



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.

FINDINGS - SUMMARY

- 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
to the IKCC World Kidney Cancer Day
Personalised Psychosocial Wellbeing Report
for kidney cancer patients

It should only take around five minutes to answer these questions. There are no right or wrong answers, simply pick the response that best reflects how you feel. At the end you will be able to view and print out your Personalised Psychosocial Wellbeing Report.

Your privacy is important to us.
None of your personal information nor your question responses will be shared or made available to any third party, including our sponsors.

START

About you and your cancer

Name *
First Name
Last Name

Gender *
Select your gender

Country *
Select your country

Year of birth *
Select your birth year

Kidney cancer type *
Select kidney cancer type

Year of diagnosis *
Select year of diagnosis

Current cancer status *
Select your current status

Start questions

1. When you think about your kidney cancer, which of the following best describes you?

☐ A. I often feel overwhelmed, defeated and unable to do everyday things

☐ B. I experience racing thoughts I can't control and have difficulty concentrating

☐ C. Thinking about my cancer sometimes causes anxiety but I don't let it worry me

☐ D. I feel confident about my medical care and my ability to cope, so I mostly manage to stay calm

2. If you see an advertisement for a cancer charity or cancer prevention, how does it make you feel?

☐ A. It reminds me of my cancer. I feel anxious, my heart may race, and I worry about my future health

☐ B. It reassures me of my cancer. I resent that it happened, and I am not the same person I was before

☐ C. It reassures me that I am not alone and that a lot is being done to prevent and treat cancer

☐ D. It's just an advertisement, it's unlikely to affect me

3. How common for kidney cancer patients to worry about their cancer coming back?

☐ A. Very common

☐ B. Somewhat common

☐ C. Not very common

☐ D. Not at all common

Personalised Psychosocial Wellbeing Report

96% Most common psychosocial issues
Kidney cancer patients who experience psychosocial problems following their diagnosis

ONLY 1 in 2 Kidney cancer patients with psychosocial issues who discuss them with a healthcare professional

Dr. Andrew Matthews Clinical and Health Psychologist
University of Toronto, Toronto, Canada

Name: Jane
Cancer Type: Metastatic carcinoma
Born: 1994
Diagnosed: 2018
Country:
Status: Surgery/palliative

We asked:

When you think about your kidney cancer, which of the following best describes you?	I often feel overwhelmed, defeated and unable to do everyday things	How often do you feel overwhelmed?	Kidney cancer patients like you who feel overwhelmed may find medication helpful and there is strong evidence to support the benefits for cancer patients who take cancer hospital care & self-help based (stress reduction) online
If you see an advertisement for a cancer charity or cancer prevention, how does it make you feel?	It reminds me of my cancer. I resent that it happened, and I am not the same person I was before	Being triggered by seeing an advertisement about cancer can be a sign that you have unprocessed emotions about your cancer and beneath the surface. Ask if your cancer hospital has a psychology department, peer support group, or local professional help in the community	
How common for kidney cancer patients to worry about their cancer coming back. How would you describe your fear of recurrence?	I think about it occasionally but I'm not overwhelmed by it	Well done on keeping your fear of recurrence in perspective. It is a sign that you are managing the psychological aspects of your kidney cancer. If you are interested and feel ready, consider joining a patient community and supporting others with kidney cancer	
Thinking about your life now and in the future, which of the following best describes you?	Thinking my life after kidney cancer will be different, but there is no reason it can't be full of good things	Your positive outlook is a great asset. Focus on staying well, connecting with others and being optimistic. If you haven't already, ask your family close friends and also other patients can all help you feel better. Be kind to them.	
When you think about talking to others about your kidney cancer, how does it make you feel?	I don't want to bother people or be a burden to them	If you are holding back from talking with family and close friends because you are worried what they may think, don't be. Others are there for you just like you would want to be there for them if they had cancer.	
Since being diagnosed with kidney cancer, have your sleep patterns changed significantly?	I have difficulty falling and staying asleep so my thoughts won't stop racing	Too little sleep is common among kidney cancer patients and can increase fatigue and anxiety. Be kind to yourself, avoid alcohol in the bedroom, and talk to your care team as it could be a side effect of your treatment.	
At a typical week, roughly how much physical activity do you do - including walking?	More than 5 hours	Congratulations on meeting or exceeding the recommended guidelines for physical activity. Being active can help you experience feelings that your body has "let you down" and that you can take care of yourself.	
Having a doctor or nurse change your care plan?			



