WORLD KIDNEY CANCER DAY 2021

We need to talk about how we’re feeling

2021 CAMPAIGN REPORT
OVERVIEW

For World Kidney Cancer Day 2021, the International Kidney Cancer Coalition (IKCC), its 44 affiliate organisations, 4 Gold Sponsors and 1 Silver Sponsor set out to raise awareness and normalise the psychosocial issues experienced by kidney cancer patients. All joining together to start conversations about how these issues can be alleviated by social, lifestyle and clinical interventions under the “We need to talk about how we’re feeling” campaign banner.

The central campaign asset was the opportunity for kidney cancer patients in participating WKCD countries to create a Personalised Psychosocial Wellbeing Report (PPWR). A simple, one-page infographic, where personalised data from a short survey was integrated and presented with more generalised and globalised information. The report was not intended to be a clinical diagnosis. Its observations were generalised in nature and designed to help normalise psychosocial issues among kidney cancer patients, raise awareness of the issue and start conversations.

The social media target audience, beyond patients, was anyone with an interest in kidney cancer that can help raise awareness of the disease. It made sense to add these groups to the target audience to raise their awareness of the psychosocial problems experienced by patients, but the report itself remained focused on those with a diagnosis.
OVERVIEW – CONT’D

Dr Andrew Matthew (PhD Psych) Senior Psychologist, University Health Network, Associate Professor Clinical and Health Psychology at Princess Margaret Cancer Centre, Toronto, Canada was the content expert who guided the development of the PPWR. For over 20 years, Dr Matthew has worked in clinical and health psychology. He has dedicated his career to educational, clinical, and research excellence.

Overall, we succeeded in achieving upwards of 9.5 million impressions of our campaign material, 152,000 clicks and 24,269 landing page views. Most importantly 712 reports were submitted. The reach was magnified by many of the participating affiliates, sponsors and medical associations to create a significant worldwide presence.
THE PERSONALISED PSYCHOSOCIAL WELLBEING REPORT (PPWR)

Introduction
- An online survey created in 14 languages.
- Developed in collaboration with Dr Andrew Matthew, Clinical Health Psychologist, University of Toronto, Canada.
- 9 Psychosocial Wellbeing questions with 4 response options: A, B, C or D.
- Anonymized data captured – Gender, Country, Year of Birth, Kidney Cancer Type, Gender, Year of Diagnosis, Current Cancer Status.
- Patient’s responses are processed to create a Personalised Psychosocial Wellbeing Report that provides a snapshot of their psychosocial wellbeing today with suggestions to help them feel better in the future.
- Patients are encouraged to print and share their PPWR with their family, friends and healthcare professionals
- In total 712 reports were created.
• The objective of the “We need to talk about how we’re feeling” campaign was to engage our community, which we succeeded in doing. It was not to conduct a global survey.

• We found that psychosocial wellbeing is still stigmatised, it is a hard topic for cancer patients to talk about.

• We see this because treatment is more physically oriented despite the fact that the psychological burden of morbidity is significant.
WKCD 2021 – CAMPAIGN ELEMENTS

PERSONALISED PSYCHOSOCIAL WELLBEING REPORT

WELCOME

PERSONALISED PSYCHOSOCIAL WELLBEING REPORT

96% most common psychological issues

Personalised Psychosocial Wellbeing Report

96%

Only 1 in 2
WKCD 2021 – CAMPAIGN ELEMENTS

WEBSITE
WKCD 2021 – CAMPAIGN ELEMENTS

SOCIAL MEDIA – GLOBAL MEDIA CAMPAIGN

34 sec video

17 sec video

Static and animated posts

Living with kidney cancer?
Create your Personalised Psychosocial Wellbeing Report in just 5 minutes

Talking about how we’re feeling can be the first step to feeling better

Create your Personalised Psychosocial Wellbeing Report

WORLD KIDNEY CANCER DAY
We need to talk about how we’re feeling
17 June 2021

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WKCD 2021 – CAMPAIGN ELEMENTS

SOCIAL MEDIA – LOCAL MARKETING CAMPAIGNS

Kidney cancer patients’ three most common psychosocial problems

Disease-related anxiety
Fear of recurrence
Fear of dying

96% kidney cancer patients experience psychosocial problems

Create your Personalised Psychosocial Wellbeing Report

Being active and talking to others can improve our psychosocial wellbeing

Create your Personalised Psychosocial Wellbeing Report

Living with kidney cancer?

