WORLD KIDNEY CANCER DAY 2022

We need to talk about treatment options

2022 CAMPAIGN REPORT
The proposed theme for WKCD 2022 was ‘We Need to Talk About Treatment Options’ and the focus was on shared decision-making, because many kidney cancer patients are not aware of the full range of treatment options available to them – access to clinical trials included. In addition, patients often don’t feel qualified or able to ask their health professionals if there are options beyond what is being proposed. On the other side of the desk, health professionals either don’t believe their patients are interested in hearing all the options or they are too time-pressured to open up what could be a long and detailed conversation.

The objective of WKCD 2022 was to promote more and better quality conversations between kidney cancer patients and their clinicians. The campaign had two target audiences: patients (and their carers) and health professionals. They were reached by a combination of programmatic digital media, targeted channels and database marketing. The WKCD campaign assets promoted by the campaign included a two-minute animated video, a global webinar on World Kidney Cancer Day itself, a list of questions every patient should feel able to ask their clinician and information resources (e.g. including treatment options and clinical trials) available through the IKCC/WKCD website.
OVERVIEW – CONT’D

The IKCC marketing team had very productive discussions with Dr Eric Jonasch and Dr Michael Jewett and the following key messages were created:

For patients and carers

There are great things happening in the treatment of kidney cancer and many different treatment options are now available. You have a right to know all the options that might be suitable for someone in your position and to have informed conversations about your options with your clinical team. Here are some things that can help you in this endeavour.

Clinical trials of new treatments are happening all the time and, depending on your cancer, its stage, where you live and other factors, you may be able to join one, if you wish. It will require a bit of extra time and effort on your part, but in return you’ll receive additional care and observation and could be part of a breakthrough new treatment.

For Health Professionals

IKCC Global Patient Surveys have highlighted the need for better shared decision-making between clinicians and kidney cancer patients. That’s why WKCD 2022 is about improving shared decision-making by promoting better conversations between clinicians and patients in respect of the available treatment options.

Overall, we succeeded in achieving upwards of 4.2 million impressions of our campaign material, 6,864 clicks, 570 downloads of the 6 questions, 374 video views and 234 webinar registrations. The reach was magnified by many of the participating affiliates to create a significant worldwide presence.
OVERVIEW – CONT’D

On WKCD 16 June, a GLOBAL WEBINAR (online invitation event) was held featuring leading clinicians and patients from around the world. The event was scheduled to be live in key time zones, recorded and subtitled in 12 languages for viewing soon after the webinar itself. The clinicians were asked to talk about best practice in respect of shared decision-making in respect of kidney cancer treatment options, the importance of clinical trials and answer questions from the webinar audience. The patient panel was invited to share their kidney cancer journey and to discuss their experiences in talking about treatment options.

Health Professionals Panel:

Dr Rachel Giles – Chair, IKCC. Associate Professor, Internal Medicine, University Medical Centre Utrecht, Netherlands. Medical Science Officer, Medicom Medical Publishers, Netherlands

Dr Eric Jonasch – Professor, Department of Genitourinary Medical Oncology, Division of Cancer Medicine, MD Anderson Cancer Center, The University of Texas, Houston

Dr Poovan Govender – Specialist Oncologist, Durban, Kwazulu Natal, South Africa

Patients/Carers Panel:

Amy – Patient, Canada
Megan – Patient, USA
Hitesh – Carer, India
WKCD 2022 CAMPAIGN ELEMENTS

WKCD 2022 LOGOS

WORLD KIDNEY CANCER DAY 2022
We need to talk about treatment options
16 June 2022

DÍA MUNDIAL DEL CÁNCER DE RIÑÓN 2022
Necesitamos hablar sobre las opciones de tratamiento
16 de Junio de 2022

DZIEŃ WALKI Z RAKiem NERKI 2022
Musimy rozmawiać o opcjach leczenia
16 czerwca 2022

वर्ल्ड किंडनी कॅंसर डे 2022
हमें उपचार के विकल्पों के बारे में बात करने की जरूरत हैं
16 जून 2022
WKCD 2022 CAMPAIGN ELEMENTS