WKCD 2021 – CAMPAIGN ELEMENTS

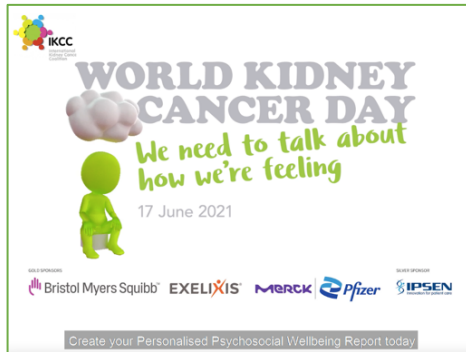
WEBSITE



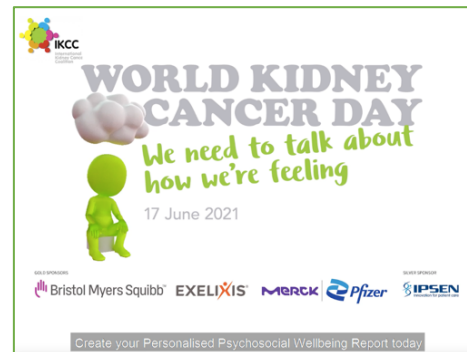


WKCD 2021 – CAMPAIGN ELEMENTS

SOCIAL MEDIA – GLOBAL MEDIA CAMPAIGN



34 sec video



17 sec video



Static and animated posts



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

Create your Personalised Psychosocial Wellbeing Report

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

GOLD SPONSORS
Bristol Myers Squibb EXELIXIS MERCK Pfizer IPSEN

SILVER SPONSORS

96% kidney cancer patients experience psychosocial problems



Create your Personalised Psychosocial Wellbeing Report

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Bristol Myers Squibb EXELIXIS MERCK Pfizer IPSEN

SILVER SPONSORS

Being active and talking to others can improve our psychosocial wellbeing



Create your Personalised Psychosocial Wellbeing Report

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SILVER SPONSORS

Living with kidney cancer?



We need to talk about
how we're feeling

Create your Personalised Psychosocial Wellbeing Report

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GOLD SPONSORS
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SILVER SPONSORS

Static and animated posts

WKCD 2021 – CAMPAIGN ELEMENTS - COLLATERAL

T SHIRT



BANNER



BALLOON



BADGE/BUTTON





AFFILIATE HIGHLIGHTS



CANADA – KIDNEY CANCER CANADA

Kidney Cancer Canada
Publié par Mona Awad · 7 juin ·

TOMORROW, JUNE 8 - World Kidney Cancer Day Coffee-Chats
<https://www.kidneycancercanada.ca/.../world-kidney.../>
Caregivers see you at 3:30 PM EDT &
Patients lets meet at 7:00 PM EDT

Come and join us!! June 8th - Bring your favourite beverage and chat with other patients or caregivers. I learn something every time. World Kidney Cancer Day is on June 17th and the theme is "We need to talk about how we are feeling" - but we are starting early with a whole month of activities for patients and caregivers! Hope you will join us!

Caregivers see you at 3:30 PM EDT & Patients lets meet at 7:00 PM EDT. June 8th

#WorldKidneyCancerDay #kidneycancer #WKCD



WORLD KIDNEY CANCER DAY
Online Coffee-Chat

CAREGIVERS	PATIENTS
Tuesday, June 8 3:30 pm EDT	Tuesday, June 8 7 pm EDT

Kidney Cancer Canada
Publié par Mona Awad · 15 juin ·

On World Kidney Cancer Day, join Kidney Cancer Canada with Jeremy Capone, Wellness Chef and Stephanie Gladman, Registered Dietitian from ELLICSR Kitchen of the Princess Margaret Cancer Centre for a livestream cooking and nutrition demonstration.

Stephanie Gladman gives tips on optimizing kidney health as Jeremy Capone takes us through suggested recipes.

On June 17 click on this link for live event:
<https://www.youtube.com/watch?v=pQsB6jup8U>
#worldkidneycancerday #kidneycancer #wkcd

UHN Princess Margaret Cancer Centre **ELLICSR KITCHEN** Cancer du sein CANADA **Kidney Cancer Canada**

Livestream Cooking & Nutrition Class
Thursday, June 17 at 12-1 pm EDT

www.YouTube.com/ellicsrkitchen



Wellness Chef Dietitian

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 21** Coffee & Art – A Creative Experience
- 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.



AFFILIATE HIGHLIGHTS

CANADA - KIDNEY CANCER CANADA



Kidney Cancer Canada
Publié par Mona Awad · 26 mai ·

96% of patients experience psychosocial problems, but fewer than half ever talk about how they're feeling with family, close friends, or health professionals. Create your Personalised Psychosocial Wellbeing Report to see how you're coping.

<https://www.worldkidneycancerday.org/ppwr-form-eng/>
#kidneycancer #worldkidneycancerday #journeemondialeducancerdurein #wkcd

Living with kidney cancer?