We need to talk about how we’re feeling

Create your Personalised Psychosocial Wellbeing Report

Static and animated posts
WKCD 2021 – CAMPAIGN ELEMENTS - COLLATERAL

- T SHIRT
- BALLOON
- BANNER
- BADGE/BUTTON
Highlights

June 8  World Kidney Cancer Day Coffee-Chat – Caregivers/Patients

June 17  Cooking at home with Kidney Cancer Canada and ELLICSR Kitchen – a collaboration with the Princess Margaret Cancer Centre in Toronto
Mayor Kate Rogers declared World Kidney Cancer Day in Fredericton.
A member of our community organized a fundraiser in memory of her father

June 24  Webinar – 7 ways to maximize your physical and mental health

June 27  Art therapy workshop in French - a collaboration with the Quebec Cancer Foundation
Karen Ross, Board member and volunteer of Kidney Cancer Canada presented World Kidney Cancer Day to her city’s council in Fredericton, New Brunswick.
WORLD KIDNEY CANCER DAY
We need to talk about how we’re feeling
7 June 2021

AFFILIATE HIGHLIGHTS

CANADA - KIDNEY CANCER CANADA

Hashtags used:
#worldkidneycancerday / #journeemondialeducancerdurein
#wkcd / #kidneycancer / #cancersuidein
AFFILIATE HIGHLIGHTS

CANADA - KIDNEY CANCER CANADA

Results

“We are always pleased with how our World Kidney Cancer Day campaign progresses. We know that we reach our community, they are engaged and we receive lots of positive feedback”.

Art-thérapie

Lucie Sarasin
artist-therapist

Mardi 29 juin 2021 | 13 h à 15 h HAE

96% kidney cancer patients experience psychosocial problems

Create your Personalised Psychosocial Wellbeing Report
FRANCE - A.R.Tu.R. (Association pour la Recherche sur les tumeurs du Rein)

Highlights

- Newsletter sent by mail to 1500 subscribers on ARTuR site
- 3 messages per week on Facebook and Twitter
- Due to the CovID-19 pandemic, it was not possible to organise a face to face event
AFFILIATE HIGHLIGHTS

FRANCE - A.R.Tu.R. (Association pour la Recherche sur les tumeurs du Rein)
AFFILIATE HIGHLIGHTS

FRANCE - A.R.Tu.R. (Association pour la Recherche sur les tumeurs du Rein)

Hashtags used:
#JournéeMondialeDuCancerDuRein / #ARTuR / #CancerDuRein / #IKCC #WKCD2021 / #KidneyCancer
AFFILIATE HIGHLIGHTS

GERMANY - Das Lebenshaus e.V.,

Highlights

- Live Webinar Psych-oncology on June 17,
- First announced the cooperation with a German cancer app “Mika” focusing on psycho-oncology
- Sent out a newsletter to approx. 2000 patients and caregivers
Results

• A 2 page article in the magazine “Der Nierenpatient” (The Kidney patient) with 16,000 printed publications.
• Sent out a newsletter to approx. 2000 patients and caregivers
AFFILIATE HIGHLIGHTS

GREECE: VHL FAMILY ALLIANCE

Highlights
- Ran the campaign in local media
- Social messages to tv and radio
- Gave press releases to reporters and to all media outlets
- Participated in 2 interior events with Pfizer and Ipsen
Greece: VHL Family Alliance
NETHERLANDS: Belangenvereniging VHL

Highlights

- Dutch Society of Medical Oncology published a separate June 2021 issue about kidney cancer sent to all Dutch Oncologists and Oncology Nurses.
- Dutch Society of Medical Oncology, dedicated article on psychosocial issues.
- The largest daily paper in NL, De Telegraaf, ran a special insert on quality of life.
SOUTH KOREA – KIDNEY CANCER ASSOCIATION

Highlights

- Book Reading Club for mind caring in conjunction with World Kidney Cancer Day
- Lecture for college of pharma students about the treatment environment for kidney cancer, the issue of drug access, the need for psychological support and World Kidney Cancer Day campaign content
- Media Interview on the World Kidney Cancer Day
AFFILIATE HIGHLIGHTS

SOUTH KOREA – KIDNEY CANCER ASSOCIATION

Results

• More than 500 views through KKCA’s website, patients’ community site, SNS channels, etc.
• The KKCA discussed and consulted with the patient on how to properly reflect on his or her mental state, eliminate unnecessary emotions, and reduce factors of vague anxiety as much as much as possible.
• The reading club, which was conducted in conjunction with World Kidney Cancer Day by KKCA, has been an opportunity for many patients and their guardians to feel warm heart.
• Implementing a book sharing project to heal emotions called the Mind Care book reading club in conjunction with the IKCC’s campaign this year, which could give more strength to the voice of the need for psychological care for cancer patients in Korea.
AFFILIATE HIGHLIGHTS

PERU - ESPERANTRA
AFFILIATE HIGHLIGHTS

POLAND – ASSOCIATION “GLADIATOR”

Highlights

- Leaflet sent to 2,500 patients. The leaflet was received with enthusiasm.
- Poster material was sent to Oncological and Urological Clinics in Poland and placed in public places.
AFFILIATE HIGHLIGHTS

