



World Kidney Cancer Day

2023 CAMPAIGN REPORT

‘We need to talk about living with kidney cancer’

Introduction

When you're diagnosed with kidney cancer, doctors, tests and treatments inevitably become a big part of your life. Challenging and stressful as they will surely be, it's important not to let them become all consuming. Most days of most weeks are still yours to spend with the people you want and live the best life you can, given your circumstances.

Because the non-clinical side of having kidney cancer is rarely discussed, World Kidney Cancer Day 2023 is all about helping patients and caregivers live their best possible life, whether you've just been diagnosed or are years into treatment. The theme is summed up in the slogan *'We need to talk about living with kidney cancer'*.

A Campaign of Patients' Voices*

While previous World Kidney Cancer Days have featured clinicians and experts, WKCD 2023 put the voices and emotions of patients and caregivers front and centre as they talked about the strategies and resources that have been successful for them. In the lead up to World Kidney Cancer Day on 15 June, a global online and social media campaign in 15 languages ran, giving practical advice in areas such as the importance of social support, maintaining a positive attitude, good nutrition and staying as active as you can.

*Anything that needed to be administered by a health professional or delivered in hospital was outside the scope of this campaign.

That's not to say clinicians were not able to express an opinion and give guidance, but the messaging was primarily about things that patients and caregivers can do for themselves.

The Global Symposium on WKCD 15 June 2023

On World Kidney Cancer Day itself, we hosted a global symposium, subtitled in 15 languages, where patients and experts came together to discuss the opportunities and challenges of living well with kidney cancer. An important part of the social media campaign drove registrations for this symposium.

- The symposium ran for an hour and built around a panel discussion, where the different aspects of living with kidney cancer were presented and discussed.
- Our panel was a mixture of both experts in the category, patients, and carers.

The Global Symposium on WKCD 15 June 2023

GLOBAL SYMPOSIUM PANEL MEMBERS

Health Professionals Panel:

- Dr Mahdi Sheikh (Host) International Agency for Research on Cancer, World Health Organisation, France
- Dr Cristiane Bergerot - Psycho-Oncologist, Brazil
- Francesca Maglione- Oncology Dietician, USA

Patients/Carers Panel:

- Joel Stern – Patient, USA
- Claudia Ungarelli – Carer, Italy
- Steve Pointon – Patient, UK

A New Look for World Kidney Cancer Day 2023

A new look and feel for World Kidney Cancer Day was introduced this year, to contemporise the WKCD brand identity and make it more impactful with a stronger, clearer link to the shapes and colours of the IKCC brand.



**We need to talk about
living with kidney cancer**

World Kidney Cancer Day | 15 June 2023



**World Kidney
Cancer Day**



**World Kidney
Cancer Day**



Measuring the Success of the Social Media Campaign

OVERALL GLOBAL OBJECTIVES		GLOBAL PERFORMANCE @ 15 JUNE	
Impressions	1,500,000	Impressions	3,178,594
Visits to Website	17,500	Visits to Website	62,854
Video Views	389,000	Video Views	2,500,000+*
		PDF Downloads	749
		Number who registered for the Symposium and received a copy of the recording	2796
		Number who clicked on the link to view the live symposium	589

*Facebook advertising video views of the 30second and 3minute posts plus the video views on the website

WKCD 2023 Campaign Elements

WKCD 2023 LOGOS – 15 LANGUAGES



**We need to talk about
living with kidney cancer**

World Kidney Cancer Day | 15 June 2023



**Nous devons parler de comment
vivre avec un cancer du rein**

Journée mondiale du cancer du rein | 15 juin 2023



**Necesitamos hablar sobre
vivir con cáncer de riñón**

Día Mundial del Cáncer de Riñón | 15 de junio 2023



**हमें गुर्दे के कैंसर के साथ जीने के
बारे में बात करने की जरूरत है**

विश्व किडनी कैंसर दिवस | 15 जून 2023



**Vi behöver prata om att
leva med njurcancer**

Världsdagen för njurcancer | 15 juni 2023

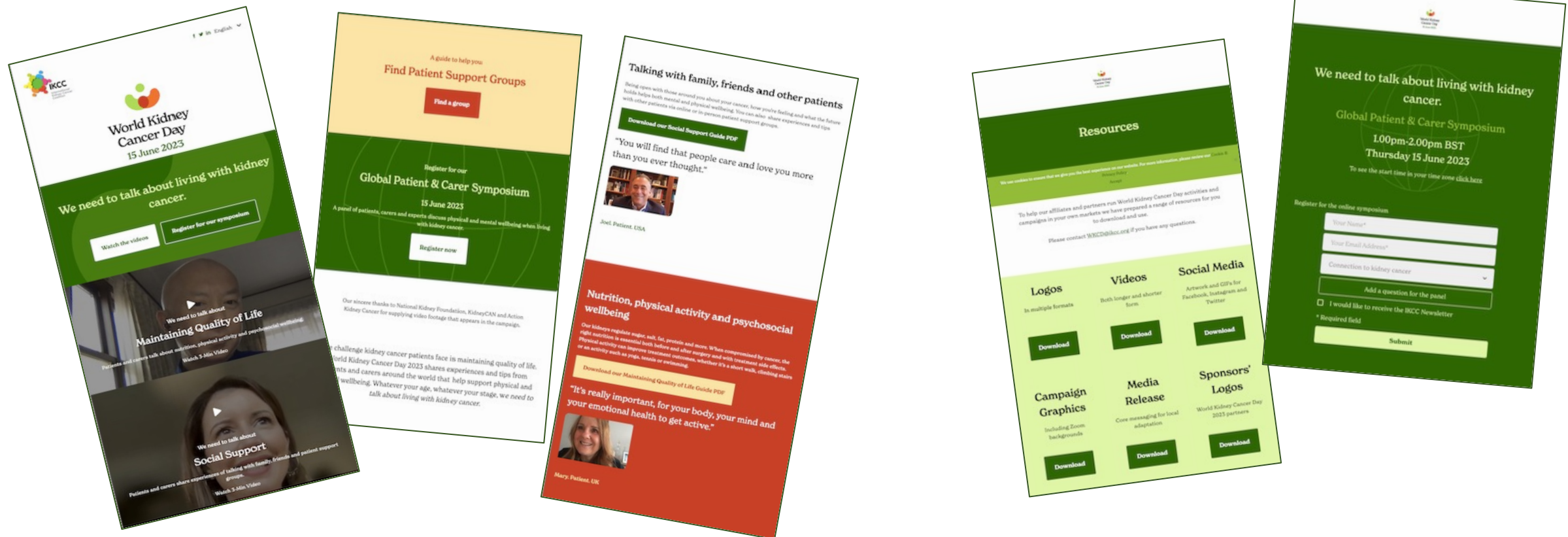


**신장암과 함께 살아가기,
우리 함께 이야기해봐요**

세계 신장암의 날 | 2023년 6월 15일

WKCD 2023 Campaign Elements

WKCD 2023 WEBSITE – 15 LANGUAGES,
HOME PAGE, RESOURCES PAGE, SYMPOSIUM REGISTRATION PAGE



WKCD 2023 Campaign Elements

LONG FORM VIDEOS – 3.5 MINUTE

Using a combination of patient interviews, music and titling, our social support video covered the importance and benefits of talking openly with family and friends about how you're feeling mentally as well as physically. The video then moved on to show patients who have benefitted from structured patient support groups, both in person and online. Subtitled in 15 languages.

