



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

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

**2022 CAMPAIGN REPORT**

## OVERVIEW

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

**世界腎がんデー2022**  
治療の選択肢について  
話しましょう  
2022年6月16日

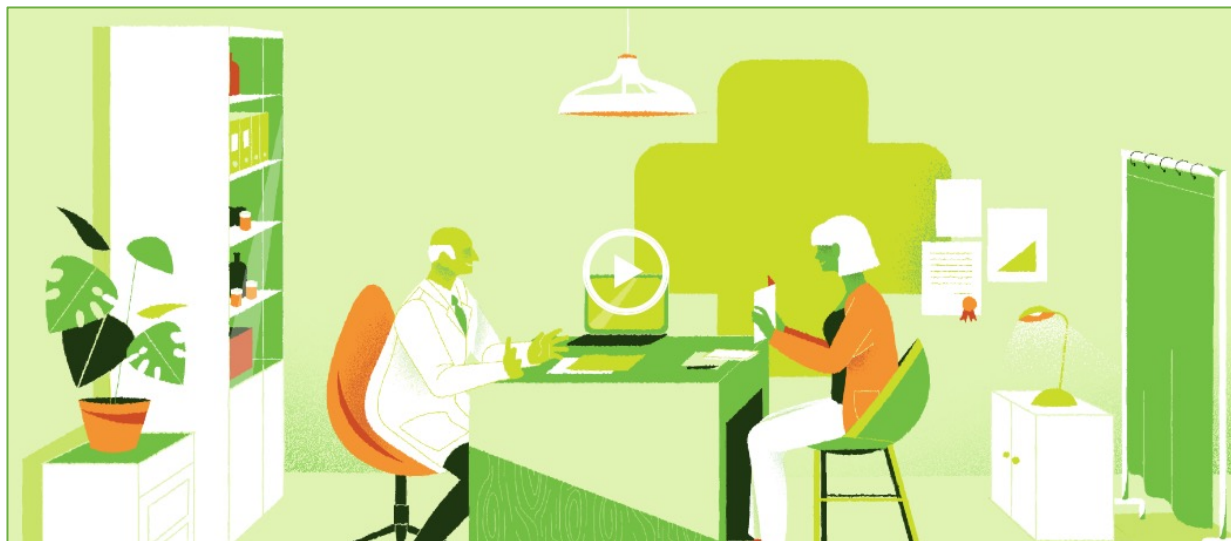
**DÍA MUNDIAL DEL  
CÁNCER DE RIÑÓN 2022**  
*Necesitamos hablar sobre  
las opciones de tratamiento*  
16 de Junio de 2022

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

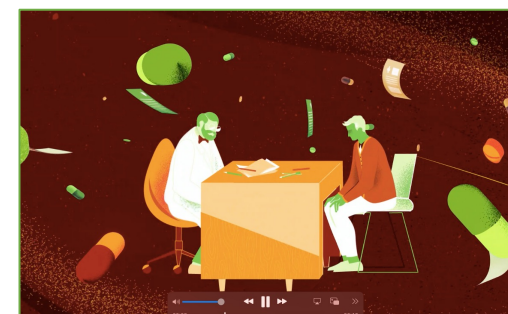
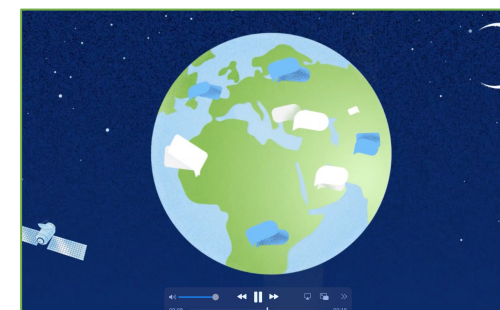
**वर्ल्ड किडनी कैंसर डे 2022**  
हमें उपचार के विकल्पों के  
बारे में बात करने की जरूरत है  
16 जून 2022

## WKCD 2022 CAMPAIGN ELEMENTS

**LONG FORMAT  
VIDEO** - 2 minutes



**SHORT FORMAT  
VIDEOS** – 30 & 15 sec



# WKCD 2022 CAMPAIGN ELEMENTS

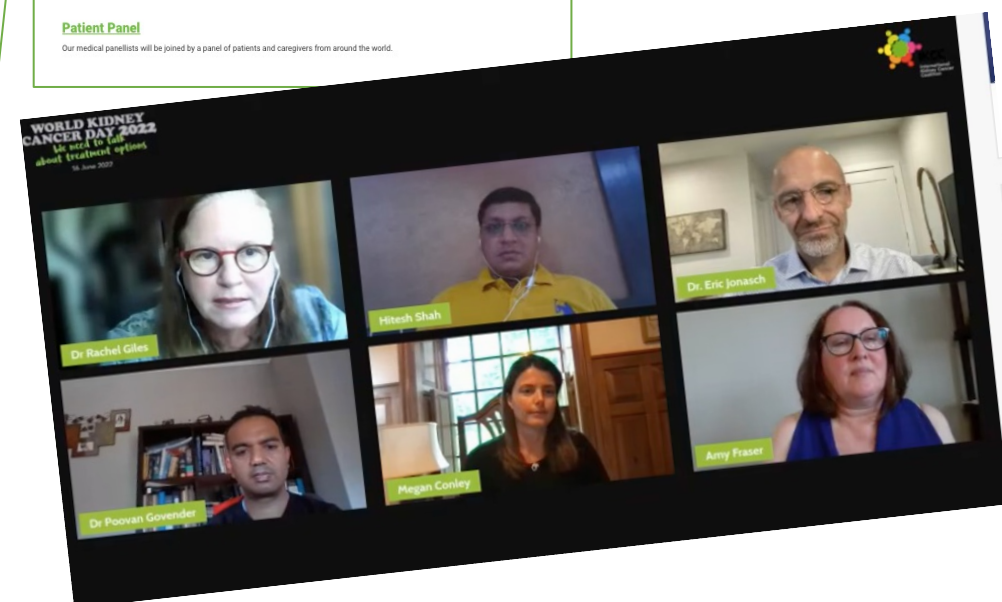
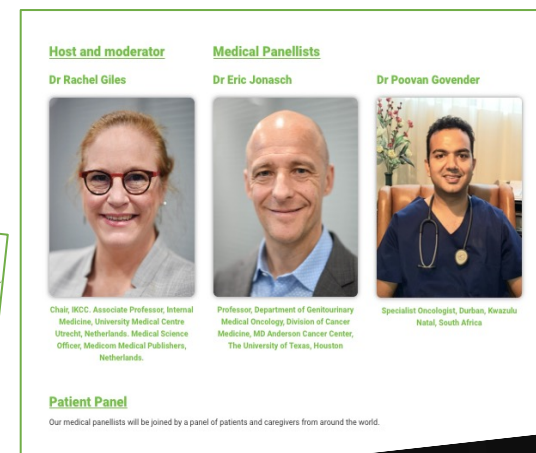
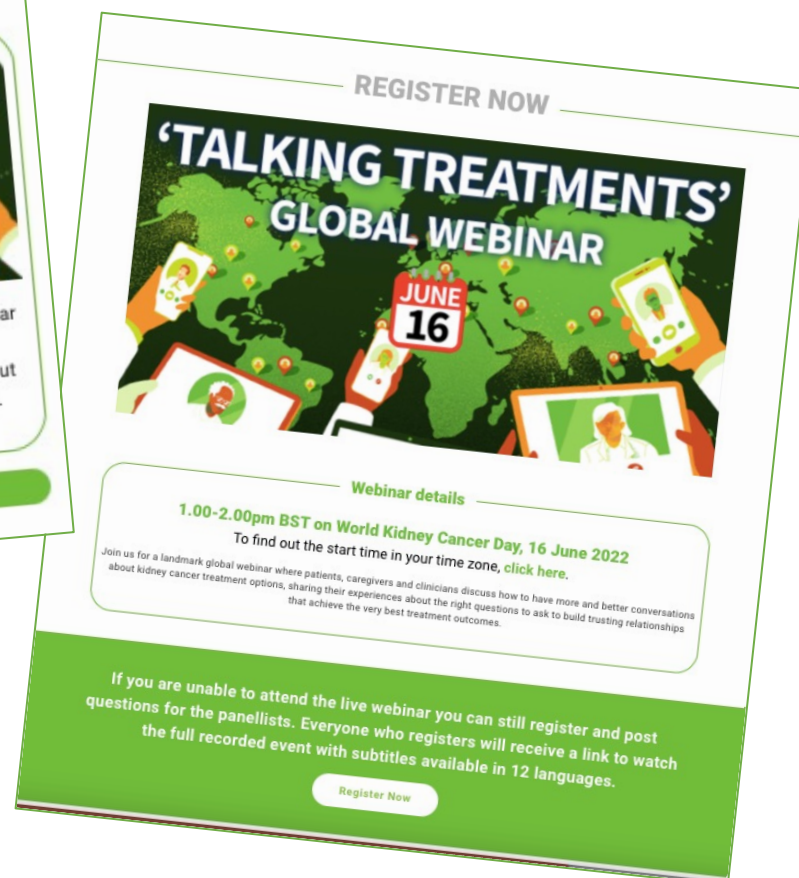
**WKCD 2022 WEBSITE** – PATIENTS/CARERS PAGE + HEALTH PROFESSIONALS PAGE + RESOURCES PAGE





