World Kidney Cancer Day

2023 CAMPAIGN REPORT
‘We need to talk about living with kidney cancer’
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’.
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.
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.
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 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.
# Measuring the Success of the Social Media Campaign

<table>
<thead>
<tr>
<th>OVERALL GLOBAL OBJECTIVES</th>
<th>GLOBAL PERFORMANCE @ 15 JUNE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>1,500,000</td>
</tr>
<tr>
<td>Visits to Website</td>
<td>17,500</td>
</tr>
<tr>
<td>Video Views</td>
<td>389,000</td>
</tr>
<tr>
<td>PDF Downloads</td>
<td></td>
</tr>
<tr>
<td>Number who registered for the Symposium and received a copy of the recording</td>
<td></td>
</tr>
<tr>
<td>Number who clicked on the link to view the live symposium</td>
<td></td>
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*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

Vi behöver prata om att leva med njurcancer
Världsdagen för njurcancer | 15 juni 2023

हमें गुंडे के कैंसर के साथ जीने के बारे में बात करने की जरूरत है
विश्व किडनी कैंसर दिवस | 15 जून 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
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 benefited from structured patient support groups, both in person and online. Subtitled in 15 languages.

**SOCIAL SUPPORT**

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

Steve • Patient • UK

**MAINTAINING QUALITY OF LIFE**

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

Sue • Carer • UK

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 3.5 minute video and other WKCD resources. Subtitled in 15 languages.

Mary • Patient • UK

When you're living with kidney cancer,

Ronald • Patient • Netherlands

We need to talk about

**SOCIAL SUPPORT**

**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.
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

"I strongly recommend to join a patient support group"

Hiro. Patient. Japan

World Kidney Cancer Day 15 June 2023

We need to talk about living with kidney cancer and the things patients and carers can do to help maintain quality of life.

"You just have to carry on living, laugh every day and not let it change your life"

Sue. Carer. UK

World Kidney Cancer Day 15 June 2023

We need to talk about living with kidney cancer and the things patients and carers can do to help maintain quality of life.

MAINTAINING QUALITY OF LIFE

SOCIAL SUPPORT

GLOBAL SYMPOSIUM

Register for our Global Patient & Carer Symposium on 15 June

Hear patients, carers and experts discuss ways to maintain quality of life when living with kidney cancer.

Register

Learn more at the World Kidney Cancer Day website and register for our global patient and carer symposium on 15 June.
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.

What to expect

Dr Mahdi 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 cancer. 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 Organization, France

Panellists

Dr Cristiane Bergeron
Psycho-Oncologist, Brazil

Francesca Maglione
Nephrologist, Switzerland

Joel Form, Patient
CSA

Claudia Segurini, Carer
Italy

None Panete, Patient
UK
WKCD 2023 Campaign Elements

GLOBAL SYMPOSIUM – 1 HOUR VIDEO
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.
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


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?
**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”
Affiliate Highlights

MEXICO - Asociación ALE, Institución de Asistencia Privada (ALE)
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:)”
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
Affiliate Highlights

SPAIN - Federación Nacional de Asociaciones ALCER
The highlights of our campaign:

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.

2. The ‘Antoni Van Leeuwenhoek’ centre in Netherlands released a news story on kidney cancer to coincide with WKCD

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

World Kidney Cancer Day 2023
We need to talk about living with kidney cancer
World Kidney Cancer Day | 15 June 2023

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 had any risks to help them live their best lives.

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 steps they have taken.

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.
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.
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.
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.