Steve • Patient • UK



I've been helped by other
people to rebuild my life,

SOCIAL SUPPORT

Sue • Carer • UK



You just have to carry on living,
and laugh every day

MAINTAINING QUALITY OF LIFE

In this second video, patients shared stories and tips from other areas of their lives: nutrition - both for general wellbeing and where it can help manage side effects of treatments, how staying active can help both mind and body; and why no patient should ever shy away from seeing a counsellor. Subtitled in 15 languages.

WKCD 2023 Campaign Elements

SHORT FORM VIDEOS – 30 SECOND

Short form videos, driving people to both the longer 3.5minute video and other WKCD resources. Subtitled in 15 languages.

Mary • Patient • UK



When you're living with kidney cancer,

SOCIAL SUPPORT

Ronald • Patient • Netherlands



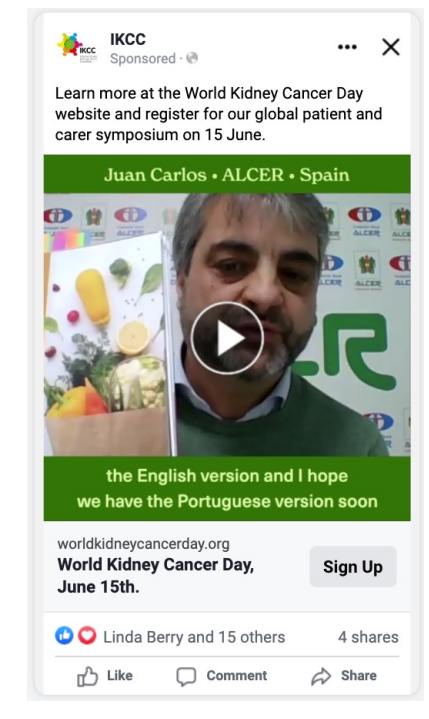
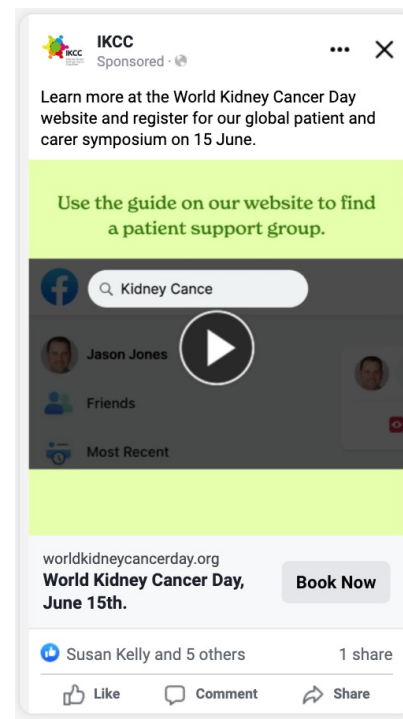
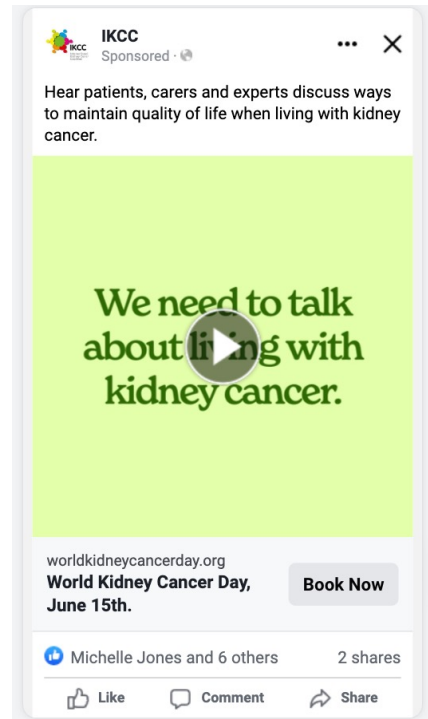
We need to talk about

MAINTAINING QUALITY OF LIFE

WKCD 2023 Campaign Elements

SOCIAL MEDIA POSTS - VIDEOS

In-language messaging for posts promoting WKCD day itself, available resources and driving registrations for the global symposium. Translated into 15 languages.



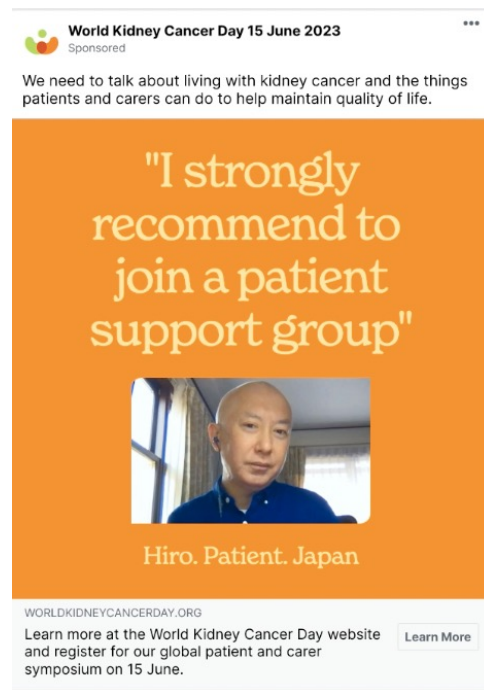
SOCIAL SUPPORT

MAINTAINING QUALITY OF LIFE

WKCD 2023 Campaign Elements

SOCIAL MEDIA POSTS - GIFS

In-language messaging for posts promoting WKCD day itself, available resources and driving registrations for the global symposium. Translated into 15 languages.



SOCIAL SUPPORT



MAINTAINING QUALITY OF LIFE



GLOBAL SYMPOSIUM

WKCD 2023 Campaign Elements

DOWNLOADABLE PDFS

Translated into
15 languages.

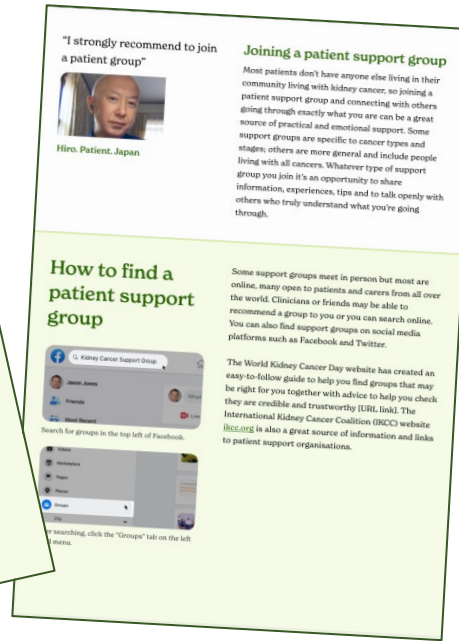


We need to talk with family, friends and other patients
World Kidney Cancer Day | 19 June 2023

A big question for many who receive a kidney cancer diagnosis is who, what and how much to tell other people. Kidney cancer is rare, so there's not always someone to ask. But experts agree that talking openly about your cancer and how it's affecting you, mentally as well as physically, is not only better for you, it's better for your family and friends. Patients and carers who also join support groups - where they can share information and get support from others going through exactly what they are - have described the experience as life-changing.