# WKCD 2022 CAMPAIGN ELEMENTS

## WKCD 2022 GLOBAL WEBINAR



## WKCD 2022 CAMPAIGN ELEMENTS

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



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

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

**Download Now**

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



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

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

**Download PDF**



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

**'TALKING TREATMENTS'  
GLOBAL WEBINAR**

**JUNE 16**

**REGISTRATIONS CLOSE SOON**

A landmark webinar for kidney cancer  
patients, caregivers and clinicians



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

**'TALKING  
TREATMENTS'  
GLOBAL WEBINAR**

**JUNE 16**

**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

[illegible][illegible]

## WKCD 2022 CAMPAIGN ELEMENTS

### CAMPAIGN GRAPHICS





## AFFILIATE HIGHLIGHTS

### BRAZIL – INSTITUTO ONCOGUIA

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.*



OncoDebate    30 JUN / 17h

Junho: mês de conscientização sobre o **câncer de rim**

				
<b>LUCIANA HOLTZ</b> Presidente do Oncoguia	<b>ANDRE FAY</b> Oncologista, membro da LACOG GU, sócio fundador da BIO e professor da escola de medicina da PUCRS	<b>EVELIN SCARELLI</b> Relacionamento Institucional e Voluntariado do Oncoguia	<b>HELENA ESTEVES</b> Coordenadora de advocacy do Oncoguia	<b>LEIDIENE ALVES</b> Paciente de câncer de rim e voluntária do Oncoguia



 **Câncer de Rim**

**Como será o meu tratamento?**







# AFFILIATE HIGHLIGHTS

## CANADA – KIDNEY CANCER CANADA

**Cancer du rein Canada**  
Publié par Sprout Social · 24 mai ·

JOURNÉE MONDIALE DU CANCER DU REIN – 16 JUIN  
« Nous devons parler des options de traitement »  
Des études montrent que les meilleurs résultats sont obtenus lorsque les patients et les médecins prennent ensemble les décisions de traitement. Voici les six questions que chaque patient atteint d'un cancer du rein devrait se sentir capable de poser à son médecin. Téléchargez-les et apportez-les à votre prochain rendez-vous <https://bit.ly/3LnOnNW>  
Plus de renseignements sur la Journée... [Afficher la suite](#)

**Les 6 questions que chaque patient atteint d'un cancer du rein devrait se sentir capable de poser à son médecin**

TÉLÉCHARGEZ MAINTENANT

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

67 Personnes atteintes 4 Interactions – Indice de diffusion [Mettre la publication en avant](#)

**Kidney Cancer Canada**  
Publié par Sprout Social · 24 mai ·

WORLD KIDNEY CANCER DAY – JUNE 16  
"We need to talk about treatment options"  
Studies show the best outcomes are when patients and doctors make treatment decisions together. Here are the six questions every kidney cancer patient should feel able to ask their doctor. Download and take them to your next appointment <https://bit.ly/38x4HJ>  
More on World Kidney Cancer Day... [Afficher la suite](#)

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

DOWNLOAD NOW

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

251 Personnes atteintes 16 Interactions – Indice de diffusion [Mettre la publication en avant](#)

**Kidney Cancer Canada**  
Publié par Sprout Social · 20 mai ·

WORLD KIDNEY CANCER DAY – JUNE 16  
"We need to talk about treatment options"  
Depending on your cancer type, its stage and your quality of life priorities, a range of treatment options may be available to you. But currently not enough conversations are happening between patients and doctors. More details on <https://bit.ly/3wJllo>  
[#kidneycancer](#) [#cancerdurein](#) [#wkcd2022](#)

ALL TREATMENT OPTIONS

Indice de diffusion [Mettre la publication en avant](#)

**Kidney Cancer Canada**  
Publié par Sprout Social · 1 juin ·

WORLD KIDNEY CANCER DAY – JUNE 16  
Global webinar "Talking Treatments", 8 am EDT  
<https://www.worldkidneycancerday.org/register/>  
The International Kidney Cancer Coalition (IKCC) holds a landmark global webinar where patients, caregivers and clinicians discuss how to have more and better conversations about kidney cancer treatment options, sharing their experiences about the right questions to ask to build trusting relationships that achieve the very best treatment option... [Afficher la suite](#)

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

**"TALKING TREATMENTS" GLOBAL WEBINAR**

JUNE 16

763 Personnes atteintes 86 Interactions – Indice de diffusion [Mettre la publication en avant](#)

2 partages

**Cancer du rein Canada**  
Publié par Sprout Social · 16 juin ·

C'EST AUJOURD'HUI LA JOURNÉE MONDIALE DU CANCER DU REIN  
« Nous devons parler des options de traitement »  
Des études montrent que lorsque les médecins et les patients prennent ensemble les décisions de traitement cela permet d'obtenir de meilleurs résultats et de réduire les effets secondaires. Vous aider à jouer un rôle actif dans les prises de décision relatives à votre traitement. Téléchargez les 6 questions que vous devriez vous sentir capable de poser à votre médecin... [Afficher la suite](#)

0:15 / 2:15

111 Personnes atteintes 18 Interactions [Mettre la publication en avant](#)

3 partages

**Kidney Cancer Canada**  
Publié par Sprout Social · 14 juin ·

WORLD KIDNEY CANCER DAY – JUNE 16  
"We need to talk about treatment options"  
To help patients and their doctors have better conversation about treatment options, the International Kidney Cancer Coalition (IKCC) created a list of questions that patients should be able to ask their doctor. Download and take them to your next appointment <https://bit.ly/38x4HJ>  
More on World Kidney Cancer Day: <https://bit.ly/3wJllo>... [Afficher la suite](#)

Indice de diffusion [Mettre la publication en avant](#)

346 Personnes atteintes 65 Interactions – Indice de diffusion [Mettre la publication en avant](#)

2 partages

# AFFILIATE HIGHLIGHTS

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

## CANADA – KIDNEY CANCER CANADA

**Kidney Cancer Canada**  
Publié par Sprout Social • 6 juin •

**COFFEE-CHAT FOR CAREGIVERS - JUNE 7, 7 pm EDT**  
For World Kidney Cancer Day, we feel the need to stay connected more than ever with our community offering a space of support where we can share our experiences, our anxieties, and our happy moments.

Join us tomorrow, June 7 at 7 pm EDT  
[https://www.kidneycancer.ca/.../2022-world-.../... Afficher la suite](https://www.kidneycancer.ca/.../2022-world-.../...)



WORLD KIDNEY CANCER DAY  
**Caregiver Coffee-Chat**  
le need to talk about treatment options  
16 June 2022


361 Personnes atteintes 23 Interactions - Indice de diffusion

Mettre la publication en avant

**Kidney Cancer Canada**  
Publié par Sprout Social • 8 juin •

**WEBINAR – JUNE 14, 8 pm EDT**  
Updated guidelines for the management of small renal masses  
Registration: <https://bit.ly/KCCJune142022>

There is no "one-size-fits-all" strategy to the management of patients with small renal masses. Shared decision making must consider tumour characteristics, patient's age, and other medical conditions as well as their values and preferences for individualized management plans. The Canadian Urological Association updated the guidelines of the management of small renal masses. **Afficher la suite**



Cancer du rein CANADA Kidney Cancer CANADA  
**UPDATED GUIDELINES FOR THE MANAGEMENT OF SMALL RENAL MASSES**  
Dr. Patrick Richard Uro-Oncologist  
June 14 | 8 pm EDT  
WORLD KIDNEY CANCER DAY 2022  
le need to talk about treatment options  
16 June 2022

33 Interactions

Mettre la publication en avant

**Cancer du rein Canada**  
Publié par Sprout Social • 10 juin •

Nous déroulons le tapis rouge pour la journée mondiale du cancer du rein.