RUSSIAN FEDERATION – KIDNEY CANCER RESEARCH BUREAU – PATIENT LEAGUE

Highlights

- Online meetings
- Social media
- Articles in Russian newspaper and magazines
SOUTH AFRICA – CAMPAIGNING FOR CANCER

Highlights

- Emails were sent to doctors to help us forward the survey to their patients.
- Emails were also sent to patients to forward to other kidney patients they may know.
- The PPWR survey was also sent on WhatsApp and to the Facebook group.
AFFILIATE HIGHLIGHTS

SOUTH AFRICA – CAMPAIGNING FOR CANCER
SPAIN - Federación Nacional de Asociaciones ALCER

Highlights

- Conducted a webinar
- Shared banners and flyers with hospitals who have oncology services
AFFILIATE HIGHLIGHTS

SPAIN - Federación Nacional de Asociaciones ALCER
AFFILIATE HIGHLIGHTS

SPAIN - Federación Nacional de Asociaciones ALCER

Results

Obtained 24,944 impressions
AFFILIATE HIGHLIGHTS

SWEDEN – KIDNEY CANCER ASSOCIATION

Highlights

- Sent out a Swedish version of the press release on the 17th June and also got Sweden’s biggest newspaper to do an article regarding the survey.
- They will interview one of the members of the board of the Swedish Kidney Cancer Association.
- Used the results of a debate article which has been published in 60 local newspapers.
AFFILIATE HIGHLIGHTS

UK: KIDNEY CANCER SUPPORT NETWORK (KCSN)

Highlights

- Hosted an online Click and Chat on the evening of WKCD 2021 for members of our kidney cancer community.
- On our website we produced a bespoke counselling video for patients and website visitors to watch.
- Produced a professionally written, patient friendly counselling fact sheet with information on different types of counselling services available.
Results
• Created a WKCD FB frame enthusiastically taken up by members of our community.
• Raised awareness of WKCD through KCSN website and a dedicated WKCD page with links to the counselling video, counselling fact sheet, psychosocial wellbeing report and fundraising page.
• In June alone the number of sessions increased 78% on our website WKCD page, whilst the number of page views increased 101%.
• During the month of WKCD, 82% of KCSN website users were new to the site, with more than 60% of the audience residing in the UK and 25% of the audience in the United States of America.
• On WKCD, hosted a Click and Chat virtual event where patients and carers shared their experiences and socialised together online.
• The KCSN campaign helped spread the word, raise awareness of kidney cancer and started conversations about ‘how we are feeling’. Some of our members/supporters shared photos wearing our T–Shirt.
• The following groups/Ambassadors supported our online campaign reaching a Twitter audience of over 147,000 ‘impressions’ on World Kidney Cancer Day itself and over 8,000 views on Instagram:
  @BAUNurses – British Association of Urological Nurses (BAUN) / @TheCrick- The Crick Institute / @royalmarsdenNHS- The Royal Marsden Hospital / @BenBlack – social media influencer / @DWindass10 – Dean Windass / @mickcooper77 – Mike Cooper
Highlights

- Campaigns were moderately successful on Facebook with a high reach for our base.
- The email blast was very successful with a good open rate and some engagement.
- We did another campaign in honour of WKCD via social media asking people how they cope with cancer and stay positive.

Results

- Overall response to the campaign was positive with many people responding and telling us how they were staying positive.
AFFILIATE HIGHLIGHTS

U.S.A – KIDNEY CANCER ASSOCIATION, USA

Highlights

• A 76K Challenge fundraiser all through June to raise $76,000 in honour of the 76,000 people who will get a kidney cancer diagnosis this year
• Renal Medullary Carcinoma x Sickle Cell Trait awareness campaign
• Professional kidney cancer educational webinar participation - Cases and conversations about kidney cancer for professionals
• Spoke with Physician’s Weekly podcast about advocacy and WKCD
AFFILIATE HIGHLIGHTS

U.S.A – KIDNEY CANCER ASSOCIATION, USA

Results
- Lots of engagement on Instagram, with stories shared and re-shared.
- $76K raised
AFFILIATE HIGHLIGHTS

U.S.A – KidneyCAN, THE KIDNEY CANCER COALITION

Highlights

• Partnered with the National Kidney Foundation to host a Facebook Live Webinar called “Kidney Cancer and Mental Health: Take Control.”
• Over the course of the session, the panellists discussed strategies for monitoring emotional wellbeing when living with cancer, as well as tips for self-care and keeping positive.
U.S.A – KidneyCAN, THE KIDNEY CANCER COALITION
Results
• The campaign was successful in drawing engagement and getting people in our audience to consider the topic of mental health when living with kidney cancer.
• The Facebook Live webinar amassed 2300 views.
• The social media pages saw great engagement on posts leading up to and during WKCD, as well as new followers on LinkedIn, Instagram, and Twitter.
Thank you to everyone who took part in the 2021 campaign.

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.