Telling those close to you
When deciding what to tell your family and friends it's tempting to think that saying you're OK and holding back about what's really happening and how you're feeling will stop your loved ones worrying. But that's rarely the case. It's more likely to make them worry more. Family and friends can see you're not OK, assume you must be hiding something and let them worry. People close to you want to help you and be there for you. So be honest with them and let them know. Support you, not just for your sake but for theirs. As one patient put it: "You will find that people love and care about you more than you ever thought".

"If my dad wouldn't tell me, I'd think that he doesn't trust me to be a source of support"
Claudia, Carer, Italy



"I strongly recommend to join a patient group"
Hiro Patient, Japan

Joining a patient support group
Most patients don't have anyone else living in their community living with kidney cancer, so joining a patient support group and connecting with others going through exactly what you are can be a great source of practical and emotional support. Some support groups are specific to cancer types and stages, others are more general and include people living with all cancers. Whatever type of support group you join it's an opportunity to share information, experiences, tips and to talk openly with others who truly understand what you're going through.

How to find a patient support group
Some support groups meet in person but most are online, many open to patients and carers from all over the world. Clinicians or friends may be able to recommend a group to you or you can search online. You can also find support groups on social media platforms such as Facebook and Twitter.

The World Kidney Cancer Day website has created an easy-to-follow guide to help you find groups that may be right for you together with advice to help you check they are credible and trustworthy (URL link). The International Kidney Cancer Coalition (IKCC) website [ikcc.org](https://www.ikcc.org) is also a great source of information and links to patient support organisations.

Search for groups in the top left of Facebook.
If searching, click the "Groups" tab on the left menu.



We need to talk about maintaining quality of life
World Kidney Cancer Day | 19 June 2023

When you're diagnosed with kidney cancer, hospitals, tests and treatments become a big part of your life. But as one patient put it: "Do I want to spend all day every day worrying or do I want to get on with the things I want to do?" Whatever your age, whatever your stage, there are things every patient and carer can do to help you maintain physical and mental wellbeing, manage the side effects of your treatment and lead the best life you can when living with kidney cancer.

Diet and nutrition
Our kidneys regulate many dietary functions, so when they are compromised by cancer or cancer treatments, changing what you eat and drink is often essential. Some kidney cancer treatments leave you with no appetite, nausea or diarrhoea at times when you must need good nutrition. Also being able to eat and enjoy food with friends and family is important for mental wellbeing. Talk to your cancer team or a nutritionist about what changes might be right for you and see the resources available on the World Kidney Cancer Day website.

"I would advise other patients to consult a dietician as well as an oncologist"
Mr Lama, Patient, India



Physical activity
There was a time when many cancer patients were simply told to go home and rest. Today, experts agree that being as physically active as your body can tolerate will help you at every stage of treatment and recovery. Walk, swim, tennis, tai chi, yoga: find an activity you can do and like to do, not just for your physical wellbeing but for your mental wellbeing too.

Patient to patient
As part of World Kidney Cancer Day 2023, we asked patients and carers around the world what advice they would give someone recently diagnosed with kidney cancer to help them maintain quality of life. Here are some of the things they said.

"It's not just physical activity that's important, but physical activity that is mentally stimulating too"
T.J. Carer, Canada

"Anxiety for tomorrow just ruins today. So just enjoy every moment you can"
Jed Patient, USA

"Negative thoughts don't help you, they just keep you down"
Liberty Patient, Greece

"You need all the support you can get. In my case it was this support group"
Jukka Patient, Finland

"The fight is all mental really, it's trying not to let cancer rule your life"
Martin Patient, UK

SOCIAL SUPPORT

MAINTAINING QUALITY OF LIFE

WKCD 2023 Campaign Elements

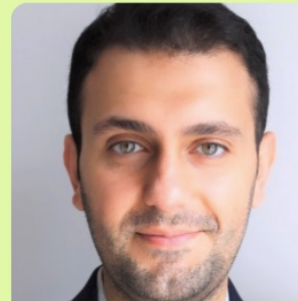
GLOBAL SYMPOSIUM

During the one-hour session, a panel of experts and patients discussed the opportunities and challenges of not only social support and maintaining quality of life but also looked at other aspects of supportive care.

Register for our
**Global Patient
& Carer
Symposium
on 15 June**

What to expect

Dr Madhi Sheikh of the International Agency for Research on Cancer will lead a panel of patients, carers and experts from around the world in a one-hour discussion about maintaining quality of life when living with kidney cancers. Topics will include talking with family and friends, joining a patient support group, the importance of nutrition, physical activity and other factors that affect patients' physical and mental wellbeing.



Host, Dr Mahdi Sheikh
International Agency for Research on Cancer, World Health Organisation,
France

Panellists



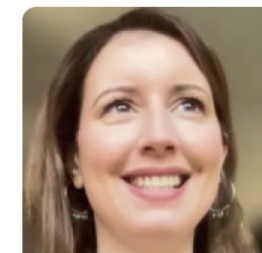
Dr. Cristiane Bergerot
Psycho-Oncologist, Brazil



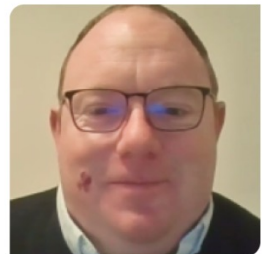
Francesca Maglione
Oncology Dietician, USA