Cancer du rein Canada présente l'avant-première du film « LE ROBOT », lors de la Journée mondiale du cancer du rein, le jeudi 16 juin à 20 h.

LE ROBOT met en vedette Dr Frédéric Pouliot qui démystifie la chirurgie assistée par robot et répond aux questions les plus fréquemment posées. Le montage vidéo du film sera ajouté à notre Vidéotheque du savoir sur le cancer du rein... **Afficher la suite**



Cancer du rein CANADA Kidney Cancer CANADA  
**PRÉSENTE LE ROBOT**  
AVEC DR FRÉDÉRIC POULIOT  
ET SON ASSISTANT EN CHIRURGIE, DA VINCI  
16 JUIN 2022 | 20 H HAE

124 Personnes atteintes 17 Interactions - Indice de diffusion

Mettre la publication en avant


3 partages

**Kidney Cancer Canada**  
Publié par Sprout Social • 21 juin, à 12 h 00 •

**Our Coffee-Chat Maritimes Tour starts this week!**

Kidney Cancer Canada is going on a road trip to meet with Canadian doctors and medical health professionals at the Canadian Urological Association (CUA) Annual Meeting. Along the way, we are excited to hold coffee-chat at various stops in the Maritime provinces.

Moncton, New Brunswick is our first stop on June 23 at 10:30 am. See details on this link: [https://www.kidneycancer.ca/.../coffee-chat-tour-.../ Afficher la suite](https://www.kidneycancer.ca/.../coffee-chat-tour-.../)



Cancer du rein CANADA Kidney Cancer CANADA  
**Coffee-Chat Tour in the Maritimes**

235 Personnes atteintes 16 Interactions - Indice de diffusion

Mettre la publication en avant

7 partages

**The Gaspé Spec**  
ESTABLISHED • MAY 1975  
VOLUME 46 NO 22, JUNE 8, 2022

**World Kidney Cancer Day 2022**



**Another busy summer at Forillon Park**

By Nicole Bergeron

It will be all over this year. We will have guests to welcome people, orient them, guide them and even participate in certain interpretation activities. All of our sites will be active this summer," says Ms. St-Germain.

The historic period, July and August, is particularly full with a few weekend plans available. "We're going very well. This program is really successful. We are expecting a very busy year. It has been growing in recent years and we want to be maintaining the trend and over-riding suggests that we will have an excellent tourist season this year," says the manager of visitor experience, Frédéric Pouliot.

The new marina, opening of the season to visit Forillon Park, will be in August. A new restaurant will be in place in the fall. The park is also beautiful in the fall. In September, we expect to have a lot of visitors. Forillon Park is no exception, as it has a lot of visitors. The park is a beautiful place to visit. The park is a beautiful place to visit. The park is a beautiful place to visit.

**Club has first meeting since start of the pandemic**

For Harlowe, CCA's Community Coordinator, the Pleasant Point Community Club held its first meeting since the beginning of the pandemic on May 25. Several new members have joined the board of directors. They are pictured in the above photo with outgoing directors Marlene Ambrose and Dorothy Bujala, two invaluable volunteers who have been the heart and soul of the club for close to 20 years.

The Pleasant Point Community Club organizes numerous community-based events and activities, from dances to community gardening, and manages the Pleasant Community Hall in Forillon. The Pleasant Community Hall Facebook page lists all upcoming events on the Hall.

**Register now!**  
[coppgym.ca/english-section](http://coppgym.ca/english-section)  
Cité de la Gaspésie et des Îles

Page 7, June 8, 2022 - Spec




## AFFILIATE HIGHLIGHTS

### CANADA – KIDNEY CANCER CANADA

**Kidney Cancer Canada**  
Publié par Mona Awad · 17 juin ·

WOW! The CN Tower in Toronto dressed in green for World Kidney Cancer Day. Thank you for supporting the global kidney cancer community!  
A special thank you to our Executive Director's sister, Susan, for the great photo!

<https://www.facebook.com/cntower/>... **Afficher la suite**




2 491 Personnes atteintes 321 Interactions – Indice de diffusion **Mettre la publication en avant**

78 18 commentaires

**Kidney Cancer Canada**  
Publié par Mona Awad · 17 juin ·

The Government House in St. John's, Newfoundland was glowing green on June 16, for World Kidney Cancer Day. Thank you to Her Honour Judy May Foote for raising awareness for kidney cancer in Newfoundland and across Canada!

#kidneycancer #WorldKidneyCancerDay #WKCD2022 #cancerdurein  
#JournéeMondialeDuCancerDuRein

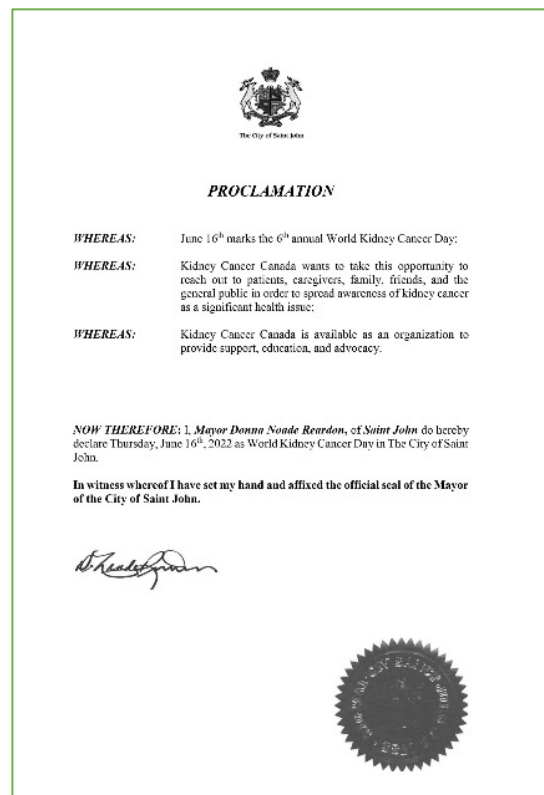


Lieutenant Governor Judy M. Foote  
16 juin ·

Today, June 16, Government House is glowing green in recognition of World Kidney Cancer Day—a time for the global kidney cancer community to come together to r... **Afficher la suite**

341 Personnes atteintes 34 Interactions – Indice de diffusion **Mettre une publication en avant**

23 2 partages



### 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**  
Publié par Lucile Renaud · 14 juin, 13:00 ·

Événement - Journée mondiale du #CancerDuRein  
J-2 avant la #WKCD2022 !  
Patients et professionnels de santé, profitez de cette journée pour parler des options de #traitement !  
Retrouvez toutes les informations sur l'événement sur la page de l'IKCC :  
<https://www.worldkidneycancerday.org/world-kidney-cancer.../>



403  
Personnes touchées

33  
Interactions

–  
Score de diffusion

Boost indisponible

5  
partages

**ARTuR Association pour la recherche sur les tumeurs et les cancers du rein**  
Publié par Lucile Renaud · 27 mai ·

Événement - Journée mondiale du #CancerDuRein  
C'est le 16 juin ! Cette Journée, #WKCD2022, est organisée par l'IKCC. Cette année, le thème est "Nous devons parler des options de #traitement".  
Plus d'infos à venir sur nos réseaux sociaux dans les prochains jours !

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

511  
Personnes touchées

49  
Interactions

–  
Score de diffusion

Boost indisponible

15  
partages

**JOURNÉE MONDIALE DU CANCER DU REIN**  
Le webinaire sous-titré est en ligne

Posté le 04/07/2022

La version sous-titrée du webinaire est en ligne !

Le webinaire « Parler des traitements » qui s'est déroulé lors de la Journée mondiale du cancer du rein, le 16 juin, est en ligne dans sa version sous-titrée. Des cliniciens, des patients et des aidants discutent de la façon de parler des options de traitement et répondent aux questions.  
Retrouvez le [en suivant ce lien](#) et sélectionnez les sous-titres en français dans les paramètres de visionnage.



