



**BLADDER CANCER**  
awareness month

## Campaign Messages & Facts about Bladder Cancer

### Campaign messages

There are 2 campaign messages in Bladder Cancer Awareness Month. We want a wide public audience to think about bladder cancer, perhaps for the first time. Our message to achieve this is simple:

### Have you heard about Bladder Cancer? It's time you did!

Most of you reading this will already be familiar with bladder cancer as patients, friends, families, clinicians, health workers or researchers. For you, we want to strengthen the determination to battle this awful disease and to demonstrate your solidarity and defiance by joining the campaign:

**Bladder Cancer. It's time to fight it!**

### Some Key Facts

Here are some facts about bladder cancer:

#### About Bladder Cancer

- Bladder cancer is not rare. It is the 5th most common cancer in the Western world.
- It can affect anyone: men and women of all ages, even children.
- In Europe there are over 150,000 new cases every year. One in Five of them will be women.
- There have not been any major new treatments for over 40 years.
- It is the only 'top 10' cancer for which the prognosis is getting worse. In Europe 53,000 people die of bladder cancer every year.
- Despite the toll, bladder cancer gets less than 1% of the cancer research spend

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## Questions and Answers About Bladder Cancer

### Some Questions and Answers about bladder cancer

#### Why are the outcomes for bladder cancer not getting any better

People do not know about bladder cancer or how serious it can be. It is essential that more people know about this disease and its symptoms.

What makes the biggest difference in beating this cancer is getting an early diagnosis. At the moment, too many people get a diagnosis at a later stage.

#### What can we do to make more people aware of bladder cancer?

1. Get active in Bladder Cancer Awareness Month. There are several activities you can join in which can significantly increase awareness.
2. Talking openly about bladder cancer with your friends and relatives is very helpful. Imagine how quickly we could increase awareness if everyone tells 2 people and asks them to do the same, creating a chain reaching deeper into your community.

#### What are the main symptoms?

The main things to look for are

1. Blood in your wee, no matter how much or how many times
2. A need to wee more often or with a sudden urgency
3. Urinary infections that don't clear up

#### What should I do if I am worried?

Simple. See your doctor and get yourself checked. There is no need to feel embarrassed.

The same symptoms as bladder cancer can also be caused by much less serious conditions. Talking to your doctor may be a life saver and is the only way to rule out other possible causes.

#### Who is most affected?

The majority of people diagnosed with bladder cancer are over 50 years old, however diagnoses amongst younger people appears to be rising.

Historically, about two-thirds of those diagnosed have been men. Recently there has been a change with more women diagnosed – mostly because of a rise in the number of women smoking.

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