Create your Personalised Psychosocial Wellbeing Report in just 5 minutes



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

Cancer du rein Canada
17 juin, à 16 h 01 ·

L'isolement lors des confinements, la perte de lien social, l'augmentation du stress financier et le sentiment de vulnérabilité supplémentaire face à votre santé ont fait de cette année l'une des plus difficiles à vivre pour les personnes atteintes d'un cancer.

Pour la Journée mondiale du cancer du rein, créez votre rapport personnalisé de bien-être psychosocial et voyez comment vous vous en sortez.
<http://wkcdnewstage.wpengine.com/ppwr-form-can/>
#cancerdurein #journeemondialeducancerdurein

Être actif et parler aux autres peut améliorer notre bien-être psychosocial

Créez votre rapport personnalisé de bien-être psychosocial

JOURNÉE MONDIALE DU CANCER DU REIN
Nous devons parler de ce que nous ressentons
17 juin 2021




Partenaires de la Journée mondiale du cancer du rein
Bristol Myers Squibb EXELIXIS MERCK Pfizer HENSEN

Kidney Cancer Canada
Publié par Mona Awad · 16 juin, à 12 h 30 ·

JUNE 21| 1-3 pm EDT
COFFEE & ART - A CREATIVE EXPERIENCE
There are many different avenues to achieving mental wellbeing – reaching out to medical professionals, group support, physical activity, putting your energy into a hobby, just to name a few.

Join artist Mary Intven Wallace as she offers us a creative experience of painting with coffee! No artistic talent required.

Details and registration:
<https://www.kidneycancercanada.ca/.../june-21-coffee-art-.../>
#worldkidneycancerday #kidneycancer #wkcd



Kidney Cancer Canada
Publié par Mona Awad · 22 juin, à 11 h 14 ·

Mark your calendars for this special webinar focusing on World Kidney Cancer Day 2021 theme: We need to talk about how we are feeling.


Dr. Gabriela Ilie, Soilise Scientist and Psychology Professor with Dr. Rob Rutledge, Radiation Oncologist and Associate Professor lead this webinar on 7 ways to maximize your physical and mental health.

Details & registration: <https://www.kidneycancercanada.ca/.../7-ways-to-maximize-.../>

Let's Talk About How We Are Feeling: 7 Ways To Maximize Your Physical & Mental Health

June 24th, 2021 7:00 PM EDT
Register in advance for this meeting:
<https://bit.ly/35ksN7m>

Kidney Cancer Canada
Cancer du rein Canada Kidney Cancer Canada Healing and cancer
kidneycancercanada.ca 1-866-596-7166



Hashtags used:

#worldkidneycancerday / #journeemondialeducancerdurein
#wkcd / #kidneycancer / #cancerdurein

CANADA - KIDNEY CANCER CANADA

Cancer du rein Canada
22 juin, à 15 h 37 · 🌐

ATELIER D'ART THÉRAPIE - 29 juin, 13 h HAE
Inscription: <https://www.cancerdurein.ca/.../inscription-atelier-dart.../>

Il existe de nombreux moyens de parvenir au bien-être mental : consulter des professionnels de la santé, bénéficier d'un groupe de soutien, pratiquer une activité physique, consacrer son énergie à un passe-temps, pour n'en citer que quelques-uns.

C'est dans cet état d'esprit, que Cancer du rein Canada s'est associé à la [Fondation québécoise du cancer](#) pour offrir un atelier d'art-thérapie à la collectivité du cancer du rein.

Aucune expérience ou talent artistique n'est requis pour participer à l'atelier d'art-thérapie. Tout ce qu'il vous faut, ce sont la curiosité et le désir d'expérimenter différents médiums tels que la peinture, l'argile, le bois, les pastels, le plâtre et plus encore. L'art-thérapeute, Lucie Sarasin, vous guidera dans votre démarche artistique et vous invitera à créer pour le plaisir et non pour la performance.



Art-thérapie
AVEC
Lucie Sarasin
art-thérapeute
Mardi 29 juin 2021 | 13 h à 15 h HAE

Fondation québécoise du cancer | Cancer du rein Canada | Kidney Cancer Canada

Kidney Cancer Canada
Publié par Mona Awad · 17 juin, à 14 h 00 · 🌐

Studies show that kidney cancer patients who open up about their emotions often feel better just by talking; conversations can also lead to simple lifestyle changes that improve emotional wellbeing; and talking about your psychosocial issues with a health professional can be a pathway to clinical support that can transform your kidney cancer journey.

For World Kidney Cancer Day, create your Personalised Psychosocial Wellbeing Report to see how you're coping
<https://www.worldkidneycancerday.org/ppwr-form-eng/>
#kidneycancer #worldkidneycancerday

96% kidney cancer patients experience psychosocial problems



Create your Personalised Psychosocial Wellbeing Report

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

Bristol Myers Squibb | EXELIXIS | MERCK | Pfizer | BMS

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".