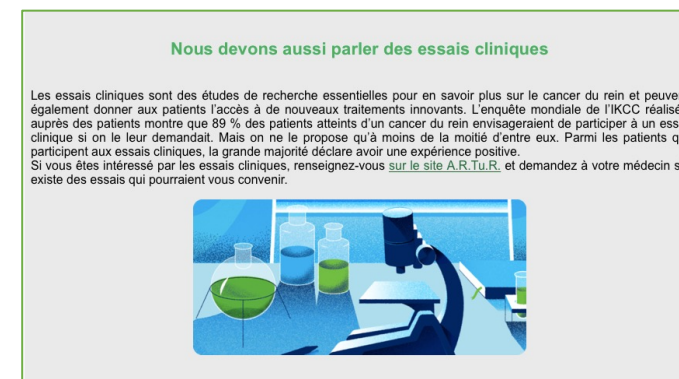
## AFFILIATE HIGHLIGHTS

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

On June 13<sup>th</sup> A.R.T.u.R organised an online/remote event linked to WKCD 2022. The theme was: “Innovative treatments and access to medicines”



**4<sup>ème</sup> Table ronde  
en présentiel et en visio-conférence**  
**Traitements innovants et  
accès aux médicaments**  
**Lundi 13 juin 2022 - 10h-12h30**

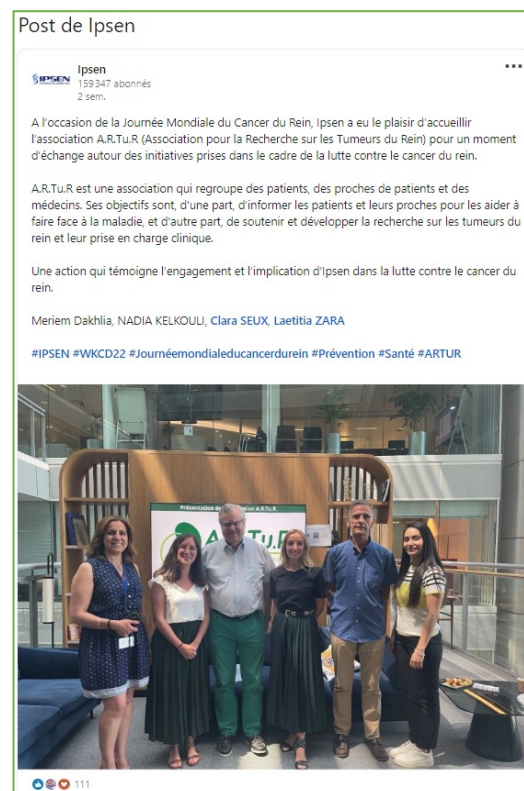




## AFFILIATE HIGHLIGHTS

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

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.



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.*

# AFFILIATE HIGHLIGHTS

## GERMANY - Das Lebenshaus e.V.



**Das Lebenshaus e.V.**  
Gepostet von Rina Kas · 18. Mai ·

Studien zeigen, dass die besten Behandlungs-Ergebnisse erzielt werden, wenn Patienten und Ärzte Behandlungsentscheidungen gemeinsam treffen. Aber derzeit finden zu wenige Gespräche statt. #weltnierenkrebstag #WorldKidneyCancerDay #IKCC

**WIE WIRD ES MIR  
UNTER DIESER  
BEHANDLUNG GEHEN?**

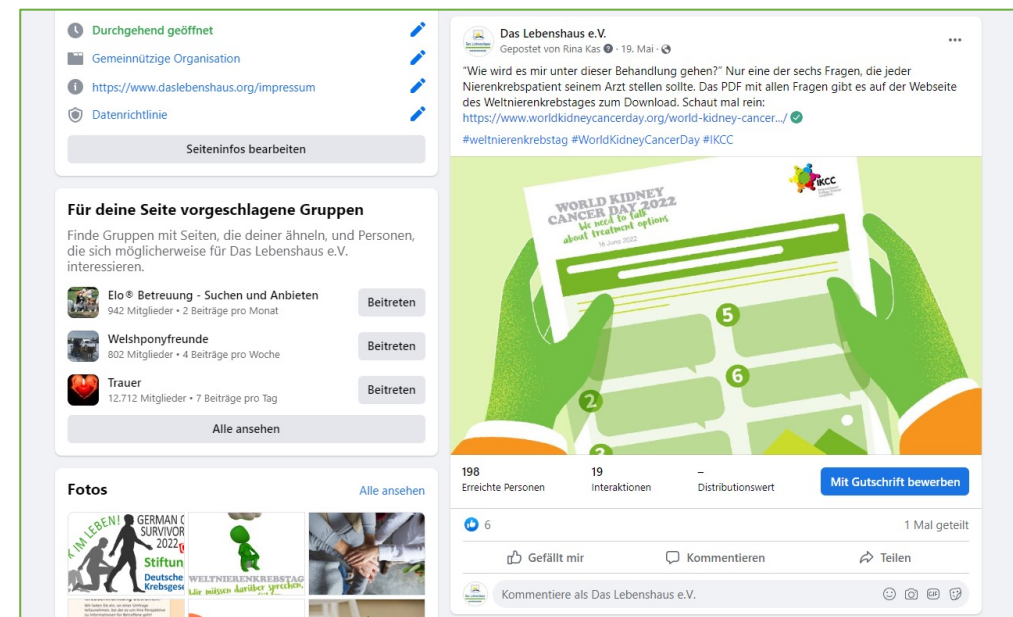
89 % der #Nierenkrebspatienten würden die Teilnahme a...

49 Aufrufe · vor 3 Wochen

**Bevorstehende Veranstaltungen**

SA, 17. SEPT. - 18. SEPT.  
**Nierenkrebs-Patiententage 2022**  
Mercure Hannover Medical Park  
Gesundheit · 4 Gäste

Veranstaltung bewerben



**Das Lebenshaus e.V.**  
Gepostet von Rina Kas · 19. Mai ·

"Wie wird es mir unter dieser Behandlung gehen?" Nur eine der sechs Fragen, die jeder Nierenkrebspatient seinem Arzt stellen sollte. Das PDF mit allen Fragen gibt es auf der Webseite des Weltnierenkrebstages zum Download. Schaut mal rein: <https://www.worldkidneycancerday.org/world-kidney-cancer.../>

#weltnierenkrebstag #WorldKidneyCancerDay #IKCC

**Für deine Seite vorgeschlagene Gruppen**

Finde Gruppen mit Seiten, die deiner ähneln, und Personen, die sich möglicherweise für Das Lebenshaus e.V. interessieren.

- Elo® Betreuung - Suchen und Anbieten**  
942 Mitglieder · 2 Beiträge pro Monat
- Welshponyfreunde**  
802 Mitglieder · 4 Beiträge pro Woche
- Trauer**  
12.712 Mitglieder · 7 Beiträge pro Tag

**Fotos**

198 Erreichte Personen · 19 Interaktionen · Distributionswert

Mit Gutschrift bewerten

6 Gefällt mir · 1 Mal geteilt

Kommentieren · Teilen

Kommentiere als Das Lebenshaus e.V.

## AFFILIATE HIGHLIGHTS

### GERMANY - Das Lebenshaus e.V.

Weltnierenkrebstag 2022: Wir müssen über Behandlungsmöglichkeiten sprechen

# WELTNIERENKREBSTAG 2022

*Wir müssen über  
Behandlungsmöglichkeiten sprechen*

16. Juni 2022

Abhängig von Ihrem Krebstyp, dem Erkrankungsstadium und Ihren Prioritäten in Bezug auf die Lebensqualität stehen Ihnen möglicherweise eine Reihe von Behandlungsmöglichkeiten zur Verfügung. **Studien zeigen, dass die besten Ergebnisse erzielt werden, wenn Patienten und Ärzte Behandlungsentscheidungen gemeinsam treffen.** Aber derzeit finden zu wenige Gespräche statt.

Deshalb lautet das Motto des diesjährigen Weltnierenkrebstages „Wir müssen über Behandlungsmöglichkeiten sprechen“.



Watch on  YouTube

 Twittern  Thich 0

Did you do online/digital interactive campaigns/activities?

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



# AFFILIATE HIGHLIGHTS

## GREECE - VHL FA Alliance Greece

VHL Greece - Family Alliance  
3 June · 🌐

Οι έξι ερωτήσεις που κάθε ασθενής με καρκίνο του νεφρού, πρέπει να αισθάνεται άνετα να ρωτά τον γιατρό του.  
<https://drive.google.com/.../16drnPI40EyRIMrzH4dK5IT.../view>  
See translation



ΠΑΓΚΟΣΜΙΑ ΗΜΕΡΑ  
ΚΑΡΚΙΝΟΥ ΤΟΥ ΝΕΦΡΟΥ 2022  
*Πρέπει να μιλήσουμε για  
τις νέες θεραπευτικές επιλογές*  
16 ΙΟΥΝΙΟΥ 2022

Οι έξι ερωτήσεις που κάθε ασθενής με καρκίνο του νεφρού  
πρέπει να αισθάνεται άνετα να ρωτά τον γιατρό του.