LONG FORMAT
VIDEO - 2 minutes

SHORT FORMAT
VIDEOS – 30 & 15 sec
WKCD 2022 CAMPAIGN ELEMENTS

WKCD 2022 WEBSITE – PATIENTS/CARERS PAGE + HEALTH PROFESSIONALS PAGE + RESOURCES PAGE
WKCD 2022 CAMPAIGN ELEMENTS

SOCIAL MEDIA – GLOBAL MEDIA CAMPAIGN - A global media strategy targeted at patients/carers and HPs

The 6 questions every kidney cancer patient should feel able to ask their doctor

The 6 questions we’re asking kidney cancer patients to ask their doctors

Download Now

Download PDF

‘TALKING TREATMENTS’ GLOBAL WEBINAR

A landmark webinar for kidney cancer patients, caregivers and clinicians

REGISTER NOW

A landmark webinar for kidney cancer patients, caregivers and clinicians
DOWNLOADABLE PDF – The six questions every kidney cancer patient should feel able to ask their doctor
WKCD 2022 CAMPAIGN ELEMENTS

CAMPAIGN GRAPHICS

HOW WILL THIS TREATMENT MAKE ME FEEL?

ALL TREATMENT OPTIONS

ALL PATIENTS
Did you attend or organise any events?
Yes, we promote an event called OncoDebate - Everything you need to know about kidney cancer dedicated to discussing innovation, diagnosis and treatments for kidney cancer, with experts and patients. The event was streamed on our YouTube channel.
AFFILIATE HIGHLIGHTS

CANADA – KIDNEY CANCER CANADA
Did you carry out any online/digital interactive campaigns/activities?

- **Online Coffee-Chat for Caregivers**
- **Online Coffee-Chat for Patients**
- **Webinar – Updated guidelines for the management of small renal masses**
- **Webinar – Movie Premiere THE ROBOT with Dr. Frédéric Pouliot: demystifying robotic surgery**
A special thank you to our Executive Director’s sister, Susan, for the great photos!
https://www.facebook.com/cdncco/… Affiche du Canada

Offline campaign activities?
• CN Tower in Toronto, ON lit in green for World Kidney Cancer Day
• Parliament house in St John’s, NL lit in green for World Kidney Cancer Day
• Proclamation: June 16 World Kidney Cancer Day by the towns of Fredericton and Saint John in New Brunswick
AFFILIATE HIGHLIGHTS

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

ARTuR Association pour la recherche sur les tumeurs et les cancers du rein
Published by Loïc Ferrand © 14 June, 19:09 · 
Event - Journée mondiale du Cancer du Rein
Joining communities are encouraged to share this event to talk about treatment options.
Retrieved all the information on the event on the page of FRCC:
https://www.worldkidneycancerday.org/world-kidney-cancer-day/

JOURNÉE MONDIALE DU CANCER DU REN 2022
Nous devons parler des options de traitement
16 juin 2022

403 People touched
33 Interactions
Score de diffusion
Boost Indisponible

PARLER DES TRAITEMENTS
WEBINAIRE MONDIAL
16 JUIN 2022

La version sous-titrée du webinaire est en ligne!

Le webinaire "Parler des traitements" qui est dédié à la Journée mondiale du cancer du rein, le 16 juin, est sous-titré en français. Des intervenants, des patients et des experts abordent la façon de parler des options de traitement et répondent aux questions.
Retrouvez le WEBINAIRE en ligne et visionnez les sous-titres en français dans les paramètres de visionnage.
AFFILIATE HIGHLIGHTS

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

On June 13th A.R.T.u.R organised an online/remote event linked to WKCD 2022. The theme was: “Innovative treatments and access to medicines”
Did you attend or organize any events? We asked volunteers wishing to organize events for ARTuR to position them around WKCD 2022. We gave them our support in organizing a hike of 30 people (June 19) and a race of 200 people (June 25) by giving them ARTuR goodies. These 2 events took place in Normandy.

On June 16, 2022, 2 ARTuR volunteers were present on the IPSEN site to present the Association and talk about kidney cancer to employees. Post from Ipsen on LinkedIn.
AFFILIATE HIGHLIGHTS

GERMANY - Das Lebenshaus e.V.
Did you do online/digital interactive campaigns/activities?

We did two “coffee talks” in the week around WKCD – one on Monday June 13th for patients with metastatic disease and one on Wednesday June 15th for patients with localized disease to give them a chance to “Talk about their treatment options”.