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

ARTuR Association pour la recherche sur les tumeurs et les cancers du rein
Publié par Denis Brezillon · 4 juin, 09:15 ·

A l'occasion de la #JournéeMondialeDuCancerDuRein, créez votre rapport personnalisé sur le bien-être psychosocial en allant sur <https://bit.ly/35iHCiA>
#ARTuR #CancerDuRein #IKCC #WKCD2020 #KidneyCancer

Vivre avec un cancer du rein ?

Créez votre rapport personnalisé sur le bien-être psychosocial en seulement 5 minutes

JOURNÉE MONDIALE DU CANCER DU REIN
Nous devons parler de ce que nous ressentons
17 juin 2021

Sponsors: Bristol Myers Squibb, EXELIXIS, MERCK, Pfizer, IPSEN

ARTuR Association pour la recherche sur les tumeurs et les cancers du rein
Publié par Denis Brezillon · 9 juin, 09:38 ·

Dans le cadre de la #JournéeMondialeDuCancerDuRein, #ARTuR organise sa 2ème Table ronde en visioconférence Zoom le mardi 15 juin de 14h à 16h30. Plus que 2 jours pour vous inscrire sur le site A.R.Tu.R. <https://artur-rein.org/espace-personnel/login.asp>
#Canc... Afficher la suite

A.R.Tu.R.

Association pour la Recherche sur les Tumeurs du Rein

2ème Table ronde en visio-conférence

Ces pratiques qui nous font du bien :
Sophrologie, Yoga - Méditation, Hypnothérapie

Mardi 15 juin 2021 - 14h-16h30

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

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

Bristol Myers Squibb @BMSFrance - Jun 16

Denis Brézillon, Vice-Président de l'@AssoARTuR, revient sur l'importance de poursuivre la recherche. #IKCC #WKCD2021

Bristol Myers Squibb

« Il est important de continuer la recherche de **solutions innovantes** pour aider les patients atteints d'un cancer du rein. Des **progrès** ont été réalisés dernièrement, mais beaucoup reste à faire. »

Denis Brézillon,
Vice-Président de l'Association A.R.Tu.R.



Pfizer France @Pfizer_France - Jun 17

[#JournéeMondialeDuCancerDuRein] 🗣️ En partageant ce message à une personne que vous voulez remercier pour son soutien #reinsanstoi, vous contribuez à sensibiliser au #cancerdurein. Nous remercions @AssoARTuR qui accompagne au quotidien patients et proches ! 🙌

#reinsanstoi

Pfizer

Journée Mondiale du
Cancer du Rein



Pfizer France @Pfizer_France - Jun 17

[#JournéeMondialeDuCancerDuRein] 🗣️ C'est aujourd'hui l'occasion de souligner le rôle de l'association @AssoARTuR qui accompagne patients et proches 🙌, mais aussi d'informer sur le #cancerdurein 📺

Le cancer du rein,
c'est environ
16 000
cas diagnostiqués
chaque année en France

112 views 0:03 / 0:30



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

A.R.Tu.R.
Association pour la Recherche sur les Tumeurs du Rein

**JOURNÉE MONDIALE
DU CANCER DU REIN**
Nous devons parler
de ce que nous ressentons
Le 17 juin 2021

AGENDA

- 28 juin 2021 - Echanges AURA en onco-urologie
Les échanges AURA se dérouleront le 28 juin 2021. Plus d'info ici...
- 30 juillet 2021 - Bourses A.R.Tu.R. - Date limite de candidature
L'appel à candidatures pour les 3 bourses en soutien à un projet de recherche fondamentale ou clinique sur le thème "Tumeurs du rein" est ouvert à l'occasion du 9ème congrès A.R.Tu.R. Retrouvez ...
- 9 septembre 2021 - Rennes - Conférence grand public sur le cancer du rein

L'ASSOCIATION

A.R.Tu.R. (Association pour la Recherche sur les Tumeurs du Rein) est une association Loi 1901, créée en 2005, qui a la particularité de regrouper à la fois des médecins, des patients et des proches de malades. Ses objectifs sont, d'une part, soutenir et développer la recherche sur les tumeurs du rein et leur prise en charge clinique (volet médical), et d'autre part, améliorer l'information des patients, de leur famille, et les aider à vivre avec un cancer du rein (volet patients).