VHL Greece - Family Alliance  
3 June · 🌐

Την παγκόσμια ημέρα καρκίνου του νεφρού, δηλώστε συμμετοχή στο παγκόσμιο webinar της IKCC.  
<https://www.worldkidneycancerday.org/register/>  
See translation



ΠΑΓΚΟΣΜΙΑ ΗΜΕΡΑ  
ΚΑΡΚΙΝΟΥ ΤΟΥ ΝΕΦΡΟΥ 2022  
*Πρέπει να μιλήσουμε για  
τις νέες θεραπευτικές επιλογές*  
16 ΙΟΥΝΙΟΥ 2022




**RADIO SPOT**

ΓΙΑ ΤΗΝ ΠΑΓΚΟΣΜΙΑ ΗΜΕΡΑ ΚΑΡΚΙΝΟΥ ΤΟΥ ΝΕΦΡΟΥ 2022  
"ΠΡΕΠΕΙ ΝΑ ΜΙΛΗΣΟΥΜΕ ΓΙΑ ΤΙΣ ΘΕΡΑΠΕΥΤΙΚΕΣ ΕΠΙΛΟΓΕΣ ΜΑΣ"



VHL Greece - Family Alliance  
28 May · 🌐

ΠΑΓΚΟΣΜΙΑ ΗΜΕΡΑ ΚΑΡΚΙΝΟΥ ΤΟΥ ΝΕΦΡΟΥ 2022  
Πρέπει να μιλήσουμε για τις επιλογές θεραπειών μας.  
Stay tuned!  
[https://www.youtube.com/watch?v=GBQVpDuR\\_w4](https://www.youtube.com/watch?v=GBQVpDuR_w4)  
See translation



YOUTUBE.COM  
ΠΑΓΚΟΣΜΙΑ ΗΜΕΡΑ ΚΑΡΚΙΝΟΥ 2022

1 share

Like Comment Share

VHL Greece - Family Alliance  
ΠΑΓΚΟΣΜΙΑ ΗΜΕΡΑ ΚΑΡΚΙΝΟΥ ΤΟΥ ΝΕΦΡΟΥ 2022  
Copy link



Watch on YouTube

## AFFILIATE HIGHLIGHTS

### INDIA - V Care Foundation

3:35 Twitter 📶 🔋

 **V Care**  
@vcare24

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](#)

वर्ल्ड किडनी कैंसर डे 2022  
हमें उपचार के विकल्पों के बारे में बात करने की जरूरत है  
16 जून 2022

Tweet your reply


    

 **V Care Foundation**  
16 June · 🌐

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 decision, 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](#)

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

8  Like  Comment  Share

 **V Care Foundation**  
10 June · 🌐



[#WorldKidneyCancerDay](#) Studies show the best outcomes are when [#kidneycancer](#) patients and doctors make treatment decisions together. We need to talk about treatment options. Join us on June 16 [#WKCD2022](#)

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

Studies show that doctors and patients making treatment decisions together leads to better outcomes and fewer side effects. To help you take an active role in your treatment decisions, print out this PDF and take it with you to your next appointment.

- 1 "What are my treatment options and what are their benefits and risks?"**  
The treatments available to you will depend on your cancer type, its stage and your general health. Ask your doctors which treatment plan they think is best for you, if there are any costs and how many tests and check-ups you'll need along the way.
- 2 "How will this treatment make me feel?"**  
Sneezing or coughing cancer is obviously what, but so is your quality of life during treatment. Discuss what's important to you - work, travel, fatigue, bowel function, sex life - and ask what you will and won't be able to do during different treatments.
- 3 "How much experience do you have with this treatment?"**  
If a surgeon recommends nephrectomy, it's OK to ask how many he's done. Similarly for other treatment options. A young doctor isn't necessarily bad, nor decades of experience a guarantee of success. But it's a worthwhile conversation to have.
- 4 "Are there any clinical trials I could be a part of?"**  
Whether a clinical trial is an option for you will depend on factors including your age, stage and whether there are any suitable trials recruiting in your country. If you are interested in clinical trials, be sure to ask about them and find out more at [ikcc.org](#).
- 5 "How will we know if this treatment is working?"**  
Make sure you understand your overall treatment plan, the goals of each stage and what happens if a treatment isn't working or the side effects outweigh the benefits. Ask also about the risks and benefits of delaying or even not having treatment.
- 6 "Can I get a second opinion?"**  
Deciding on your cancer treatment is a big decision and getting a second opinion isn't saying you don't trust your doctor. Most clinicians welcome second opinions and can often help you set them up with specialists in different areas.

Another question you should never be afraid to ask is "Can you explain that again?" Kidney cancer treatments can be complicated, particularly if you've only recently been diagnosed. Take notes, take a trusted friend or family member and make sure you and your doctors

9  Like  Comment  Share 4 shares

## NETHERLANDS - Belangenvereniging VHL

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*

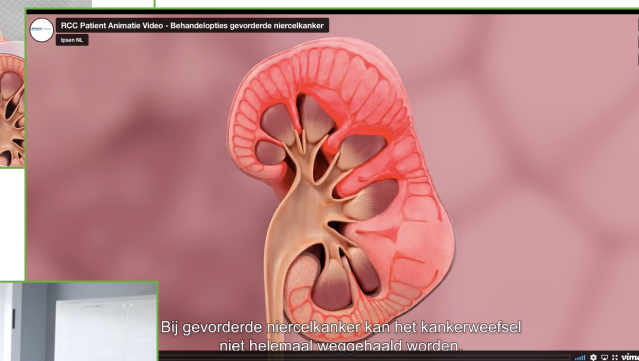
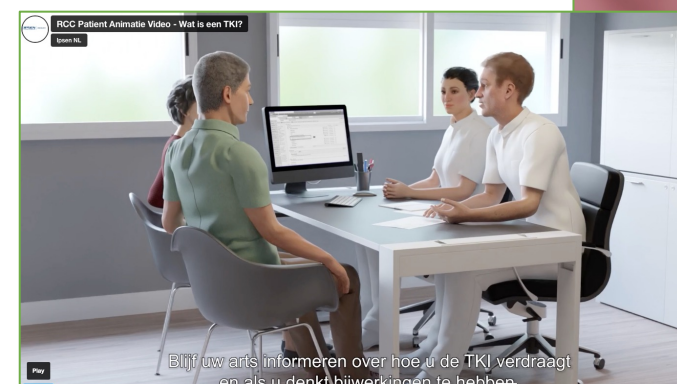
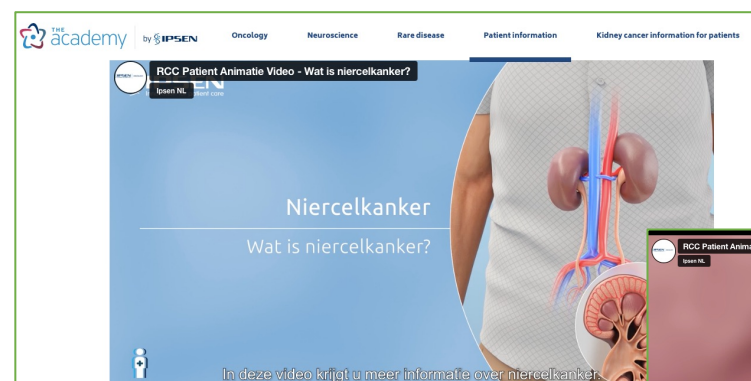
[illegible]



## AFFILIATE HIGHLIGHTS

### NETHERLANDS - Belangenvereniging VHL

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**  
21 May · 🌐

Porozmawiaj z lekarzem o opcjach leczenia raka. Sześć pytań, które każdy pacjent z rakiem nerki powinien zadać swojemu lekarzowi.

Światowy Dzień Walki z Rakiem Nerki jest inicjatywą Międzynarodowej Koalicji na rzecz Raka Nerki i odbywa się corocznie w celu podniesienia globalnej świadomości na temat raka nerki.


W tym roku, 16 czerwca pacjenci, przyjaciele, opiekunowie, pracownicy służby zdrowia, naukowcy i lokalne organizacje zajmujące się rakiem nerki na całym świecie będą świętować Światowy Dzień Walki z Rakiem Nerki.