Joel Stern, Patient
USA



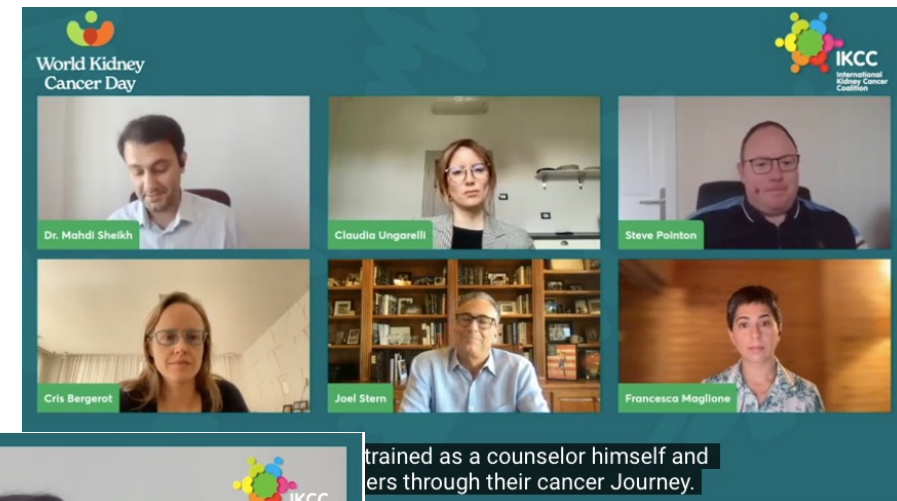
Claudia Ungarelli, Carer
Italy



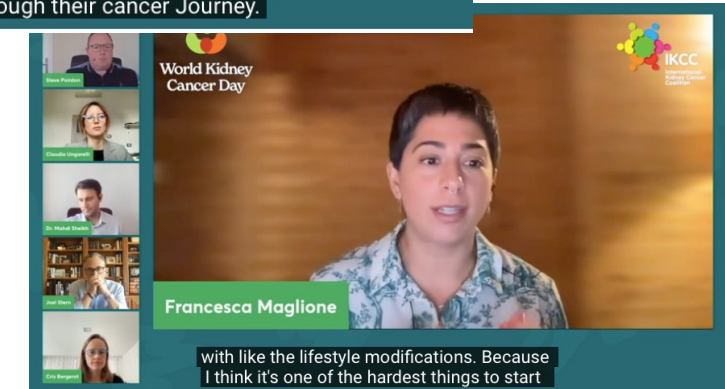
Steve Pointon, Patient
UK

WKCD 2023 Campaign Elements

GLOBAL SYMPOSIUM – 1 HOUR VIDEO

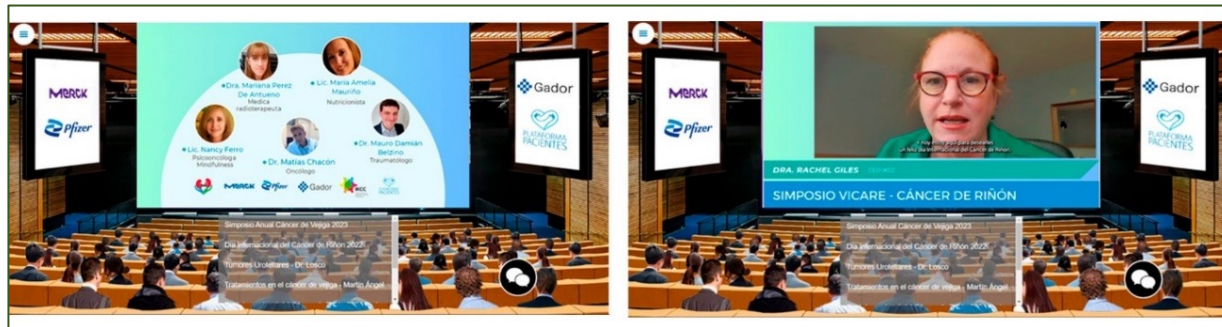


trained as a counselor himself and
ers through their cancer Journey.



Affiliate Highlights

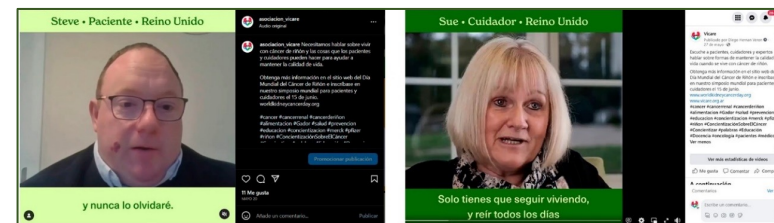
ARGENTINA - VICARE Vivir Con Cáncer Renal



On June 15 we held the VICARE Virtual Kidney Cancer Symposium live, with the participation of doctors and specialists. The IKCC event was also broadcast at the Hilton Buenos Aires Hotel by Plataforma de Pacientes.

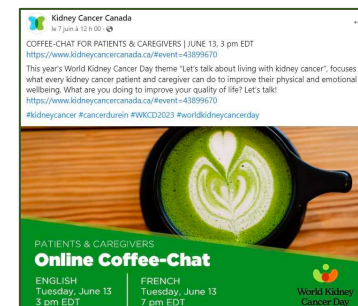
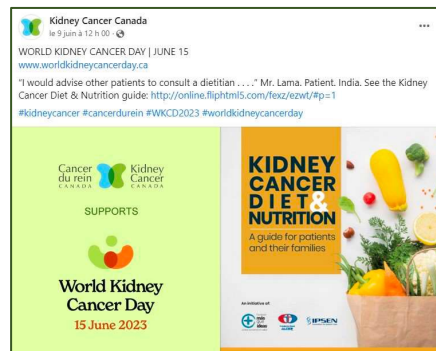
On May 18 we held the VICARE Virtual Bladder Cancer Symposium live.

On June 17, we organized the Conscious Mindfulness Walk in the Lakes of Palermo, Buenos Aires, led by Psycho-oncologist Nancy Ferro, which was attended by patients and relatives of kidney cancer and the general public.



Affiliate Highlights

CANADA - KIDNEY CANCER CANADA



Local online/digital interactive campaigns/activities:

- Online Coffee-Chat for patients and caregivers
- Webinar - Anxiety and a cancer diagnosis: 7 practical ways to experience more peace of mind
- The mayors of the cities of Fredericton, Saint-John, Halifax and St. John's in the Atlantic provinces proclaimed June 15, 2023, World Kidney Cancer Day in their cities
- 8 key landmarks across Canada were lit in Green for World Kidney Cancer Day

The highlights of our online/digital campaign:

- Activities held by Kidney Cancer Canada were well attended by both our English and French community.
- We created new social media graphics specific to WKCD, to enhance and maintain interest in the campaign.
- We used the hashtags #wkcd2023 #worldkidneycancerday, #kidneycancer #cancerdurein.

Affiliate Highlights

CANADA - KIDNEY CANCER CANADA

Cancer du rein Canada
25 mai · 🌐

JOURNÉE MONDIALE DU CANCER DU REIN | 15 JUIN
www.journeemondialeducancerdurein.ca

«C'est vraiment important d'être actif pour votre corps, votre esprit et votre santé émotionnelle.»
Mary, Patiente, R.-U. Des conseils pour optimiser votre santé:
<https://www.cancerdurein.ca/guide/optimiser-votre-sante/>
#cancerdurein #kidneycancer #WKCD2023 #worldkidneycancerday



**Optimiser
votre santé**

Nous devons parler de
comment vivre avec
un cancer du rein

Kidney Cancer Canada
le 15 juin à 12 h 02 · 🌐

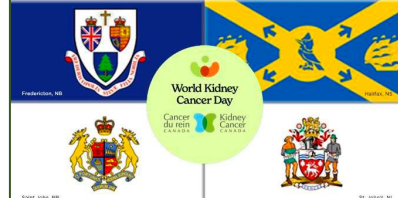
WORLD KIDNEY CANCER DAY | JUNE 15
www.worldkidneycancerday.ca

Mayors: Mayor Kate Rogers, Fredericton, NB, Mayor Donna Reardon, Saint John, NB,
Mike Savage, Halifax, NS and Danny Green, St. John's, NL proclaim Thursday, June 15, 2023,
World Kidney Cancer Day in their city.

