

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

IGCS



INTERNATIONAL
GYNECOLOGIC
CANCER SOCIETY

IGCAN



INTERNATIONAL
GYNECOLOGIC CANCER
ADVOCACY NETWORK

JUNE
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



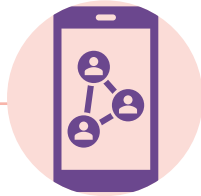
SECURED PARTNERS

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

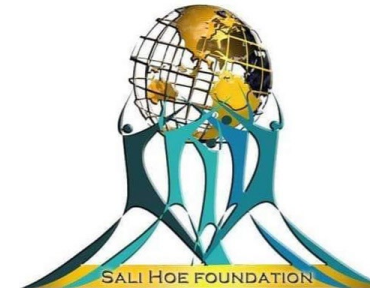
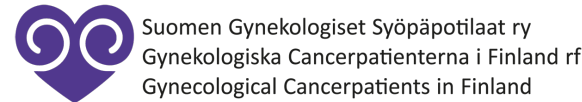
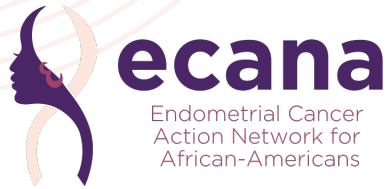
3054
Social media views



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

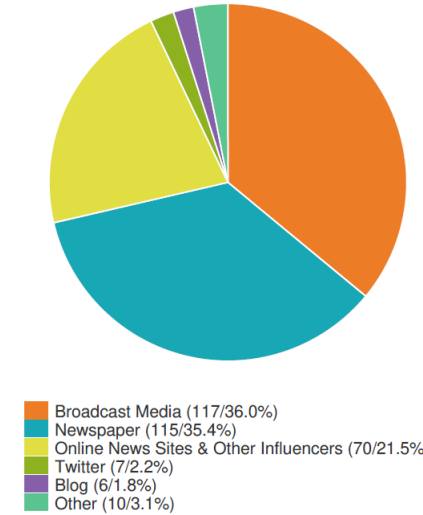
PRESS RELEASE AT-A-GLANCE

Press release performed **above** metrics of similar announcements

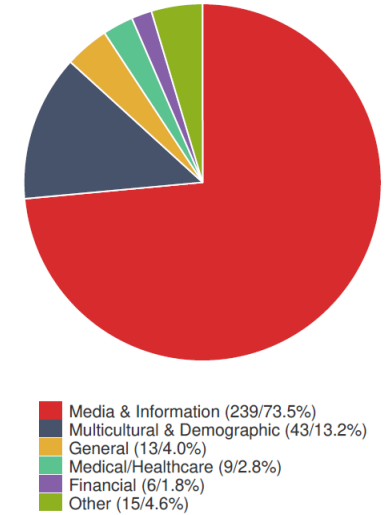
- **163.5M total potential audience**
- **329 total pickup**
- **4.7K release views**
- **771 click-throughs**

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

Total Pickup by Source Type



Total Pickup by Industry

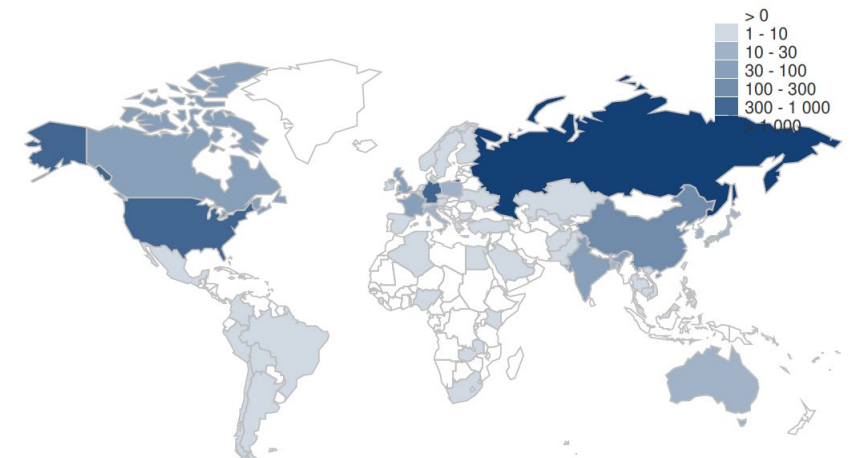


Exact Match Pickup

Exact matches are full text postings of your content which we have found in the online and social media that we monitor. Understand how it is calculated.