Tegorocznym tematem jest komunikacja pacjenta z lekarzem, podkreślając potrzebę zwiększenia świadomości i działania na temat raka nerki na całym świecie poprzez rozmowę w gabinecie.

Dlatego obejrzyj film i dowiedz się o co zapytać lekarza jeśli usłyszysz diagnozę.

#StowarzyszenieGladiator #prostuje #IKCC IKCCIKCC #WKCD2022 #WorldKidneyCancerDay2022 #ŚwiatowyDzieńRakaNerki

See translation



**DZIEŃ WALKI Z RAKIEM NERKI 2022**  
Puszysty rozmawiaj o opcjach leczenia  
16 czerwca 2022

**Sześć pytań, które każdy pacjent z rakiem nerki powinien zadać swojemu lekarzowi**

Badania pokazują, że jeśli lekarze i pacjenci podejmują wspólnie decyzje dotyczące leczenia, prowadzi to do lepszych wyników i mniejszej liczby skutków ubocznych. Wydrukuj ten plik PDF i zabierz go ze sobą na następną wizytę, co pomoże Ci w aktywnym podejmowaniu decyzji dotyczących leczenia.

1. "Jakie są moje opcje leczenia i jakie są ich korzyści i zagrożenia?"
2. "Jak będę się czuł po tym leczeniu?"
3. "Jeśli muszę doświadczyć w związku z wybraniem leczenia?"
4. "Czy będę mógł wrócić do pracy po tym leczeniu?"
5. "Skąd będziemy wiedzieć, czy to leczenie działa?"
6. "Czy mogę uzyskać drugą opinię?"



**Stowarzyszenie Gladiator, Główny Zarząd z siedzibą w Warszawie**  
16 Jun · 🌐

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

See Translation

**THURS, 16 JUN**  
**WORLD KIDNEY CANCER DAY 2022**

☆ Interested

👍 Like    💬 Comment    ➦ Share

**Stowarzyszenie Gladiator, Główny Zarząd z siedzibą w Warszawie**  
15 May · 🌐

Światowy Dzień Walki z Rakiem Nerki jest inicjatywą Międzynarodowej Koalicji na rzecz Raka Nerki i odbywa się corocznie... See more

See Translation



👍 11    4 shares    176 views

👍 Like    💬 Comment    ➦ Share



WORLD KIDNEY  
CANCER DAY 2022

We need to talk  
about treatment options

16 June 2022

## AFFILIATE HIGHLIGHTS

### SOUTH AFRICA - Campaign4Cancer

Campaign 4 Cancer @campaign4cancer · Jun 16

Today is World Kidney Cancer Day; remember to join the 'Talking Treatments' Global Webinar live today. To watch a full recording in your own time. Click here to register today: [worldkidneycancerday.org/register/](https://worldkidneycancerday.org/register/) #WKCD2022 #kidneycancer



0:11 174 views

Campaign 4 Cancer @campaign4cancer · Jun 7

Around the world, many #kidneycancer patients aren't aware of the treatment options that are available to them. On #kidneycancer Day, 16 June 2022, @IKCCorg will have a global webinar about access to treatment. To join, Click here to register: [worldkidneycancerday.org/register/](https://worldkidneycancerday.org/register/) #WKCD2022



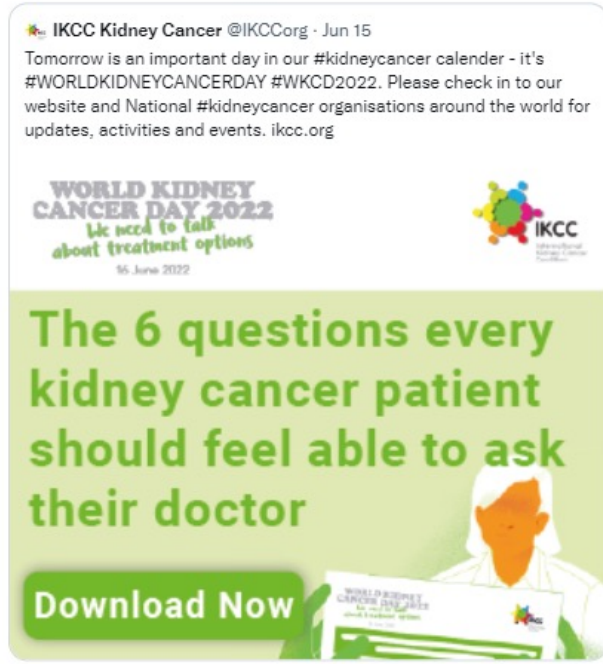
0:11 174 views

Campaign 4 Cancer @campaign4cancer · Jun 15

Tomorrow is World Kidney Cancer Day. visit: [ikcc.org](https://ikcc.org) and learn how to get involved in helping raise awareness of kidney cancer.

IKCC Kidney Cancer @IKCCorg · Jun 15

Tomorrow is an important day in our #kidneycancer calendar - it's #WORLDKIDNEYCANCERDAY #WKCD2022. Please check in to our website and National #kidneycancer organisations around the world for updates, activities and events. [ikcc.org](https://ikcc.org)




0:11 174 views

Campaign 4 Cancer @campaign4cancer · Jun 14

Don't miss the chance to post your questions about kidney cancer treatment for health panel to consider and answer. Click here to register: [worldkidneycancerday.org/register/](https://worldkidneycancerday.org/register/)

IKCC Kidney Cancer @IKCCorg · Jun 14

3 DAYS TO GO UNTIL 16TH JUNE 2022  
WORLD KIDNEY CANCER DAY 2022  
Please our website for full details & register for our 'Talking Treatments' webinar. Clinicians, patients, caregivers discuss treatment options & answer your questions #WKCD2022 #kidneycancer [ikcc.org](https://ikcc.org)



0:11 174 views




## 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](#)



167 People reached      22 Engagements      Boost unavailable

You and 6 others      2 Shares

Today is World Kidney Cancer Day, remember to join the 'Talking Treatments' Global Webinar live today. To watch a full recording in your own time. Click here to register today: <http://worldkidneycancerday.org/register/> [#WKCD2022](#) [#kidneycancer](#)



174 People reached      6 Engagements      Distribution score      Boost unavailable

You, Dr Justin Du tolt Inc and 3 others      1 Share

REGISTRATIONS CLOSE SOON:  
Registrations are closing soon for the global webinar on 'Talking Treatments' for [#kidneycancer](#) patients on [#WKCD2022](#), 16th June. [IKCC](#)  
Don't miss the chance to post your questions for health panel to consider and answer. ... See more



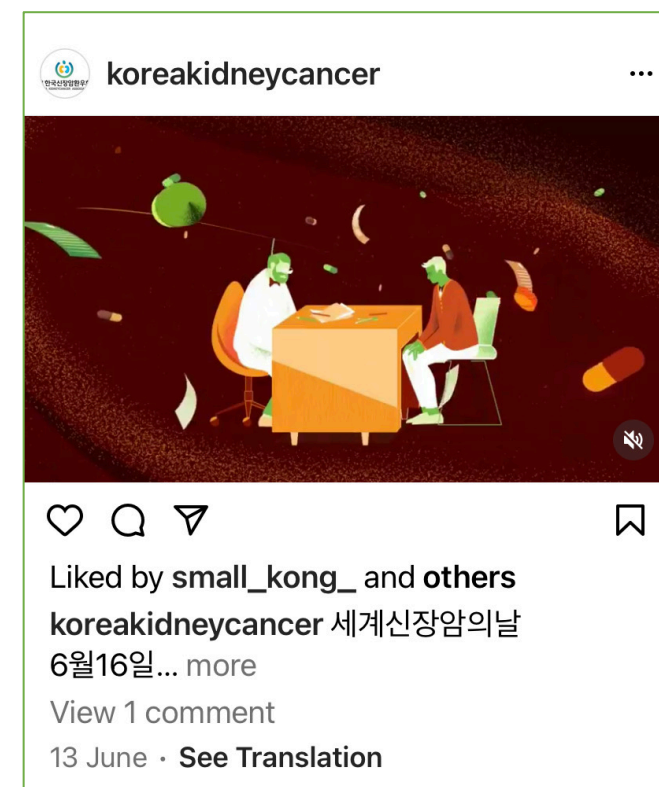
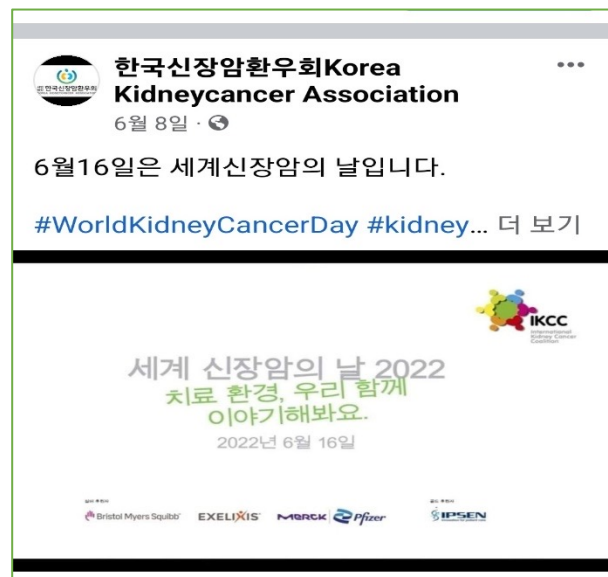
IKCC  
June 14 at 12:25 PM · 0  
3 DAYS TO GO UNTIL 16TH JUNE 2022  
WORLD KIDNEY CANCER DAY 2022  
Please our website for full details & register for our 'Talking Treatments' webinar Clinicians, p... See more