Kidney Cancer Canada and its community of patients, caregivers and healthcare professionals
thank the mayors of these cities for helping us raise much-needed awareness about kidney
cancer.

A special thank-you to our Board member Karen Ross who has worked tirelessly to introduce
Kidney Cancer Canada and World Kidney Cancer Day to the councils of these major cities in the
Atlantic provinces.

<https://www.facebook.com/CityOfFredericton>
<https://www.facebook.com/CityOfSaintJohnNB>
<https://www.facebook.com/cityofstjohns>
#kidneycancer #cancerdurein #WKCD2023 #WorldKidneyCancerDay



Fredericton, NB
Saint John, NB
Halifax, NS

Cancer du rein Canada
le 8 juin à 12 h 00 · 🌐

JOURNÉE MONDIALE DU CANCER DU REIN
Symposium mondial des patients et des aidants
Jeudi 15 juin, 8 h HAE
<https://www.worldkidneycancerday.org/world-kidney-cancer.../> (en anglais)

Dr Mahdi Sheikh du Centre international de recherche sur le cancer animera un panel de patients,
de proches aidants et d'experts de partout dans le monde dans le cadre d'une discussion d'une
heure sur le maintien de la qualité de vie des personnes atteintes d'un cancer du rein. Les sujets
abordés seront notamment la discussion avec la famille et les amis, l'adhésion à un groupe de
soutien aux patients, l'importance de la nutrition, l'activité physique et d'autres facteurs qui
affectent le bien-être physique et mental des patients.

Inscription: <https://www.worldkidneycancerday.org/world-kidney-cancer.../>
La discussion se tiendra en anglais.
#cancerdurein #kidneycancer #WKCD2023 #worldkidneycancerday

Inscrivez-vous à notre
**Symposium
mondial des
patients et
des aidants,
le 15 juin**
(en anglais)



Dr Mahdi Sheikh, animateur
Centre international de recherche sur le cancer
Organisation mondiale de la santé
France

Kidney Cancer Canada
le 12 juin à 12 h 00 · 🌐

WORLD KIDNEY CANCER DAY
Global Patient & Caregiver Symposium
Thursday, June 15, 8 am EDT
<https://www.worldkidneycancerday.org/register/>

Join host Dr. Madhi Sheikh, France, Dr. Cristiane Bergerot, Psycho-Oncologist, Brazil, Francesca
Maglione, Oncology Dietitian, USA, caregiver Claudia Ungarelli, Italy and patients Joel Stern, USA
and Steve Pointon, UK for a one-hour discussion about talking to family and friends, joining a
patient support group, the importance of nutrition, physical activity and other factors that affect
patients' physical and mental wellbeing.

Registration: <https://www.worldkidneycancerday.org/register/>
#kidneycancer #cancerdurein #WKCD2023 #worldkidneycancerday

Register for our
**Global Patient
& Carer
Symposium
on 15 June**



Host: Dr. Madhi Sheikh, France
Dr. Cristiane Bergerot, Psycho-Oncologist, Brazil
Francesca Maglione, Oncology Dietitian, USA
Joel Stern, Patient, USA
Claudia Ungarelli, Caregiver, Italy
Steve Pointon, Patient, UK

World Kidney Cancer Day


Kidney Cancer Canada
25 mai · 🌐

WEBINAR: THURSDAY, JUNE 1 | 7:30 pm EDT
Anxiety and a Cancer Diagnosis: 7 practical ways to experience more peace of mind
Fear of recurrence is common and even expected after a cancer diagnosis. In this webinar, you will
learn what to do when anxiety flares up and how to live in a more positive and peaceful state of
mind. Join us and register at this link: <https://bit.ly/KCCJune2023>
#kidneycancer #cancerdurein #WKCD2023 #worldkidneycancerday

ANXIETY AND A CANCER DIAGNOSIS
7 practical ways to experience
more peace of mind

with Dr. Rob Rutledge

Thursday, June 1 | 7:30 pm EDT
with simultaneous translation in French



Kidney
Cancer
Day

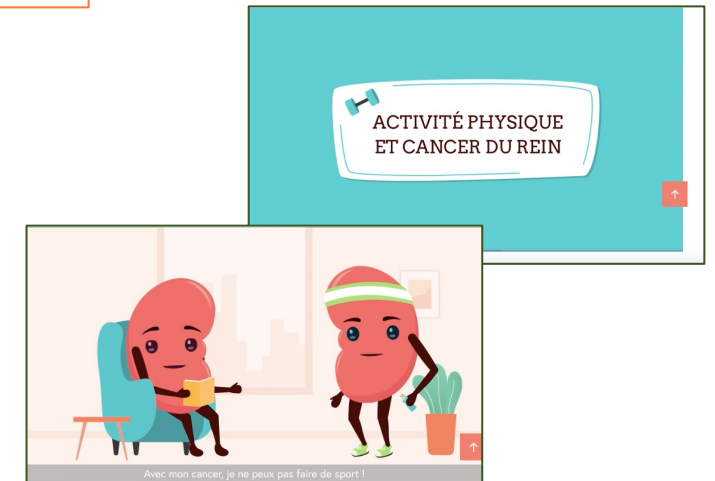
Affiliate Highlights

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



Awareness booth at the “Hôpital Européen Georges Pompidou” (HEGP) (with IPSEN) on June 15 (ARTuR representatives 1st and 3rd from left)

Breakfast on BMS site in Rueil-Malmaison on June 15 (ARTuR representatives 2nd and 4th from left)



In partnership with MSD: provision of a video to answer the most frequently asked questions such as:

- With kidney cancer, can you practice physical activity?
- Do we have to follow a special diet?
- Where can support be found?

Affiliate Highlights

GREECE - VHL FA Alliance Greece



INVITATION

«Similarities and differences between
Von Hippel-Lindau disease (VHL)
and Renal Cell Cancer (RCC)
and their new therapeutic approaches.»

Wednesday **24** May – Time **17:30**

Under the auspices of:

Grand Sponsor:  **MSD**

Supporter:  **IPSEN**

Logos: VHL Alliance, ΕΟΠΕ, ΕΛΛΑΚ, IKCC, AFIP



VHL FAMILY ALLIANCE GREECE
SYMPOSIUM 2023

ΠΡΟΣΚΛΗΣΗ
Διαδικτυακή Συνέντευξη Τύπου

**Μιλάμε για το πως νιώθουμε
έχοντας καρκίνο του νεφρού**

Τρίτη **13** Ιουνίου
Ωρα **12:00**

Παγκόσμια ημέρα για τον Καρκίνο του Νεφρού
15 Ιουνίου 2023

Ομιλητές:
Αθηνά Αλεξανδρίδου, Πρόεδρος σωματίου VHL Family Alliance Greece
Πέτρος Σουντουλίδης, Χειρουργός Ουρολόγος, Αναπληρωτής Καθηγητής Ουρολογίας ΑΠΘ
Θάνος Μπελαλίδης, Επικοινωνιολόγος με ειδίκευση σε θέματα βιωσιμότητας