GERMANY - Das Lebenshaus e.V.
GREECE - VHL FA Alliance Greece
Around the world, many #kidneycancer patients aren’t aware of the treatment options that are available to them. We need to talk about treatment options. Join us on World Kidney Cancer Day 16 June #WKCD2022 #IKCC #WKCD2022 #CancerCare #India #VCare #Mumbai

On 16 June, IKCC is hosting a landmark global webinar, ‘Talking Treatments,’ where clinicians, patients and caregivers will discuss the opportunities and challenges of making every treatment decision a shared event, and answer questions both posted in advance and asked on the day. Click here to register for the global webinar.
https://www.worldkidneycancerday.org/register

#WKCD2022 #IKCC #KidneyCancer #VCare #India #CancerCare #WeNeedToTalk
Did you get any media exposure? In a special Kidney Cancer edition of the magazine Oncologie Vandaag, sent to all medical oncologists in the country, with an article about IKCC.

Did you do any other online/digital interactive campaigns/activities? Yes, Rachel moderated the IKCC live webinar
Please share the highlights of your online/digital campaign. We have generated a series of videos of Kidney Cancer Experts for the Ipsen Academy about treatment options with an educational unrestricted grant from Ipsen: https://ipsen-academy.com/nl/therapy-area/oncology/https://ipsen-academy.com/nl/therapy-area/oncology/
AFFILIATE HIGHLIGHTS

POLAND - Association "GLADIATOR"

Stowarzyszenie Gladiator, Główny Zarząd z siedzibą w Warszawie

Porozmawiaj z lekarzem o opcjach leczenia raka. Sześć pytań, które każdy pacjent z rakiem nerki powinien zadawać swojemu lekarzowi.
Światowy Dzień Walki z Rakiem Nerkii jest inicjatywą Międzynarodowej Koalicji na rzecz Raka Nerkii i odbywa się corocznie w celu podniesienia globalnej świadomości na temat raka nerki.

Targi Nierki w Warszawie -rganizacja zorganizowana przez Association "GLADIATOR" w ramach Światowego Dnia Walki z Rakiem Nerkii.

See translation

Stowarzyszenie Gladiator, Główny Zarząd z siedzibą w Warszawie

16 Jun

Dołącz do wydarzenia. Rak nerki koże dotyczyć również Ciebie. Dowiedz się więcej

THURS, 16 JUN
WORLD KIDNEY CANCER DAY 2022

See Translation
AFFILIATE HIGHLIGHTS

SOUTH AFRICA - Campaign4Cancer

**Campaign4Cancer @campaign4cancer - Jun 15**

Tomorrow is World Kidney Cancer Day. Visit Ikcc.org and learn how to get involved in helping raise awareness of kidney cancer.

**Campaign4Cancer @campaign4cancer - Jun 15**

Around the world, many #kidneycancer patients aren’t aware of the treatment options that are available to them. On #kidneycancer Day, 16 June 2022, @IKCConf will have a global webinar about access to treatment. To join, click here to register: worldkidneycancerday.org/register/

#WKCC2022

The 6 questions every kidney cancer patient should feel able to ask their doctor

Download Now
AFFILIATE HIGHLIGHTS

SOUTH AFRICA - Campaign4Cancer

Around the world, many #kidneycancer patients aren’t aware of the treatment options available to them. On #kidneycancer Day, June 16 2022, IKCC will have a global webinar about access to treatment. To join, click here to register: http://worldkidneycancerday.org/register/

Please share the post for awareness. We need to talk about treatment options.

#WorldKidneyCancerDay #WKCD2022
AFFILIATE HIGHLIGHTS

SOUTH KOREA - Korean KC Association

한국신장암학회Korea Kidneycancer Association
6월 8일
6월16일은 세계신장암의 날입니다.
#WorldKidneyCancerDay #kidney... 더 보기

세계 신장암의 날 2022
지로 홍성. 우리 함께
비가기해요.
2022년 6월 16일

WKCD 2022 Talking Treatments Webinar
youtu.be

Liked by small_kong_ and others
koreakidneycancer 세계신장암의 날
6월16일... more
View 1 comment
13 June · See Translation
AFFILIATE HIGHLIGHTS

