

KIDNEY CANCER AND EMOTIONAL WELLBEING

**18 JUNE
2026**

The Kidney Cancer and Emotional Wellbeing campaign for World Kidney Cancer Day 2026 was a tremendous global success. On 18 June, the global kidney cancer community came together to raise awareness of emotional wellbeing, encourage more open conversations, and share information and tools to help people living with kidney cancer access support.

The campaign was informed by findings from the IKCC Global Patient Survey showing that **85% of kidney cancer patients experience emotional challenges**, yet many do not raise these issues with their care team. The campaign aimed to make emotional wellbeing a more visible part of the kidney cancer conversation and help patients, carers and families find the support they need.

2026 GLOBAL REACH

123 COUNTRIES REACHED	61.3 MILLION VIEWS ON SOCIAL NETWORKS
41.1 MILLION PEOPLE REACHED ON SOCIAL MEDIA	NEARLY 800 SYMPOSIUM VIEWERS WORLDWIDE

SOCIAL MEDIA CAMPAIGN

Overall, the campaign reached 123 countries and generated 61.3 million views on social networks across Facebook, LinkedIn, YouTube and Instagram. Social activity reached 41.1 million people. Campaign graphics, suggested social content, web assets and the Emotional Wellbeing Check-In were made available in 13 languages, enabling Partner Organisations to adapt the campaign for local audiences.

EMOTIONAL WELLBEING CHECK-IN

At the heart of the campaign was a simple five-question Check-In designed to help people reflect on how kidney cancer may be affecting their emotional wellbeing and start conversations with family, friends and healthcare teams.

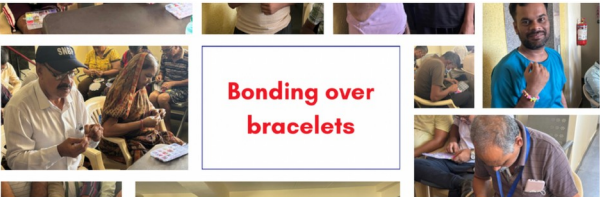
GLOBAL PATIENT & CARER SYMPOSIUM

IKCC also hosted a Global Patient & Carer Symposium where healthcare professionals and patients discussed emotional wellbeing when living with kidney cancer. The live online educational event has been viewed by nearly 800 people worldwide.

WORLD KIDNEY CANCER DAY AROUND THE WORLD

Partner Organisations brought World Kidney Cancer Day to life in their own countries through social media, patient information, local events and creative awareness activities. The examples below show how the global emotional wellbeing message was adapted for different communities.

ONE GLOBAL CAMPAIGN - DELIVERED LOCALLY

 World Kidney Cancer Day By Team V Care  Bonding over bracelets	 
 Did you know? Today is World Kidney Cancer Day  82% of Canadian kidney cancer patients report a significant emotional impact from their diagnosis.  68% of Canadian patients don't discuss their fear of dying.  57% of Canadian patients live with fear of recurrence.	 World Kidney Cancer Day 18 June 2026 How is living with kidney cancer affecting your emotional wellbeing? A simple check-in designed to start important conversations 85% of kidney cancer patients experience an impact to their emotional wellbeing. For too many of them, fear is too much to bear. Talk about it with family, friends or your medical team. Source: IKCC Global Patient Survey 2025 1. TALKING Who do you talk to about how your kidney cancer is affecting you emotionally? (Tick all that apply) ☐ My partner ☐ Family and friends ☐ My doctor or other health professionals ☐ Other patients with kidney cancer ☐ I prefer not to talk about my cancer The most people you can talk to, the more supported you are likely to feel. People want to help you, so let them - but you may need to start the conversation. 2. ANXIETY How often do you worry about scans, test results or your cancer progressing or coming back?

PARTNER ORGANISATION FEEDBACK

Feedback from Partner Organisations was overwhelmingly positive. Organisations described World Kidney Cancer Day as a valuable platform for raising awareness and building connections, and highlighted the campaign message and resources as particular strengths. Feedback also reinforced the value of materials that can be shared and adapted for local communities.

"Great campaign and message - loved the resources." - Partner Organisation survey response

A GLOBAL CONVERSATION

World Kidney Cancer Day 2026 demonstrated the strength of the global kidney cancer community. A shared campaign theme, practical resources and the creativity of Partner Organisations helped take the conversation about emotional wellbeing to millions of people around the world.