ACTUALITÉS

- Cancer du rein, parlons en !
3ème journée sur le Cancer du Rein à Rennes
- A.R.Tu.R. & vous
Le numéro 4 vient de paraître !
- Ma cuisine à la saveur des saisons

Hashtags used:

#JournéeMondialeDuCancerDuRein / #ARTuR /
#CancerDuRein / #IKCC #WKCD2021 / #KidneyCancer

A.R.Tu.R. @AssoARTuR · Jun 9

Dans le cadre de la #JournéeMondialeDuCancerDuRein, @AssoARTuR organise sa 2ème Table ronde en visioconférence @Zoom le mardi 15 juin de 14h à 16h30. Plus que 2 jours pour vous inscrire ! ➡ artur-rein.org
#Cancer #rein #WKCD2021 #KidneyCancer @IKCCorg

2ème Table ronde en visio-conférence
Ces pratiques qui nous font du bien :
Sophrologie, Yoga - Méditation, Hypnothérapie
Mardi 15 juin 2021 - 14h-16h30

INSCRIVEZ-VOUS !

A.R.Tu.R.
Association pour la Recherche sur les Tumeurs du Rein

Avec le soutien institutionnel de **Bristol Myers Squibb**

A.R.Tu.R. and Bristol Myers Squibb

2 6

GERMANY - Das Lebenshaus e.V.,



Highlights

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





AFFILIATE HIGHLIGHTS



GERMANY - Das Lebenshaus e.V.,



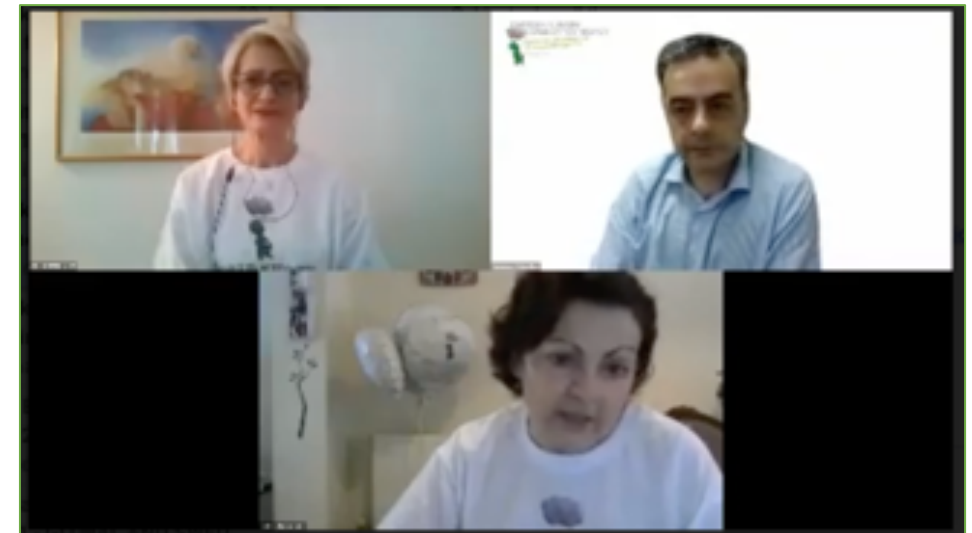
- Results**
- A 2 page article in the magazine “Der Nierenpatient” (The Kidney patient) with 16,000 printed publications.
 - Sent out a newsletter to approx. 2000 patients and caregivers

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

Παγκόσμια Ημέρα Καρκίνου του Νεφρού 2021

ΠΑΓΚΟΣΜΙΑ ΗΜΕΡΑ ΚΑΡΚΙΝΟΥ ΤΟΥ ΝΕΦΡΟΥ
Πρέπει να μιλήσουμε για το πώς αισθανόμαστε
17 ΙΟΥΝΙΟΥ 2021

VHL FAMILY ALLIANCE GREECE
7 Tweets
VHL FAMILY ALLIANCE GREECE @FamilyVhl · Jun 8
ΠΑΓΚΟΣΜΙΑ ΗΜΕΡΑ ΚΑΡΚΙΝΟΥ ΤΟΥ ΝΕΦΡΟΥ
Πρέπει να μιλήσουμε για το πώς αισθανόμαστε
17 ΙΟΥΝΙΟΥ 2021
0:34 10 views

AFFILIATE HIGHLIGHTS

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



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 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.