SOUTH KOREA - Korean KC Association

Did you attend or organise any events?
- A policy forum
- Facebook, Instagram, and Daum Café (online community) are the main online SNS posts, and this year, we introduced contents related to World Kidney Cancer Day on YouTube for the first time.
- A YouTube video was created in the form of a question-and-answer session between HCP and a representative of the Kidney Cancer Patient Association to help treat kidney cancer patients.
SPAIN - Federación Nacional de Asociaciones ALCER

NECESITAMOS HABLAR SOBRE LAS Opciones DE TRATAMIENTO
alcer.org/2022/06/16/nec...
#DiaMundialdelCancerdeRiñon

DÍA MUNDIAL DEL CÁNCER DE RIÑÓN 2022
Necesitamos hablar sobre las opciones de tratamiento
16 de Junio de 2022
IKCC Kidney Cancer
8:45 - 16 jun 22 · Twitter Web App
Ver actividad del Tweet
7 Retweets 2 Tweets citados
15 Me gusta

Los estudios muestran que los mejores resultados se obtienen cuando los pacientes y los médicos toman decisiones de tratamiento juntos. Pero actualmente no se están produciendo suficientes conversaciones. Por eso, el lema del #DiaMundialdelCancerdeRiñon de este año es "Tenemos que hablar sobre las opciones de tratamiento"
AFFILIATE HIGHLIGHTS

SPAIN - Federación Nacional de Asociaciones ALCER

WORLD KIDNEY CANCER DAY 2022
We need to talk about treatment options
16 June 2022

DÍA MUNDIAL DEL CÁNCER DE RIÓN

'HABLANDO DE TRATAMIENTOS'
SEMINARIO WEB GLOBAL

Ver insights
Promocionar publicación

Le gusta a alcer_rioja y 6 personas más

alcerfederacionnacional Las inscripciones cierren pronto para el seminario web con motivo del #DíaMundialDelCáncerDeRiñón, el próximo 16 de junio. Médicos, pacientes y cuidadores hablarán sobre las opciones de tratamiento. Haz clic aquí para registrarte:
https://www.worldkidneycancerday.org/register/
Did you get any media exposure?

We produced Videotestimonials based on topics of interest for patients: “the consultation”, “the silence”, “emotions”, “learnings” and “the future”. You can see it on our YouTube Channel (ALCERTV) or directly through our website.
AFFILIATE HIGHLIGHTS

UNITED KINGDOM – Action Kidney Cancer

World Kidney Cancer Day, 16 June 2022: Join patients, families, friends, carers, healthcare professionals, researchers and global kidney cancer organisations to raise awareness of clinical trials and access to treatment.

Visit our World Kidney Cancer Day page: ‘We need to talk’.
Did you attend or organise any events?  
Virtual Q&A session with a clinical research nurse.  
We arranged and recorded a Clinical Trials Video with Research Uro-Oncology nurse, Lynn Ho from the Western General Hospital in Edinburgh.
Please share the highlights of your online/digital campaign

• We feel the social media campaign and engagement on WKCD was successful. The topic of Clinical Trials and Treatment Options really resonated with all members of our audience – patients, caregivers, doctors, researchers, and industry professionals.

• The most popular posts across all platforms were those that included the six questions to ask your doctor about treatment options. That graphic was well done and impactful.

• Before WKCD, the videos IKCC created to describe the day and the topic were engaging and well-viewed by our audience.
Did you do any other online/digital interactive campaigns/activities?

We directed people to the IKCC webinar on WKCD, and we also promoted our upcoming Town Hall event “Always an Option: Clinical Trials for Kidney Cancer” on July 19th.

We used hashtags #WKCD, #WorldKidneyCancerDay, #kidneycancer, and #clinicaltrials throughout the campaign.
**AFFILIATE HIGHLIGHTS**

**SWEDEN - Kidney Cancer Association of Sweden**

Did you do any other online/digital interactive campaigns/activities?
*Online survey*
Please share the highlights of your online/digital campaign?
*It really created a massive energy boost on having members sharing their experience on treatment discussions*
Did you organise any events?
*Swedish Kidney Cancer Day on September 15*

**USA – Judy Nicholson KC Foundation**

Which social media platform/channels did you use?
*Facebook*
Please share the highlights of your online/digital campaign?
*Our social media campaigns delivered an increase in the number of impressions*

**USA – Powerful Patients**

Did you get any media exposure?
*I was interviewed on the local TV station and their website, Brookline HUB.*
We need to talk about treatment options

Thank you to everyone who took part in the 2022 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.