



# EUROPEAN CANCER PATIENT COALITION

## Bladder Cancer Awareness Campaign Toolkit

May is bladder cancer awareness month, a cancer that is the fifth most common cancer in the Western world and the second most frequent malignancy of the urinary tract after prostate cancer. With more than 175,000 people being diagnosed with bladder cancer in Europe each year, more needs to be done to reduce the burden of bladder cancer on patients. Based on such disturbing statistics and even more alarming prognosis, the bladder cancer awareness campaign will be focused on educating, raising awareness and making sure that bladder cancer is no longer a forgotten disease.

To accomplish these goals and reach out to a significant audience, this toolkit will enable you to:

- Join a bladder cancer Thunderclap Campaign;
- Join a bladder cancer Twibbon Campaign to create buzz around Facebook and Twitter activities;
- Host a Bubbles for Bladder Cancer public event;
- Create a social media calendar for the month of May.

Throughout May we hope to work together to utilise the power of social media. In this document we share with you some tools and request you to follow the links provided and support and share our activities. We also encourage you to use #BladderCancer on Twitter and re-tweet each other's messages. Let's unite our voice this May to ensure that Bladder Cancer is heard.

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## THUNDERCLAP CAMPAIGN

Thunderclap allows a single message to be mass-shared, flash mob-style, so it rises above the noise of your social networks. It enables people to join an online community of people supporting the same message, and releases the messages from individual accounts on the same time and date. Even before May 2017 begins, we have received over 100 pledges of support for our Thunderclap message!

[www.thunderclap.it/projects/56147-united-against-bladder-cancer](http://www.thunderclap.it/projects/56147-united-against-bladder-cancer)



<https://www.shutterstock.com/image-photo/group-multiethnic-peoples-hands-on-each-223247554>

## TWIBBON CAMPAIGN

A Twibbon is a Facebook profile picture overlay demonstrating support for a particular cause in order to create a social media buzz. We hope to encourage the public to add our Twibbon to their profile picture and publish a message of support (“Support Bubbles for #BladderCancer, add a Twibbon now! bit.ly/2poTPtF”) on their Facebook or Twitter accounts.

[www.twibbon.com/Support/bubbles-for-bladdercancer-2](http://www.twibbon.com/Support/bubbles-for-bladdercancer-2)



## PUBLIC EVENT

**Concept note:** The bladder cancer awareness campaign will have its grand final with a “Bubbles for Bladder cancer” event.

Bubbles for Bladder Cancer was an initiative started by Fight Bladder Cancer. In this special month of May we remember all those who have lost their fight with this awful disease, but it is also a time when we stand together for those currently undergoing treatment and everyone who is affected by bladder cancer.

We encourage you to organise an event in your local community. Set up a public Facebook event at least one month in advance. Invite people who would be interested in joining you, and publish weekly updates. Promote the event on social media and during face-to-face events.

At the event itself, ask participants to stand still for a moment, blow bubbles in the air and unite in the fight against bladder cancer. You will need to provide bubble blowers, and may also wish to give away balloons and free t-shirts to people passing by with a “Bubbles for #BladderCancer” slogan to encourage them to join and make some noise. Don’t forget to record the day and share on social media.



<https://www.shutterstock.com/image-photo/portrait-beautiful-model-blowing-bubbles-street-5096443>

## SOCIAL MEDIA POSTS

We encourage you to set up a social media calendar for the month of May. You may wish to schedule all posts in advance using [tweetdeck.twitter.com](https://tweetdeck.twitter.com) and the “schedule” option for Facebook Pages.

You may also wish to retweet and share the ECPC messages available at:

FACEBOOK: <https://www.facebook.com/ECPCfb/>

TWITTER: <https://twitter.com/cancereu>

### Tuesday 2nd May

 Facebook

*May is #BladderCancer awareness month, a neglected disease that is the fifth most common cancer in Europe. Join us in our efforts to make sure that it is no longer forgotten. Share, speak up and unite: <http://bit.ly/2q9nTHP>. We are in it together!*

 Twitter

*May is #BladderCancer awareness month. Join the Thunderclap to make sure that it is no longer forgotten: <http://bit.ly/2q9nTHP>*

**Message repeated** Tuesday 9th, 16th and 23rd in the afternoon.

## Thursday 4th May

 Facebook

*Join our efforts to make sure that #BladderCancer is no longer forgotten. Change your profile picture for the month of May to raise awareness and show your support of those still undergoing treatment, their caregivers, families and friends: <http://bit.ly/2poTPtF>. We are in it together!*

 Twitter

*Join our work to ensure that #BladderCancer is no longer forgotten. Change your profile pic for the month of May: <http://bit.ly/2poTPtF>*

**Message repeated** Thursday 11th, 18th and 25th in the afternoon.



**Monday 8th May**

**2017:**

 Facebook and Twitter

*While information and patient support is far advanced in many solid tumours, it is still often lacking for #BladderCancer*