Esperantra Pacientes con Enfermedades Crónicas no Transmisibles
Publicado por Alessandra Tarrillo Ordinola · 2 de junio ·

17 de Junio : Día Mundial del Cáncer de riñón
Hablar sobre cómo te sientes, es el inicio para seguir en esta lucha contra el cáncer de riñón.
Si eres paciente o familiar de paciente con cáncer de riñón, comunícate con nosotros y recibe el soporte emocional que necesitas.
#CancerPeru #cancerderiñon #pacientesconcancerderiñon #soporteemocional #esperantra #wkkcd

Hablar sobre cómo nos sentimos puede ser el primer paso para sentirnos mejor

Crea tu informe personalizado sobre bienestar psicosocial

DÍA MUNDIAL DEL CÁNCER DE RIÑÓN
Investigamos, hablamos y actuamos con amor y solidaridad

ESPERANTRA
Español - Esperanza para todos

011 400 4000 011 420 010 pacientes@esperantra.org

Esperantra Pacientes con Enfermedades Crónicas no Transmisibles
Publicado por Karla Rodríguez · 17 de mayo ·

#Cancerderiñon
Viviendo con ¿Cáncer de RIÑÓN?
Infórmate en solo 5 minutos.
Si eres paciente, comunícate con nosotros! ESSALUD - SEGURO SOCIAL DEL PERÚ
Hospital Nacional Edgardo Rebagliati Martins Essalud Almenara #wkkcd

Tu preocupación	Esto es lo que puedes hacer
Siento tener preocupaciones y pensamientos acelerados que interfieren con mi concentración	Los pacientes con cáncer de riñón como usted que se sienten abrumados pueden encontrar útil la meditación y hay pruebas sólidas que respaldan sus beneficios para los pacientes con cáncer. Pregunte si su hospital oncológico tiene un programa de meditación, únete a un grupo comunitario o busque "Reducción del estrés basada en la atención plena en línea".
Me tranquiliza saber que no estoy solo y que se está haciendo mucho para prevenir y tratar el cáncer	Si su respuesta a la pregunta sobre el pronóstico es positiva o neutra sobre el cáncer, asegúrese de estar adaptando bien a los complejos aspectos psicosociales de vivir con el cáncer de riñón y que no está al borde de la ansiedad. Dese lo que sea que esté haciendo para mantener una actitud positiva, si así lo desea.
Si algo puede suceder, pero el miedo a la recurrencia me molesta	Enfoquémonos en mantener el miedo a su recurrencia bajo control. Es un señal de que está manejando los aspectos psicosociales de su cáncer de riñón. Si está interesado y se siente preparado, considere unirse a una comunidad de pacientes y apoyar a otros pacientes con cáncer de riñón.

Una herramienta de los pacientes para mantener todo bajo control para ayudarte a sentirte mejor en un futuro.

Esperantra Pacientes con Enfermedades Crónicas no Transmisibles
Publicado por Alessandra Tarrillo Ordinola · 22 de mayo ·

En los adultos, el carcinoma de células renales es el tipo más común de cáncer de riñón. También pueden presentarse otros tipos menos comunes de cáncer de riñón. Los niños pequeños son más propensos a desarrollar un tipo de cáncer de riñón llamado "tumor de Wilms".
Si eres paciente o familiar de paciente con #cancerderiñon comunícate con nosotros #bienestar #saludenpacientes #pacientesconcancerderiñon #wkkcd

Informe personalizado de bienestar psicosocial

96% de los pacientes con cáncer de riñón reportaron un buen nivel de bienestar psicosocial.

Para obtener su informe de bienestar psicosocial personalizado, visite: www.esperantra.org

Por el día Mundial del Cáncer de Riñón, investigamos, hablamos y actuamos con amor y solidaridad.

POLAND – ASSOCIATION “GLADIATOR”

**ŚWIATOWY DZIEŃ WALKI
Z RAKIEM NERKI**
**Musimy rozmawiać
o naszym samopoczuciu**
17 czerwca 2021

Rak nerki jest bardzo groźną chorobą rozwijającą się bezobjawowo.

Wczesna diagnostyka może ustrzec nas przed tą groźną chorobą. Powszechnie dostępna i dająca dobre wyniki diagnostyczne jest „ULTRASONOGRAFIA JAMY BRZUSZNEJ”, nie zwlekaj, zgłoś się do urologa, poproś o skierowanie i wykonaj to badanie.

Kiedy dotyka Cię choroba nowotworowa nerki, życie Twoje wali się w gruzy, czujesz się zestresowany i bardzo samotny. Przewagę bierze lęk, depresja, obawy przed skutkami nowotworu, złe samopoczucie i wiele innych obaw.

Globalne badania pacjentów wykonane przez IKCC w 2018 r. wykazały, że 96% pacjentów doświadcza problemów psychospołecznych, ale mniej niż połowa rozmawia o swoim samopoczuciu z rodziną, bliskimi, przyjaciółmi lub lekarzem.

Podstawowe hasło Światowego Dnia Walki z Rakiem Nerki w 2021 roku brzmi:
„MUSIMY ROZMAWIAĆ O NASZYM SAMOPOCZUCIU”






Rozmowa o problemach psychospołecznych z pracownikiem służby zdrowia prowadzi do wsparcia klinicznego, które może zmienić Twoje doświadczenie z rakiem nerki.