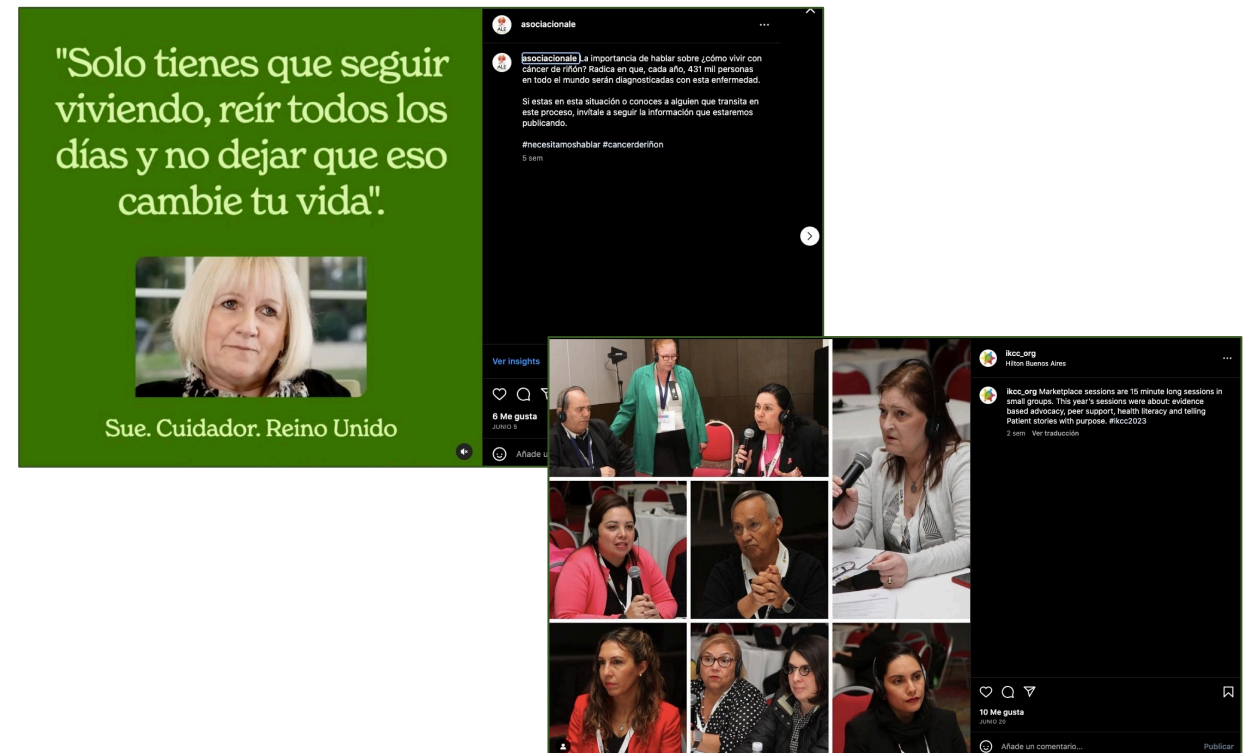
Sponsors:
 **MSD**  **IPSEN**

Highlights of the campaign

VHL Webinar 2023 Wednesday May 24th “Similarities and differences between hereditary kidney cancer (Von Hippel-Lindau disease) and sporadic kidney cancer (Renal Cell Carcinoma) and their new therapeutic approaches”

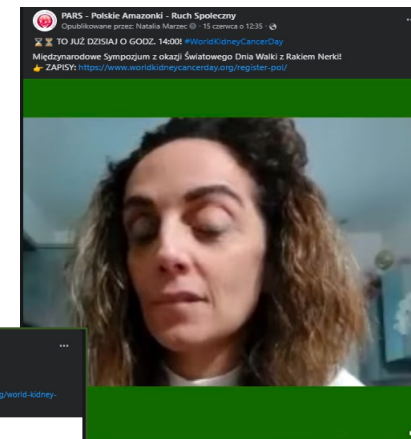
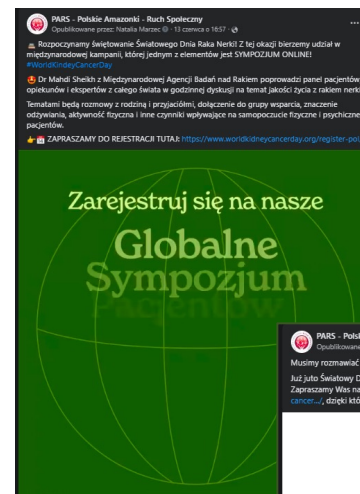
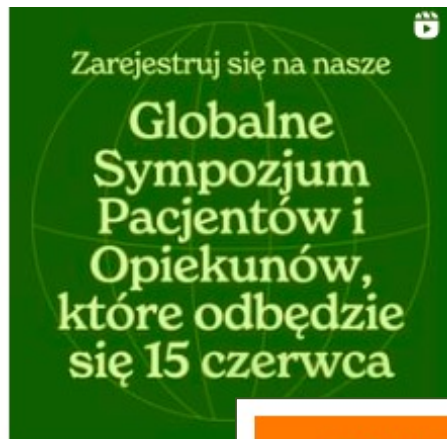


MEXICO - Asociación ALE, Institución de Asistencia Privada (ALE)



Affiliate Highlights

POLAND - Polish Amazons Social Movement

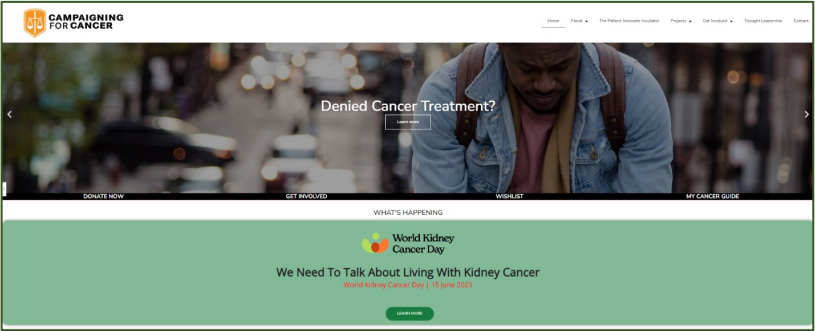
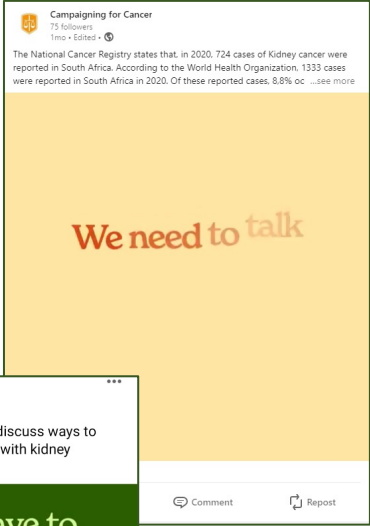
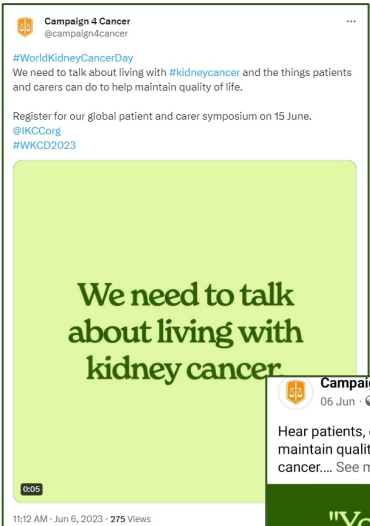


