IN 2023, IGCS DECLARED THE MONTH OF JUNE AS UTERINE CANCER AWARENESS MONTH

2023: YEAR ONE
PRIMARY GOALS

Educate, and raise awareness, and reduce stigma of uterine cancer and while bringing to light the disparities in diagnoses and care across the globe

Drive early detection, knowledge of risk factors and encourage risk prevention, when possible, by providing resources and critical information about uterine cancer

Advocate for research funding and philanthropic efforts to help in the development of new and more effective treatments

Provide a dedicated time each year for individuals, organizations, and communities to focus their communication, education, and outreach efforts specifically towards uterine cancer

Partner with and increase collaboration and support among patient advocates worldwide through the International Gynecologic Cancer Advocacy Network (IGCAN)
CAMPAIGN COMPONENTS & REACH

2023: YEAR ONE

PRESS RELEASE
Original release:
4,701 views
771 clicks

Media pick up:
163.5M potential audience
318 Matches

SECURED PARTNERS
25 patient advocacy groups
5 industry supporters

EMAIL ANNOUNCEMENT
14,500 contacts
(41% open rate)

SOCIAL MEDIA AWARENESS
156,403 Impressions
6,316 Engagements

LAUNCH & PARTNER VIDEOS
572 YouTube views
3054 Social media views

WEB PAGE AND SOCIAL MEDIA TOOLKIT
2,000 visitors
500+ toolkit clicks
SECURED 25 + PARTNER ORGANIZATIONS TO OFFICIALLY SUPPORT THE CAMPAIGN
WE’RE AT A CRITICAL TURNING POINT IN UTERINE CANCER CARE WHERE ACTION MUST BE TAKEN TO SUPPORT BETTER HEALTH OUTCOMES FOR WOMEN, ESPECIALLY WOMEN OF COLOR. IT’S TIME TO BRING THE NECESSARY ATTENTION TO THIS DISEASE THAT IT DESERVES.

DR. BRIAN SLOMOVITZ

CAMPAIGN CHAIR

Brian Slomovitz, MD, MS, FACOG
IGCS Uterine Cancer Awareness Month Campaign Chair
Director, Gynecologic Oncology, Mount Sinai Medical Center
PRESS RELEASE
AT-A-GLANCE

Press release performed above metrics of similar announcements

• 163.5M total potential audience
• 329 total pickup
• 4.7K release views
• 771 click-throughs

**More information on metrics can be found in the notes**
Earned Media

- Secured three top-tier earned media placements in high-profile outlets with broad consumer reach - FOX News Digital, Voice of America and The Mirror

~568.2M potential audience reach (earned)

- Amplification of Voice of America placement through VOA Africa’s social channels – YouTube and Facebook

170K followers

~568.4M total potential reach (earned + social)
Panelists discussed key issues about uterine cancer and the need for a dedicated month to raise awareness
• Need for public awareness and community outreach
• Patient advocacy
• Early diagnoses
• Disparities in diagnoses and care worldwide
• Recent advances in therapeutics and need for continued research
• Information about how to join the campaign
• Questions from audience
SOCIAL MEDIA TOOLKIT

Robust social media toolkit and editorial calendar developed for our partners and the public to download and customize.

500+ clicks on the webpages where the toolkit was accessible.
TOOLKIT TRANSLATED TO 11 + LANGUAGES

Including Arabic, French, Finnish, Hebrew, Italian, Japanese, Korean, Kazakh, Portuguese, Spanish, Russian... and more!
NEARLY 8,000 TWITTER MENTIONS OF KEYWORDS & HASHTAGS

Endometrial Cancer
Womb Cancer

Uterine Cancer
#UterineCancer
#WombCancer
#EndometrialCancer

Meltwater media monitoring
May 22 - July 1
(day before press release - day after end of campaign)

Mentions on Instagram, LinkedIn, Facebook and other social platforms not available.
34 COUNTRIES PARTICIPATED IN TWITTER CONVERSATIONS

Top 20 countries

- United States
- Nigeria
- United Kingdom
- Canada
- Indonesia
- Australia
- India
- Ireland
- Japan
- Spain
- South Africa
- Peru
- France
- Mexico
- Kenya
- Colombia
- Germany
- Brazil
- Switzerland
- Ghana
OWNED SOCIAL MEDIA

The reach of IGCS and IGCAN social posts about Uterine Cancer Awareness Month

Social Media Posts originating from IGCS or IGCAN social media accounts
238

Total Engagements retweets, likes, comments, shares
6,316

Total Impressions views
156,403

Total Media Views videos and GIFS
8,772

Increase in followers across social platforms
+10%
QUOTES FROM THE COMMUNITY

DESPITE UTERINE CANCER’S LARGE IMPACT, RESEARCH INTO NEW TREATMENTS IS STILL UNDERFUNDED AND UNDERSTUDIED COMPARED TO OTHER REPRODUCTIVE CANCERS. BY LAUNCHING THIS GLOBAL INITIATIVE, WE HOPE TO BE A CALL TO FURTHER RESEARCH AND COMMUNITY AND POLICY EFFORTS TO BETTER UNDERSAND UTERINE CANCER AND REDUCE ITS MORTALITY RATES.