Wspólnie z Międzynarodową Koalicją Pacjentów z Rakiem Nerki (GLADIATOR - IKCC) zachęcamy do wczesnej diagnostyki.

*Dzwoń na telefon zaufania: +48 502 438 648 codziennie 8.00 - 20.00.

*Pisz na adres e-mail: stowarzyszenie.gladiator@poczta.fm.
Uzyskasz wyczerpującą poradę merytoryczną na temat raka prostaty, nerki, pęcherza moczowego, wsparcie psychoonkologa.
Na adres domowy otrzymasz komplet niezbędnych poradników i broszur tematycznych bezpłatnie.

CZAS ZADBAĆ O ZDROWIE

Telefon kontaktowy: +48 502 438 648

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

Главная > Онлайн-мероприятие для пациентов и их родственников. Все о лекарственном лечении рака почки и немного больше.


17 июня 2021 года Всемирный день борьбы против рака почки. В этот четверг, 17 июня, в 19:00 (по Москве) состоится онлайн-встреча с директором Института онкологии «Хадасса Москва» Ильей Валерьевичем Тимофеевым.



ВСЕМИРНЫЙ ДЕНЬ БОРЬБЫ ПРОТИВ РАКА ПОЧКИ
Нам нужно говорить о том, что мы чувствуем



Спикер: ИЛЬЯ ВАЛЕРЬЕВИЧ ТИМОФЕЕВ
Онколог, химиотерапевт, директор Института онкологии «Хадасса Москва». Директор Бюро по изучению рака почки




ДАРЬЯ ДАВЫДОВА
Группа поддержки пациентов «РАК ПОЧКИ»

Все о лекарственной терапии рака почки и немного больше


Прямой эфир 17 июня 2021, 19.00

Ирина Буркова
Администратор · 23 июня, 21:06 · 🌐


Друзья, кто очень ждал запись недавнего интервью с Ильей Валерьевичем Тимофеевым, выкладываю ее здесь 🙌 Смотрите запись с 26 минуты.
Пароль: i%сQ9xC?
<https://us02web.zoom.us/j/k13x1NgXNCyD8WIZNZDATzmsQfy...>



Всемирный день борьбы против рака почки



Спикер: ИЛЬЯ ВАЛЕРЬЕВИЧ ТИМОФЕЕВ
Онколог, химиотерапевт, директор Института онкологии «Хадасса Москва». Директор Бюро по изучению рака почки



ДАРЬЯ ДАВЫДОВА
Группа поддержки пациентов «РАК ПОЧКИ»


Все о лекарственной терапии рака почки и немного больше

Прямой эфир 17 июня 2021, 19.00

👍❤️ 403 Комментариев: 44


👍 Нравится 💬 Комментировать

Показать ещё 5 комментариев



Алла Мокोगина
Дарья, спасибо большое за такое интересное интервью, очень позитивный доктор, обоснованно внушает оптимизм и надежду. Только на вопрос про ремиссию он ответил как то размыто. Вернее совсем не ответил. Так ремиссия возможна или пожизненно принимать лека... Ещё

Нравится · Ответить · 3 нед.



Daria Davydova Администратор
Алла Мокोगина Рада, что понравилось! 🥰 У

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



SPAIN - Federación Nacional de Asociaciones ALCER



SPAIN - Federación Nacional de Asociaciones ALCER



Results

Obtained 24,944 impressions

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.