Total Exact Matches: **318**

Total Potential Audience: **163,519,621**



Press release viewers worldwide

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



Mary Eiken, MS
IGCS CEO



Keiichi Fujiwara, MD, PhD
IGCS President
Gynecologic Oncology Specialist



Domenica "Ketta" Lorusso, MD, PhD
Gynecologic Oncology Specialist



Nefa-Tari Moore
Uterine & Ovarian Cancer Survivor
Patient Advocate



Brian Slomovitz, MD
IGCS Uterine Cancer Awareness
Initiative Chair
Gynecologic Oncology Specialist

JUNE 1 PRESS BRIEFING & LAUNCH EVENT

Held in Chicago the day before ASCO Congress

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



Attendees:
approx. 40

YouTube recording:
213 views



SOCIAL MEDIA TOOLKIT

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

UTERINE CANCER

Common Signs and Symptoms

Uterine cancer is also known as endometrial or womb cancer.



Abnormal vaginal bleeding, spotting, or brownish discharge after menopause



Irregular or heavy bleeding in younger woman before menopause



Pelvic pain or pressure
Abnormal Pap results

JUNE
UTERINE
CANCER AWARENESS MONTH

IGCAN INTERNATIONAL GYNECOLOGICAL CANCER ADVOCACY NETWORK IGCS

SIGNS AND SYMPTOMS

What is Uterine Cancer?

When cancer starts in the uterus, it is called uterine cancer.

It may also be referred to as the womb, and womb cancer.

The uterus is the pear-shaped organ in a woman's pelvis between her hip bones. This is where the baby grows when a woman is pregnant.



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WHAT IS UTERINE CANCER?

Be an Advocate for yourself and others.

Visit your gynecologist regularly.

After menopause, talk to your gynecologist about how often you should visit.



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BE AN ADVOCATE

UTERINE CANCER Risk Factors

Personal History

- Obesity
- Increased Age
- High-fat diet
- Lack of exercise
- Type 2 diabetes

Reproductive History

- Polycystic ovarian syndrome (PCOS)
- History of irregular periods
- Increased number of menstrual cycles
- History of hormone therapy

Family History

- Family history of uterine cancer
- Family history of colorectal cancer that is linked to Lynch Syndrome



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RISK FACTORS

500+ clicks on the webpages where the toolkit was accessible.

TOOLKIT TRANSLATED TO 11 + LANGUAGES

Qu'est-ce que le Cancer de l'utérus?

Lorsque le cancer se déclare dans l'utérus, on l'appelle cancer de l'endomètre ou cancer du corps de l'utérus.

L'utérus est l'organe en forme de poire dans le bassin d'une femme entre ses os de la hanche. C'est là que le bébé grandit lorsqu'une femme est enceinte.

Qu'est-ce que le Cancer de l'utérus?

La paroi interne de l'utérus est connue sous le nom d'endomètre ou de paroi endométriale. C'est la partie qui s'épaissit chaque mois pendant l'ovulation.

Si la grossesse ne se produit pas, la muqueuse endométriale se détache sous forme de saignement menstruel ou règles.

Qu'est-ce que le Cancer de l'utérus?

Le type de cancer de l'utérus le plus courant survient lorsque des cellules anormales se développent dans l'endomètre.

On parle souvent de cancer de l'endomètre.

Qu'est-ce que le Cancer de l'utérus?

Un type beaucoup plus rare de cancer de l'utérus est le sarcome utérin, qui se forme dans les muscles et les tissus de soutien de l'utérus.

#UterineCancer
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mon réseau cancer gynéco

JUNE UTERINE CANCER AWARENESS MONTH

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Che cos'è il tumore dell'utero?

Il tumore dell'utero è quello che si sviluppa all'interno dell'utero

E' chiamato anche tumore dell'endometrio.

L'utero è l'organo a forma di imbuto rovesciato che si trova nell'addome della donna, tra le anche. E' qui che cresce il bambino durante la gravidanza

JUNE UTERINE CANCER AWARENESS MONTH

ACTO ALLEANZA CONTRO IL TUMORE OVARICO

IGCAN INTERNATIONAL GYNECOLOGIC CANCER ADVOCACY NETWORK

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자궁체부암

진행된 암의 징후 및 증상

의도하지 않은 체중 감소

골반 내 종괴 또는 종양의 느낌

배변 또는 배뇨 습관의 변화

더부룩함과 빠른 포만감

JUNE UTERINE CANCER AWARENESS MONTH

IGCAN INTERNATIONAL GYNECOLOGIC CANCER ADVOCACY NETWORK

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Including Arabic, French, Finnish, Hebrew, Italian, Japanese, Korean, Kazakh, Portuguese, Spanish, Russian... and more!