Dr Sosnowski :

“Since it was the World Kidney Cancer Day recently, I initiated educational activities right from the beginning at Olsztyn, such as a program for the local television and radio. Apparently, the programs were very well received. Also, with Gladiator I did a talk about salvage nephrectomy at M+ RCC - which was great. Also, webinarium about diagnosis of kidney cancer went well:”

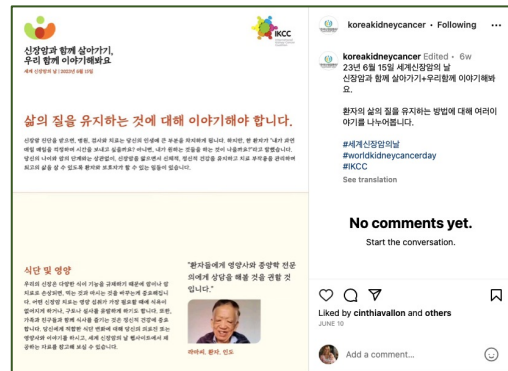
Affiliate Highlights

SOUTH AFRICA - Campaigning For Cancer



Affiliate Highlights

SOUTH KOREA - Korean KC Association



Highlights of the online/digital campaign

- Through the DAUM online platform, we raised awareness and emphasized the significance of the World Kidney Cancer Day 2023 campaign for patients and caregivers. We discussed crucial information that may be overlooked or unknown to them. For instance, many patients and caregivers often focus solely on treatment, but this campaign created an environment where they also consider nutrition, physical activities, and sharing aspects of their daily lives. We emphasized the importance of fostering such an environment.
- Overall, it was fantastic to inform and engage participants about World Kidney Cancer Day, discussing the campaign's content. This effort was valuable as it not only increased awareness among organization members but also among the general public, enlightening them about the needs of patients. I consider this campaign highly informative and beneficial.

Affiliate Highlights

SPAIN - Federación Nacional de Asociaciones ALCER

- We participated in a webinar about cancer and kidney disease with Mas que Ideas Foundation on May 30
- Street marketing in 26 locations around Spain
- Media exposure
 - 5 radio interviews
 - 3 articles in national newspapers
 - 14 articles in regional newspapers



ALCER have been distributed among all the regional entities: 30.000
Brochures. 1.000 Posters and 1.000 notebooks and pens



Affiliate Highlights

SPAIN - Federación Nacional de Asociaciones ALCER



THE NETHERLANDS - Belangenvereniging VHL



[home](#)
[expertteams](#)
[patiëntenverhalen](#)
[nieuws](#)
[over ons](#)
[contact](#)





Fistevent 2023



Werkgroep ontwikkelt twee keuzehulpen voor nierkankerpatiënten

Vandaag is het Wereld Nierkankerdag. Daarom in dit nieuwsbericht aandacht voor de ontwikkeling van de landelijke Keuzehulpen bij Nierkanker. Deze tool moet patiënten met nierkanker gaan helpen bij het maken van de juiste keuze als het gaat om behandelmogelijkheden, die passen bij hun persoonlijke situatie.

Een multidisciplinaire werkgroep werkt op dit moment hard aan de ontwikkeling van twee landelijke keuzehulpen voor patiënten met nierkanker. Vanaf Oncosid zijn uroloog Han van Melick, internist-oncoloog Maartje Los en internist-oncoloog Britt Suielmann zeer actief betrokken.



recent nieuws

Oncomid en Oncosave maken samen praatplaat Eierstokkanker

Ernst en Jan Willem: twee fietstafelbrowsers met een missie

Snelier en beter patiënten bespreken met Vriety 2.0.

1. In the Netherlands, we had a Dutch language podcast with Dutch Renal Cancer Group Board member Dr Patricia Zondervan and patient representative talking about our local situation in the Netherlands, sent to all Dutch Oncologists and Urologists.

3. The Dutch Renal Cancer Group published two Decision Aid tools on WKCD to help patients with localised or metastatic kidney cancer..





We need to talk about living with kidney cancer

World Kidney Cancer Day | 15 June 2023



Wereld nierkanker dag.

Wereldnierkankerdag 2023 vindt plaats op **donderdag 15 juni 2023.**

De campagne voor 2023 draait om het bieden van praktische hulp aan patiënten en zorgverleners over de hele wereld die leven met nierkanker. De campagne gaat over het belang van goede voeding, het beheersen van de bijwerkingen van behandelingen, de waarde van steungroepen en meer.

Details van de Wereldnierkankerdag aankondiging [Vorder lezen](#)

Podcast over nierkanker en het leven met nierkanker

15 juni is het Wereld Nierkankerdag. Daarbij krijgen in Nederland 2.600-2.800 mensen de diagnose nierkanker, gelukkig overleven er steeds meer mensen deze ziekte. Dr. Patricia Zonneboom vertelt, als KCC en NierNet Med-CEO, International Kidney Cancer Coalition gaat in gesprek met nierkanker en het leven met nierkanker en de vragen die dit met zich meebrengt. Deze podcast is geproduceerd door Medicon Medical Publishers en wordt mede mogelijk gemaakt door Bristol Myers Squibb en Janssen.

15 JUNI WERELD NIERKANKER DAG




▶ LUISTER HIER

Affiliate Highlights

UK – Action Kidney Cancer



Talking with family, friends and other patients

Being open with those around you about your cancer, how you're feeling and what the future holds helps both mental and physical wellbeing. You can also share experiences and tips with other patients via online or in-person patient support groups.

[Join our community forum here](#)

"I've been helped by other people to rebuild my life, and I'll never forget it."