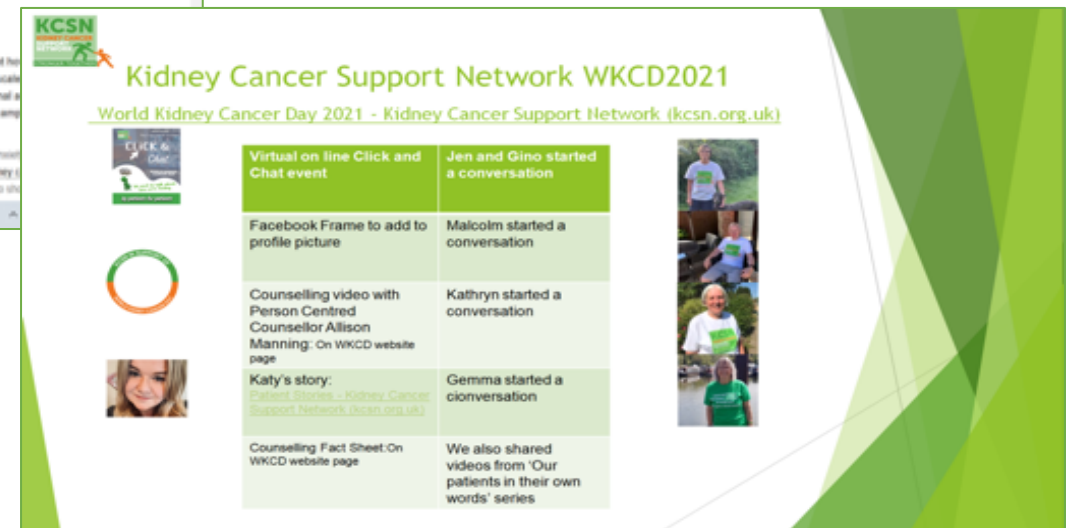
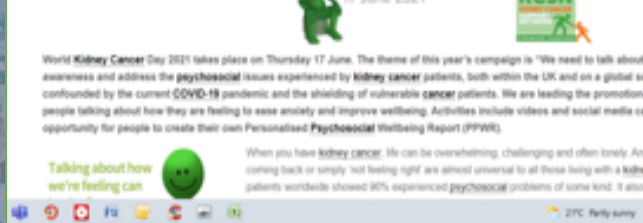
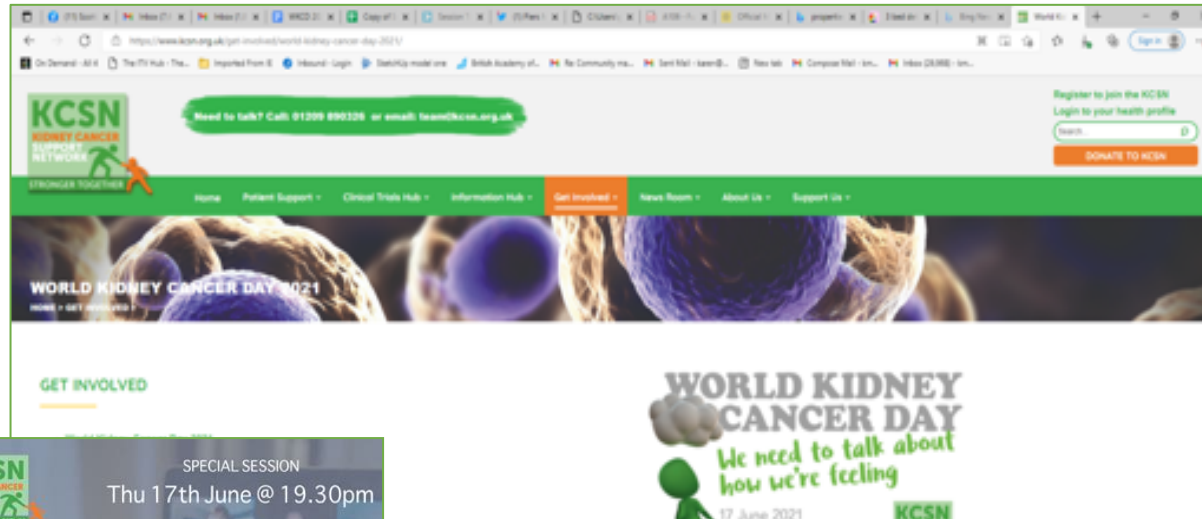
AFFILIATE HIGHLIGHTS



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.



UK: KIDNEY CANCER SUPPORT NETWORK (KCSN)

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:
@BAUNnurses – 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



U.S.A – JUDY NICHOLSON KIDNEY CANCER FOUNDATION

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

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



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

KidneyCAN
Published by Hootsuite • June 17 at 6:05 PM

There's still time for #Kidneycancer patients and caregivers to complete the global health survey and receive a personalized snapshot of your emotional wellbeing. This can be a valuable tool for you to use when talking with your care team about your overall health.

On #WorldKidneyCancerDay, we are talking about #MentalHealth. We want you to know you're not alone, and there are resources that can help you if you're one of the 90% of kidney cancer patients or caregivers who struggle with the psychological impact of cancer.

Use this link to get started: <http://bit.ly/WKCD-mental-health-survey>

Living with Kidney Cancer?

1. Click link
2. Complete wellbeing survey
3. Get your personalized report & talk to your care team




World Kidney Cancer Day We need to talk about how we're feeling

KidneyCAN IKCC

YouTube

Search



Bryan Lewis
President - KidneyCAN

Cristiane Bergerot, PhD
Kidney Cancer Doctor

Adam Stern, MD
Kidney Cancer Patient

#WorldKidneyCancerDay #KidneyCancer #MentalHealth
A Conversation about Kidney Cancer and Mental Health

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.



17 June 2021



WORLD KIDNEY CANCER DAY 2021

We need to talk about how we're feeling

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.

GOLD SPONSORS



SILVER SPONSOR