NEARLY 8,000 TWITTER MENTIONS OF KEYWORDS & HASHTAGS

Endometrial Cancer

Uterine Cancer Awareness Month

Womb Cancer

#WombCancer

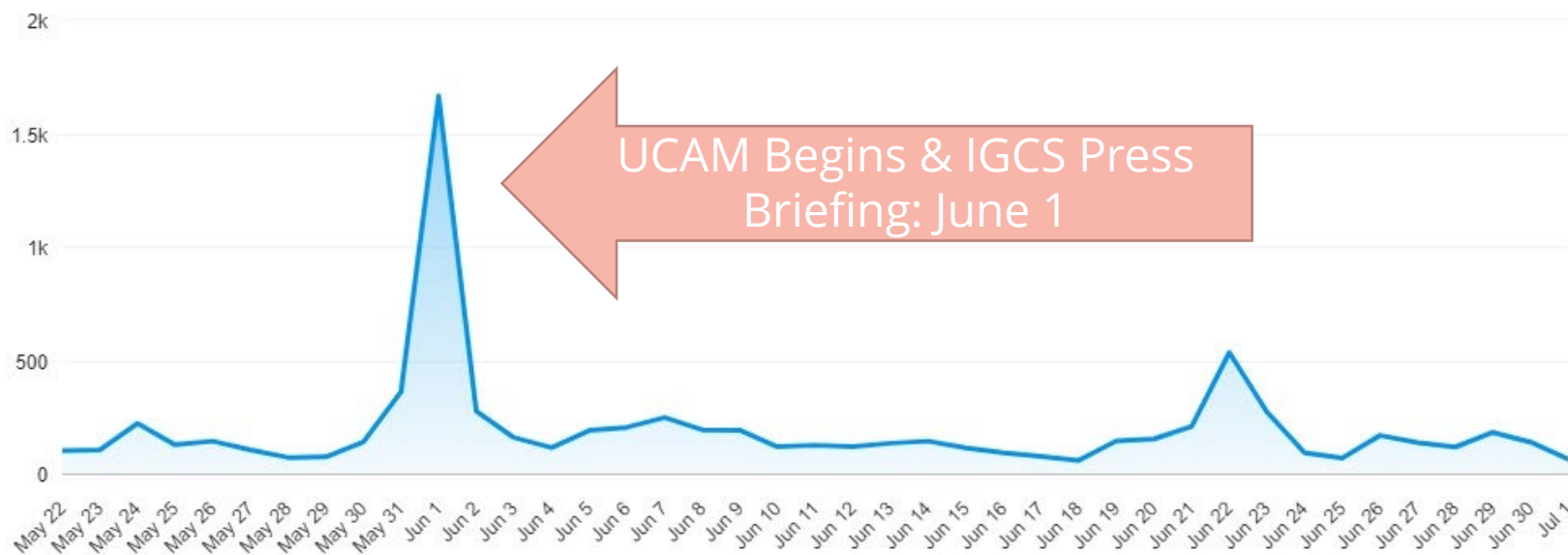
#UterineCancer

Uterine Cancer

#EndometrialCancer

Total Mentions
7.93k ↑ 53%
Previous period **5.18k**

Daily Average
193 ↑ 53%
Previous date **126**

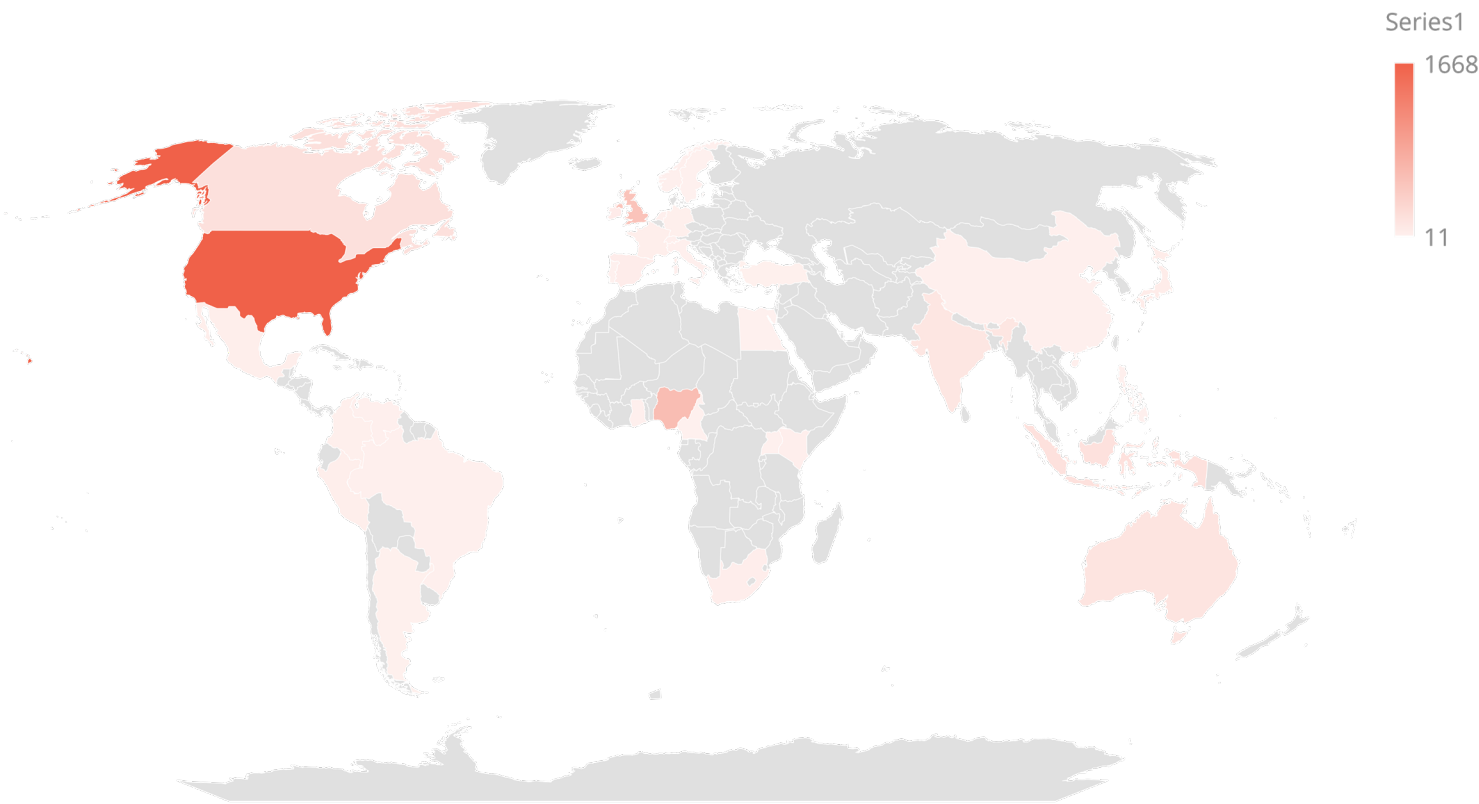


Meltwater media
monitoring
May 22- July 1

(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

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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 GLOBAL IMPACT, RESEARCH INTO NEW TREATMENTS IS STILL SEVERELY UNDERFUNDED COMPARED TO OTHER REPRODUCTIVE CANCERS. BY LAUNCHING THIS GLOBAL INITIATIVE, WE HOPE TO BE A CATALYST FOR FURTHER RESEARCH AND COMMUNITY AND PHILANTHROPIC EFFORTS TO BETTER UNDERSTAND UTERINE CANCER AND ELIMINATE GAPS IN PREVENTION, DETECTION, AND TREATMENT.

PROF. KEIICHI FUJIWARA
IGCS PRESIDENT



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



UTERINE CANCER HAS SOME OF THE GREATEST HEALTHCARE DISPARITIES AMONG ALL CANCERS. THE INEQUITABLE DISEASE BURDEN CARRIED BY WOMEN OF COLOR, ETHNICITY, GEOGRAPHY AND SOCIOECONOMIC STATUS SHOULD BE ADDRESSED.

WITH THIS INITIATIVE, WE TAKE ANOTHER STEP TO CONQUERING UTERINE CANCER!

AARTH S JAYRAJ
IGCS JUNIOR FACULTY MENTOR



DUE TO RECENTLY PUBLISHED CLINICAL TRIALS, WOMEN WITH UTERINE CANCER HAVE MORE ACCESS TO IMMUNOTHERAPY AND OTHER TARGETED THERAPEUTICS THAN EVER BEFORE. THERE IS ALSO A BETTER UNDERSTANDING OF THE ROLE OF SOCIAL NEEDS, SOCIAL ISOLATION, AND MENTAL HEALTH AS MEDIATORS IN PATIENT OUTCOME. THE FUTURE IS BRIGHT!