146 People reached      4 Engagements      Distribution score      Boost unavailable

You and 2 others      1 Share

## AFFILIATE HIGHLIGHTS

### SOUTH KOREA - Korean KC Association





## 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.

## AFFILIATE HIGHLIGHTS

### SPAIN - Federación Nacional de Asociaciones ALCER



← Tweet



Fed. Nac. ALCER oficial  
@FNALCER

**NECESITAMOS HABLAR  
SOBRE LAS OPCIONES DE  
TRATAMIENTO**

[alcer.org/2022/06/16/nec...](https://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

Federación Nacional ...

Información general Anuncios

Inicio Información Eventos Fotos



Federación Nacional de  
Asociaciones Alcer

★ Favoritos · 5 may ·

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 #DíaMundialdelCáncerdeRiñon de este año es "Tenemos que hablar sobre las opciones de tratamiento"



12

4 veces compartido





## AFFILIATE HIGHLIGHTS

### SPAIN - Federación Nacional de Asociaciones ALCER



# AFFILIATE HIGHLIGHTS

## SPAIN - Federación Nacional de Asociaciones ALCER

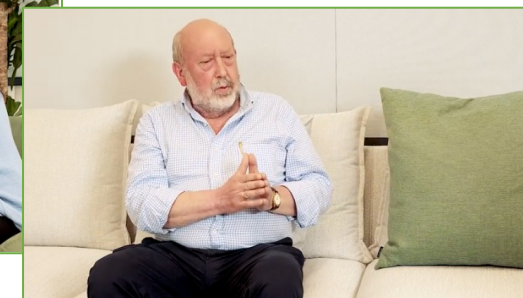


### Las seis preguntas que todo paciente con cáncer de riñón debería sentirse capaz de hacerle a su médico

1. "¿Cuáles son mis opciones de tratamiento y cuáles son los riesgos y beneficios?"
2. "¿Cómo me sentiré este tratamiento?"
3. "¿Qué experiencia tiene con este tratamiento?"
4. "¿Hay algún ensayo clínico en el que pueda participar?"
5. "¿Cómo sabremos si este tratamiento está funcionando?"
6. "¿Podría tener una segunda opinión?"



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 (ALCER TV) or directly through our website.







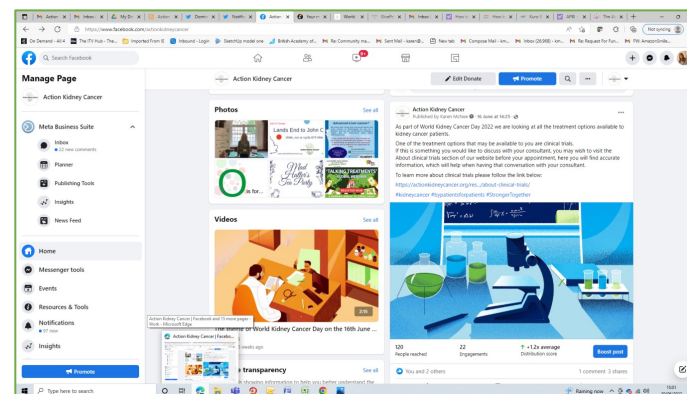
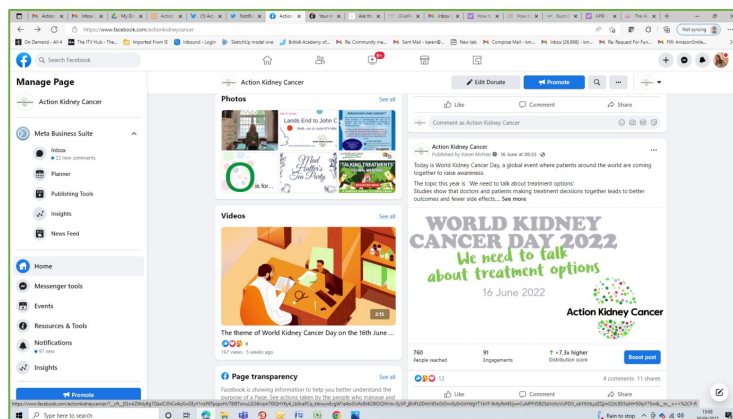
**WORLD KIDNEY  
CANCER DAY 2022**

*We need to talk  
about treatment options*

16 June 2022

# AFFILIATE HIGHLIGHTS

## UNITED KINGDOM – Action Kidney Cancer



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

16 June 2022



**Action Kidney Cancer**

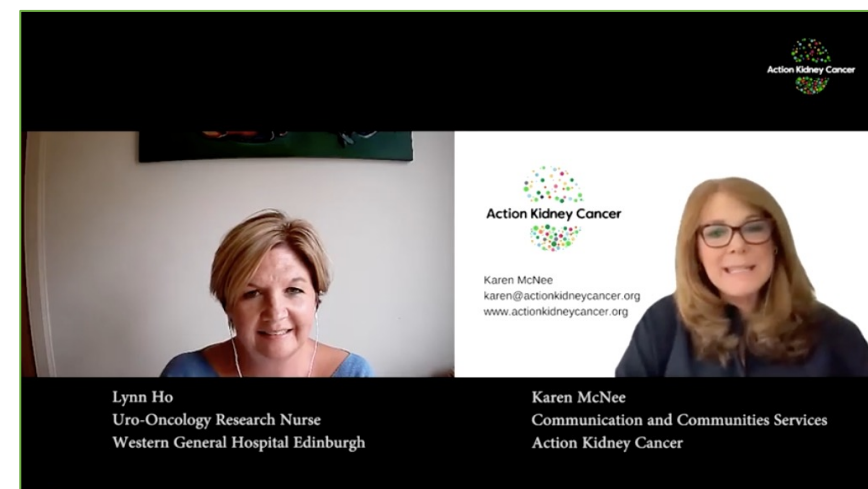
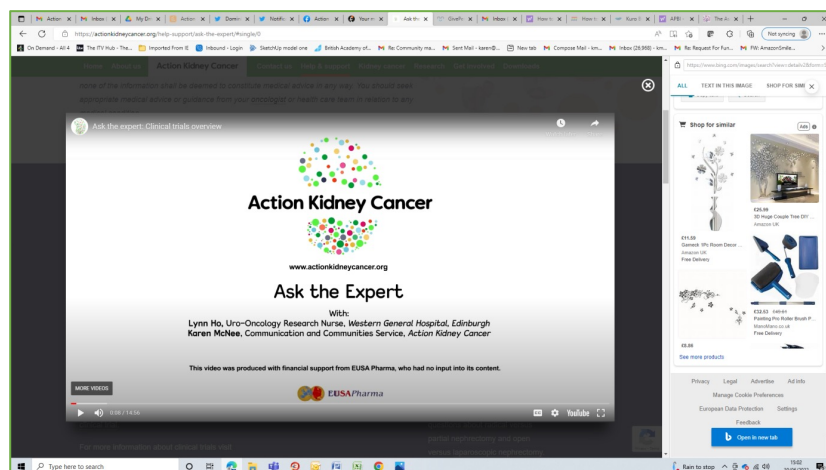
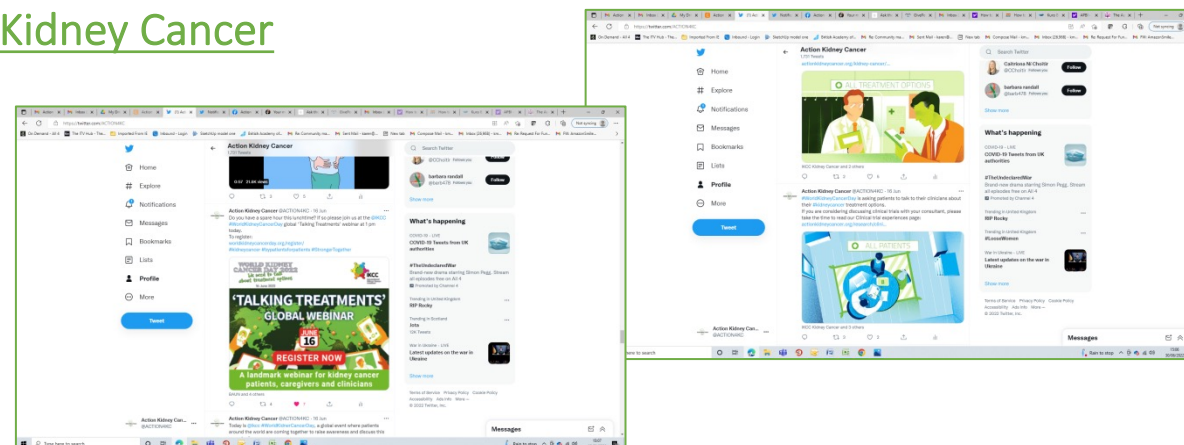
**World Kidney Cancer Day, 16 June 2022:** Join patients, families, friends, carers, healthcare professionals, researchers and global kidney cancer organisations to raise awareness of clinical trials and access to treatment.