PROF. KERECHI PUSWARA
OCDS PRESIDENT

WE’RE AT A CRITICAL TURNING POINT IN HELPING UTERINE CANCER CARE WHERE ACTION MUST BE TAKEN TO SUPPORT BETTER HEALTH OUTCOMES FOR WOMEN. ESPECIALLY WOMEN OF COLOR, IT’S TIME TO BRING THE NECESSARY ATTENTION TO THIS DISEASE THAT IT DESERVES.

DR. BRIAN SKLIEVITZ

UTERINE CANCER HAS SOME OF THE GREATEST HEALTH DISPARITIES AMONG ALL CANCERS. THE INEXPLICABLE RISK FACTORS AREN'T CONNECTED TO WOMEN OF COLOR, ETHNICITY, GEOGRAPHY, OR SOCIOECONOMIC STATUS. WE NEED TO HARNESS THE POWER OF WOMEN’S VOICES TO BE A CALL TO ACTION.

KATHRYN T. HUGHES
OCDS JUNIOR FACULTY VETERAN

DUE TO RECENTLY PUBLISHED CLINICAL TRIALS, WOMEN WITH UTERINE CANCER HAVE MORE ACCESS TO IMMUNOTHERAPY AND OTHER TARGETED THERAPIES THAN EVER BEFORE. THERE IS ALSO A BRIGHTER OUTLOOK ON PATIENT OUTCOMES, THE FUTURE IS BRIGHT!

ABHISHEKH DASGUPTA
OCDS RESEARCH AND EDUCATION DIRECTOR,
UNIVERSITY OF MICHIGAN

THROUGHOUT UTERINE CANCER AWARENESS MONTH, WE COME TOGETHER TO CELEBRATE OUR VOICES AND RECKON WITH THE CHALLENGES FACING UTERINE CANCER. BY PREVENTING THE UGLY SIDES AND ADVOCATING FOR COMPREHENSIVE CARE, WE CAN HELP TO REDUCE THE BURDEN OF UTERINE CANCER.

ASSISTANT PROFESSOR, RADIATION ONCOLOGY, AIIMS, DELHI

ADVOCACY IS REAL. IT HAS A TRAVERSING EFFECT ON RESEARCH, ON SUPPORT, ON EDUCATION. IN ALL AREAS OF THINGS WITHOUT ADVOCACY, THERE WOULD HAVE BEEN CANCER. MANY CANCERS ARE CAUSED BY THE LACK OF ADVOCACY.

MARY DICKY SCROGBINS

HOME CANCER NEEDS TO BE MADE MORE WIDELY ACCESSIBLE INCREASED RESEARCH FUNDING AND SUPPORT FOR ADVOCATE, TO HELP SHAPE THE DIALOGUE, TO HELP SHAPE THE DIALOGUE.

ATHENA JAMINGOS
CEO, EC GENERAL

I’M ALWAYS FEEL THAT UTERINE CANCER HAS BEEN GROWN IN COMPARISON TO OTHER SYNOCTIOUS CANCERS. ESPECIALLY, DESPITE BEING THE MOST COMMON CANCER IN THE WORLD, UTERINE CANCER IS NOT WELL-REPRESENTED IN THE MEDIA.

HEIDI JAY MOORE
OCDS PRESIDENT

THERE IS A CRITICAL NEED TO INCREASE AWARENESS AND EDUCATION, AND CREATE THE INNOVATIONS AND STANDARDS ASSOCIATED WITH THE NEED FOR EARLY DETECTION. THE NEED FOR MORE CLINICAL RESEARCH ESPECIALLY CONCERNING RACE, ETHNICITY.

ASHAQ MOORE
OCDS PRESIDENT

ON BEHALF OF THE MANY WOMEN WHO ARE SEARCHING FOR ANSWERS AND THOSE CANCERS TO BE TREAURED, IT’S OUR OBLIGATION TO ADDRESS THE RISING INCIDENCE OF UTERINE CANCER. AS WE ARE, WE STRONGLY ENCOURAGE ALL WOMEN TO HAVE THESE IMPORTANT CONVERSATIONS WITH THEIR DOCTOR, AND TO LEARN ABOUT THE SYMPTOMS AND RISK FACTORS.

MARY TRENCH, MD
OCDS PRESIDENT

THROUGHOUT UTERINE CANCER AWARENESS MONTH, WE COME TOGETHER IN SOLIDARITY TO RISE UP AND RECLAIM OUR COMMITMENT TO FIGHT AGAINST UTERINE CANCER.

BY SHARING INFORMATION AND MAKING UNDERSTANDING BETTER, WE CAN EMPOWER INDIVIDUALS TO RECOVER EARLY SIGNS AND SYMPTOMS, LEADING TO BETTER DIAGNOSIS AND OUTCOMES.

DR. ABHIJITA DHARAKAC "Chair, OCDS Women’s Health Committee"
THANKS TO OUR CAMPAIGN SUPPORTERS