ABDULRAHMAN SINNO, MD
DIRECTOR OF SURGICAL RESEARCH AND EDUCATION - GYNECOLOGY, UNIVERSITY OF MIAMI



THROUGHOUT UTERINE CANCER AWARENESS MONTH, WE COME TOGETHER IN SOLIDARITY TO RAISE OUR VOICES AND RENEW OUR COMMITMENT TO FIGHT AGAINST UTERINE CANCER.

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

LET US EMPHASIZE THE IMPORTANCE OF REGULAR HEALTH CHECK-UPS AND SCREENING, AS EARLY DETECTION IS VITAL IN THE FIGHT AGAINST UTERINE CANCER. BY PRIORITIZING OUR WELL-BEING AND ADVOCATING FOR COMPREHENSIVE HEALTHCARE, WE TAKE A CRUCIAL STEP TOWARD REDUCING THE BURDEN OF THIS DISEASE.

TOGETHER IN THE FIGHT.

DR. ABHISHEK SHANKAR
MEMBER OF IGCS, IGCSANETWORK, AND IGCS ADVOCACY COMMITTEE

ASSISTANT PROFESSOR, RADIATION ONCOLOGY, AIIMS, DELHI



ADVOCACY IS REAL. IT HAS TREMENDOUS EFFECT ON RESEARCH, ON SUPPORT, ON EDUCATION, ON ALL KINDS OF THINGS. WITHOUT ADVOCACY, THERE ARE WOMEN THAT WOULD BE LOST. ONE OF THE THINGS THAT WAS IMPORTANT TO ME - AND IS IMPORTANT I THINK TO MANY WOMEN - IS THE SENSE OF NOT BEING ALONE.

ADVOCACY PUTS US ALL IN THIS FIGHT TOGETHER.

MARY DICEY SCROGGINS



WOMB CANCER NEEDS SO MUCH MORE AWARENESS AND RESEARCH FUNDING. THIS GLOBAL INITIATIVE TO SHINE A LIGHT ON THE SIGNS, SYMPTOMS AND RISK FACTORS WILL HELP SHIFT THE DIAL ON THE MOST COMMON OF THE GYNAECOLOGICAL CANCERS.

THANK YOU INTERNATIONAL GYNECOLOGIC CANCER SOCIETY FOR BRINGING TOGETHER PATIENTS, CHARITIES & NGOS TO SHOUT ABOUT UTERINE CANCER IN JUNE.

ATHENA LAMNISON
CEO, EVE APPEAL



I ALWAYS FELT THAT UTERINE CANCER HAS BEEN IGNORED IN COMPARISON TO OTHER GYNECOLOGIC CANCERS, DESPITE IT BEING THE MOST COMMON. I'M HAPPY THERE IS FINALLY A DEDICATED AWARENESS MONTH TO HELP THE MEDICAL AND ADVOCACY COMMUNITIES GET KEY MESSAGES OUT ABOUT EARLY DETECTION AND THE NEED FOR MORE CLINICAL RESEARCH ESPECIALLY CONCERNING RACIAL DISPARITIES.

NEFTARI MOORE
UTERINE CANCER SURVIVOR



THERE IS A CRITICAL NEED TO INCREASE COMMUNITY EDUCATION AND OUTREACH AND BREAK THE TABOO AND STIGMA ASSOCIATED WITH TALKING ABOUT UTERINE CANCER. AS A SURVIVOR, I STRONGLY ENCOURAGE ALL WOMEN TO HAVE THOSE IMPORTANT CONVERSATIONS WITH THEIR DOCTOR EARLY AND TO LEARN ABOUT THE SYMPTOMS AND RISK FACTORS. THE MORE WE OPEN THE DOORS TO THESE KIND OF DIALOGUES, THE MORE WOMEN WE CAN HELP SAVE.

ADRIENNE MOORE
ECANA PRESIDENT



ON BEHALF OF THE MANY WOMEN WHO ARE SEARCHING FOR ANSWERS AND THOSE YET TO BE DIAGNOSED, IT'S OUR OBLIGATION TO ADDRESS THE RISING INCIDENCE OF CASES WORLDWIDE, AS WELL TO SEARCH FOR AND IMPLEMENT SOLUTIONS TO ADDRESS THE DEEP DISPARITIES IN ACCESS TO EQUAL CARE AND TREATMENT.

MARY EIKEN, MS
IGCS CEO



THANKS TO
OUR
CAMPAIGN
SUPPORTERS

JUNE
UTERINE
CANCER AWARENESS MONTH