Visit our World Kidney Cancer Day page: 'We need to talk'.

# AFFILIATE HIGHLIGHTS

## UNITED KINGDOM – Action Kidney Cancer

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.*



## AFFILIATE HIGHLIGHTS

### USA – KidneyCAN

**KidneyCAN**  
@kidneycan

Depending on your [#kidneycancer](#) type, its stage, and your quality-of-life priorities, a range of treatment options may be available to you. The best outcomes are when patients and doctors make treatment decisions together, but not enough conversations are happening.  
[#WKCD](#)



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

**IKCC**  
International  
Kidney Cancer  
Coalition

7:30 PM · Jun 16, 2022 · Hootsuite Inc.

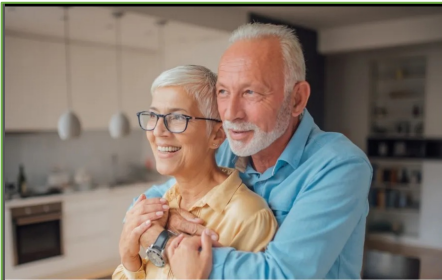
You Retweeted  
**Toni Choueiri, MD**  
@DrChoueiri

Today is [#WorldKidneyCancerDay](#), a day to reflect on the journey that our patients and families go through facing [#RCC](#). You are an inspiration to all of us [@DanaFarber\\_GU](#) to continue the mission to find the cure.

[@DanaFarber](#) [@TheJimmyFund](#) [@PanMass](#)  
[@OncoAlert](#) [@CDMRP](#) [@kidneycan](#)

5:37 PM · Jun 16, 2022 · Twitter for iPhone

17 Retweets 1 Quote Tweet 67 Likes



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

**IKCC**  
International  
Kidney Cancer  
Coalition

KidneyCAN Today is [#WorldKidneyCancerDay](#). It's a day when the global kidney cancer community comes together to raise awareness of key issues facing kidney cancer patients and their caregivers around the world.

Today, we need to talk about treatment options. Studies by the International Kidney Cancer Coalition (IKCC) show that many kidney cancer patients aren't aware of the treatment options that may be available to them and don't discuss them with their doctors nearly as often as we'd hope. Stay tuned for information and resources throughout the day today so you can be an informed [#livingwithcancer](#) patient.


[#WKCD](#) [#livingwithcancer](#)

24

View insights

Liked by [lmsmcd](#) and 10 others

JUN 16



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

**IKCC**  
International  
Kidney Cancer  
Coalition

KidneyCAN Today, on [#WorldKidneyCancerDay](#), we are discussing the challenges and opportunities involved in having better conversations about [#livingwithcancer](#) treatment options. How can we do better?

A key issue here in the United States is equitable access to clinical trials and serving underrepresented populations. Helping patients understand clinical trials — how to ask about them and where to find them — is a big step forward.

[#WKCD](#) [#livingwithcancer](#) [#acceleratingcures](#)

24

View insights

Liked by [koreakidneycancer](#) and 4 others

JUN 16

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.*



## AFFILIATE HIGHLIGHTS

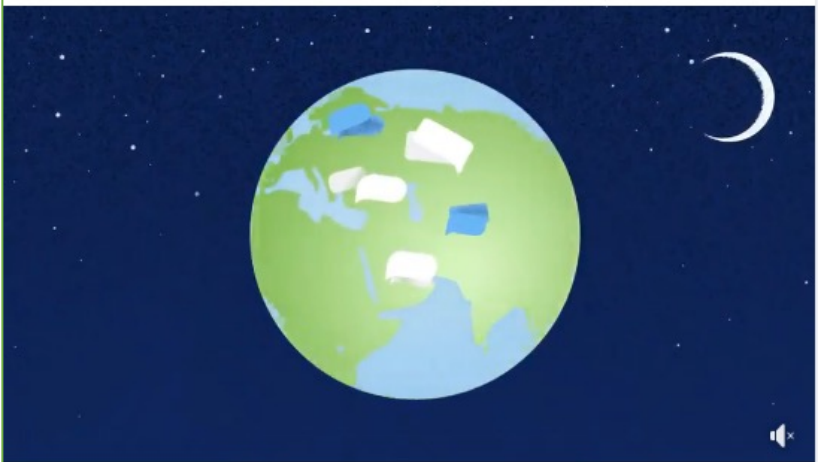
### USA – KidneyCAN

**KidneyCAN**  
Published by Hootsuite · June 15 at 10:41 AM · 🌐

The IKCC global patient survey shows that 89% of #kidneycancer patients would consider being part of a clinical trial if they were asked. But fewer than half are ever asked. Of those patients who do participate in #clinicaltrials, the vast majority report having a positive experience.

If you are interested in clinical trials, find out more by registering for the #WorldKidneyCancerDay "Talking Treatments" webinar. It's free and on zoom!

Register: <https://www.worldkidneycancerday.org/register/>



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 19<sup>th</sup>.*

**KidneyCAN**  
Published by Hootsuite · June 16 at 6:30 PM · 🌐

Studies show patients and their doctors don't talk nearly enough about treatment options -- including access to clinical trials -- and that better conversations and shared decision-making lead to better treatment options with fewer side effects.

On #WorldKidneyCancerDay, we want to share resources to help you learn about clinical trials and treatment options for #kidneycancer.

Visit the IKCC's InfoHub to learn more about clinical trials: <https://ikcc.org/infohubpost/clinical-trials/>



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

**KidneyCAN** 

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

**KidneyCAN**  
@kidneycan

#WorldKidneyCancerDay is wrapping up in the US. You can still learn about #clinicaltrials as a treatment option for #kidneycancer.

Join us on July 19th for this free #clinicaltrials webinar featuring two leading #kidneycancer researchers.

Register at [kidneycan.org/](https://kidneycan.org/)

*A Town Hall  
event by*  
**KidneyCAN**

**Always an Option:  
Clinical Trials** **FREE  
ZOOM WEBINAR**





**Brian Rini, M.D.**  
Vanderbilt University Medical Center





**Elizabeth Plimack, M.D., M.S.**  
Fox Chase Cancer Center

Join us to learn the basics of the clinical trial process and why trial participation can make sense anywhere along your treatment journey. Consents, endpoints, patient rights, and how trial participation affects your clinical care are all part of this discussion with two leading clinical investigators.

**Tuesday, July 19<sup>th</sup>**  
**6:00-7:00 pm ET**  
**Online via Zoom**

**REGISTER NOW**  
[www.kidneycan.org/](https://www.kidneycan.org/)

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## 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



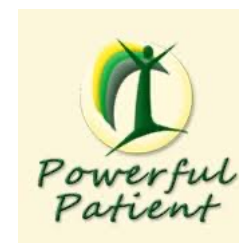
Which social media platform/channels did you use?

*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.*



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

## WORLD KIDNEY CANCER DAY 2022

*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.*

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