Steve, patient from the UK

In Our Own Words videos

The following videos include kidney cancer patients from the UK talking about living with kidney cancer:



Talking about kidney cancer

Steve, Lynne, and Alison talk emotionally about how they felt when they were told they



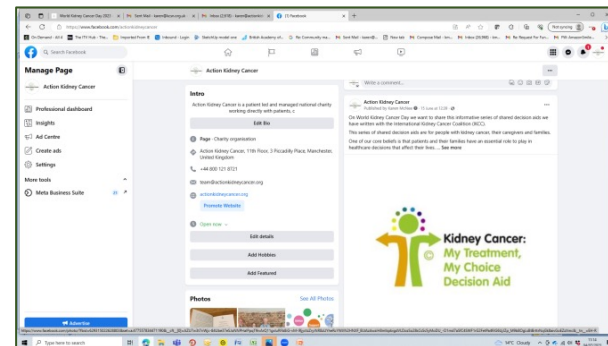
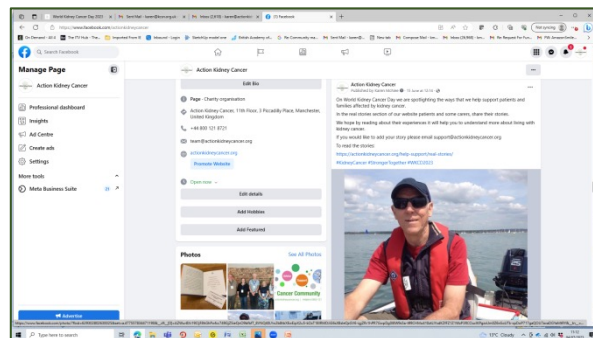
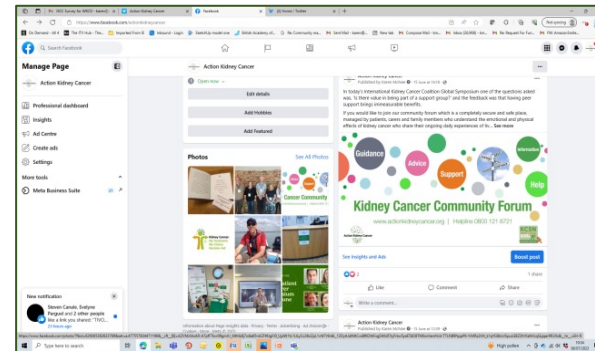
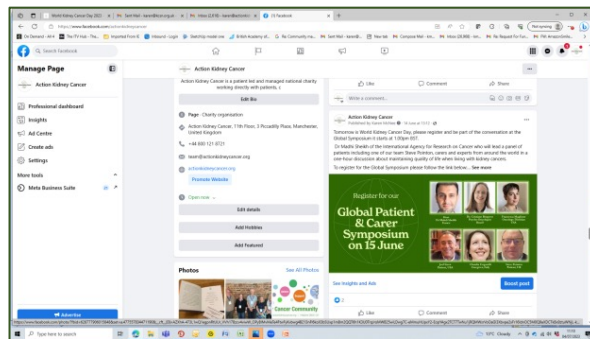
Living with early stage kidney cancer

Lynne and Andy talk about how long they have been cancer-free and what changes they have had to make to their lifestyles. They also talk about how they have coped emotionally and physically, and what follow-up

We had a pop up on our website that promoted WKCD 2023 from May 12 until WKCD on June 15, inviting people to register for the Global Symposium and signposting people to our website, to the WKCD page we had created using IKCC graphics.

Affiliate Highlights

UK – Action Kidney Cancer



We ran 17 different types of posts/tweets over the weeks from the 12th May, each post/tweet was of similar content on both Facebook and Twitter signposting people to join the Global symposium, visit areas of our website that would help them live well with a kidney cancer diagnosis ,including Real stories, Essential Guide, how to join our Community forum, Shared decision aids, Ask the expert videos and much more.

We had retweets from the following organisations/clinicians:
Kidney cancer consultants Paul Nathan and Andrew Forest, Kidney cancer CNS, Debbie Victor, Renal Dietitian, Bruno Malfraci, The Crick and Steve Pointon, Counselling and A.R.T.U.R.

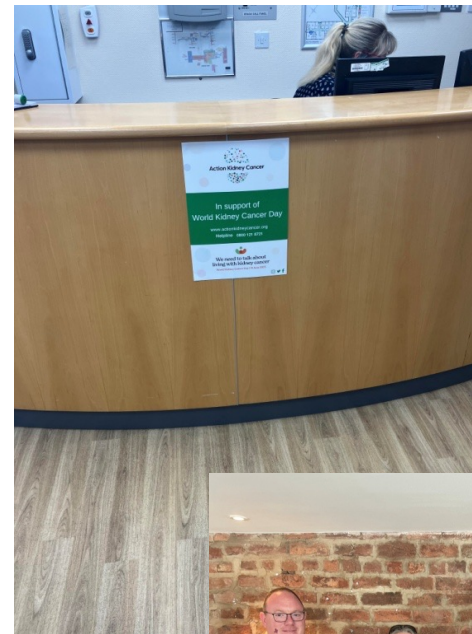
Affiliate Highlights

UK – Action Kidney Cancer

We attended a CNS metastatic kidney cancer training day, where we promoted WKCD 2023 to nurses. An email and poster was sent to all the hospitals, along with all the details of the day.


On 15th June we attended an event held by MSD. Steve Pointon from our team and Sharon Deveson Kell, represented us. Patients (including Steve) talked about their experience of kidney cancer clinical trials.

Steve Pointon also represented us and patients at an Eisai spotlight event where over 200 patients attended, this event when put on Facebook, saw a marked increase in activity that day and we highlighted WKCD at this event. On the 29th June when we had a high peak in our performance this was partly due to Steve's attendance at this event.




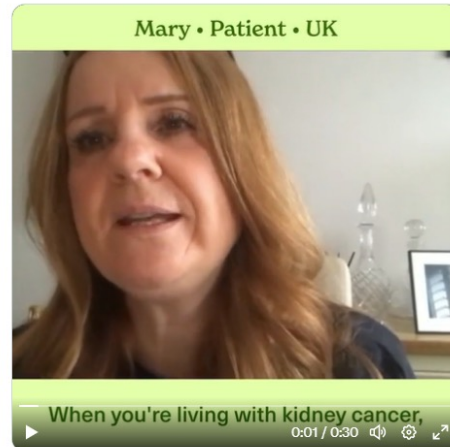
Affiliate Highlights


USA – Kidney Cancer Association

 Kidney Cancer @KidneyCancer · Jun 15
On [#WorldKidneyCancerDay](#), we celebrate the resilient people living with [#kidneycancer](#) and everyone supporting them along their journey. From navigating treatments and side effects to embracing the power of community, we're inspired by your determination. [#UnstoppableTogether](#)



 Kidney Cancer @KidneyCancer · Jun 14
[#WorldKidneyCancerDay](#) is tomorrow! Don't forget to register at [worldkidneycancerday.org](#) for a global symposium on living well with [#kidneycancer](#) with advocates from around the world! We're proud to work with the IKCC to share this resource!



 Kidney Cancer @KidneyCancer · Jun 15
Thank you, Coach Andy Toback, for getting your school community involved in the [#82KChallenge](#) and supporting [#kidneycancer](#) patients through groundbreaking research! During [#WorldKidneyCancerDay](#) today, students did 82 push ups in honor and recognition of those 82k people.



- We shared awareness about WKCD, in particular the webinar, across all of our social media channels and in several email communications, including our monthly newsletter, direct email, and internal president's message to the board and advisory councils.
- We promoted WKCD in parallel with our annual June fundraiser, this year the 82K Challenge, which encourages anyone to choose an 82-themed activity in honour of the 82,000 people who will get diagnosed with kidney cancer in the US this year, and complete it before the end of the month in order to raise funds for kidney cancer research.

WORLD KIDNEY CANCER DAY 2023

We need to talk about living with kidney cancer

Thank you to everyone who took part in the 2023 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 Sponsor



Silver Sponsors



Bronze Sponsors

