

05:54
USA - KIDNEY CAN

KidneyCan - Kidney Cancer Coalition
Published by Hootsuite [1] June 18 - View

The view from outside is ALWAYS better than the view from your couch! Gary shares: 
“1 ride my bike and/or walk every day, along with lifting weights. We took a two-week RV trip in early spring to Big Bend and hiked several miles every day. I am certain I have benefited during treatment by being active.”
#WorldKidneyCancerDay

KidneyCan - Kidney Cancer Coalition
Published by Hootsuite [1] June 18 - View

Next up is our friend Gary P., who explains why he stays motivated to move:
“Activity is a great topic for WorldKidneyCancerDay. I was active before cancer.
I admit sometimes when under treatment it’s been an effort. In 2010 I’d been through 4 therapies and when I consulted with Dr. Olmicki he told me I’d consider me for Interleukin 2 if I could recondition enough to swim a mile. I started pushing myself, and 6 months later I met the goal and started Interleukin 2... See More

210 People Reached
28 Engagements

609 People Reached
115 Engagements

5 Comments. 6 Shares
THANK YOU

WORLD KIDNEY CANCER DAY 2020 “WE NEED TO TALK ABOUT PHYSICAL ACTIVITY”.

Thank you to everyone who took part in 2020. 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!

The IKCC and our affiliates around the world wish to thank our sponsors and partners for giving kidney cancer a global voice.

GOLD SPONSORS

SILVER SPONSORS