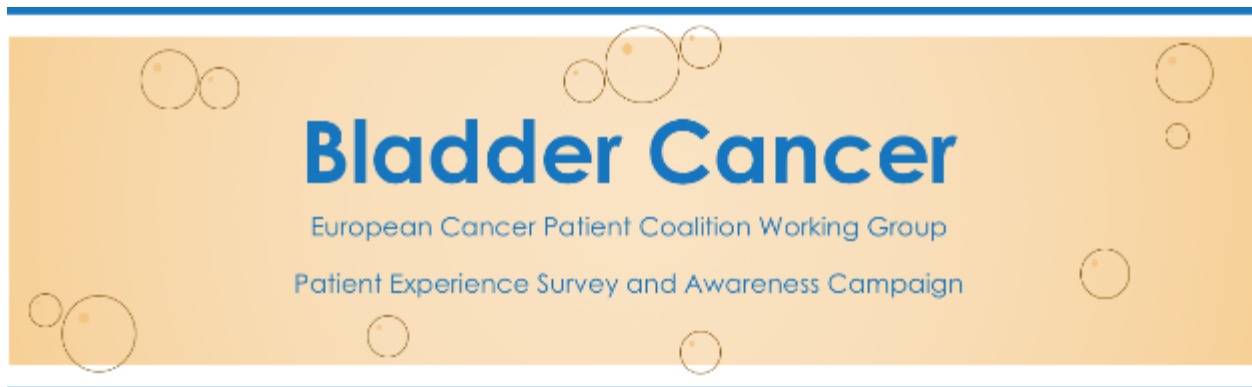
**Wednesday 10th May 2017:**

 Facebook

*Bladder cancer is still considered a forgotten disease. We believe that joint efforts under a common platform can bring advances in this field. Join ECPC's Working Group on #BladderCancer at: <http://bit.ly/2q9nWTQ>*

 Twitter

*Bladder cancer is still considered a forgotten disease. Join ECPC's Working Group on #BladderCancer at <http://bit.ly/2q9nWTQ>*



**Friday 12th May 2017:**

 Facebook and Twitter

*More than 175,000 people are diagnosed with #BladderCancer in Europe each year, and this number is rising.*

**Wednesday 17th May 2017:**

 Facebook and Twitter

*Even though many people with #BladderCancer are aged over 55, this cancer can strike men and women of any age*



<https://www.shutterstock.com/image-photo/medicine-age-health-care-people-concept-532679098>

**Friday 19th May 2017:**

 Facebook

*By ensuring greater resources are provided for research into prevention, diagnosis and treatment, we can unlock a brighter future for those diagnosed with #BladderCancer*

 Twitter

*By investing in research into prevention, diagnosis & treatment, we can unlock a brighter future for those with #BladderCancer*



<https://www.shutterstock.com/image-photo/young-scientist-looking-through-microscope-laboratory-524351890>

**Monday 22nd May 2017:**

 Facebook

*According to the World Health Organization (WHO), in the Western world, tobacco use is the single most important cause of #BladderCancer accounting for an estimated 40-70% of all cases. Quit smoking today.*

 Twitter

*According to the World Health Organization, tobacco use increases the risk of #BladderCancer. Quit smoking today.*



<https://www.shutterstock.com/image-photo/quit-smoking-today-114711391>

**Wednesday 24th May 2017:**

  Facebook and Twitter

*It has been estimated that 5-10% of #BladderCancer in industrialized countries is due to occupational exposures to carcinogens*



<https://www.shutterstock.com/image-photo/artisan-yarn-dyed-indigo-natural-beauty-540946129>



**Friday 26th May 2017:**

 Facebook


*Only half of all people diagnosed with #BladderCancer in Europe will live for more than five years after diagnosis. Join us in the fight against this quiet, constantly spreading disease*

<http://bit.ly/2q9nTHP>

 Twitter

*Only half of people with #BladderCancer will live for more than 5 years after diagnosis. Join our Thunderclap. <http://bit.ly/2q9nTHP>*

**Sunday 28 May**

 Facebook and Twitter

*At noon in Turkey on the last Sunday in May, @KanserSavascisi is blowing #BubblesForBladderCancer*



*At noon in Finland on the last Sunday in May, the Association of Cancer Patients in Finland is blowing #BubblesForBladderCancer*



*At noon in Europe on the last Sunday in May, @BladderCancerUK, @GEPAC\_, @cancereu, and @EllokGr are blowing #BubblesForBladderCancer*



*At noon in the United Kingdom on the last Sunday in May, @BladderCancerUK and @Actionbladderca are blowing #BubblesForBladderCancer*



*At noon in North America on the last Sunday in May, @BladderCancerCA and @B\_C\_A\_N are blowing #BubblesforBladderCancer*



**Monday 29th May**

 Facebook and Twitter

*#BladderCancer is often overlooked. Speak up, as much more can be achieved through coordinated activities. #BubblesforBladderCancer*

Suggested Image: Crowd Photo from your “Bubbles for Bladder Cancer” Event