BLADDER
CANCER
CANADA

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BLADDER CANCER

KNOW THE FACTS

BLADDER CANCER IS THE
5TH MOST COMMON
CANCER IN CANADA

ABOUT
12,000 PEOPLE
WILL BE
DIAGNOSED WITH
BLADDER CANCER
THIS YEAR ALONE

BLOOD IN
THE URINE
IS THE
MOST
COMMON
SYMPTOM

IT'S THE
MOST
EXPENSIVE
CANCER
TO TREAT

OVER
80,000 SURVIVORS
IN CANADA RIGHT NOW

NONMUSCLE-INVASIVE
BLADDER CANCER HAS A
60-70%
RECURRENCE RATE

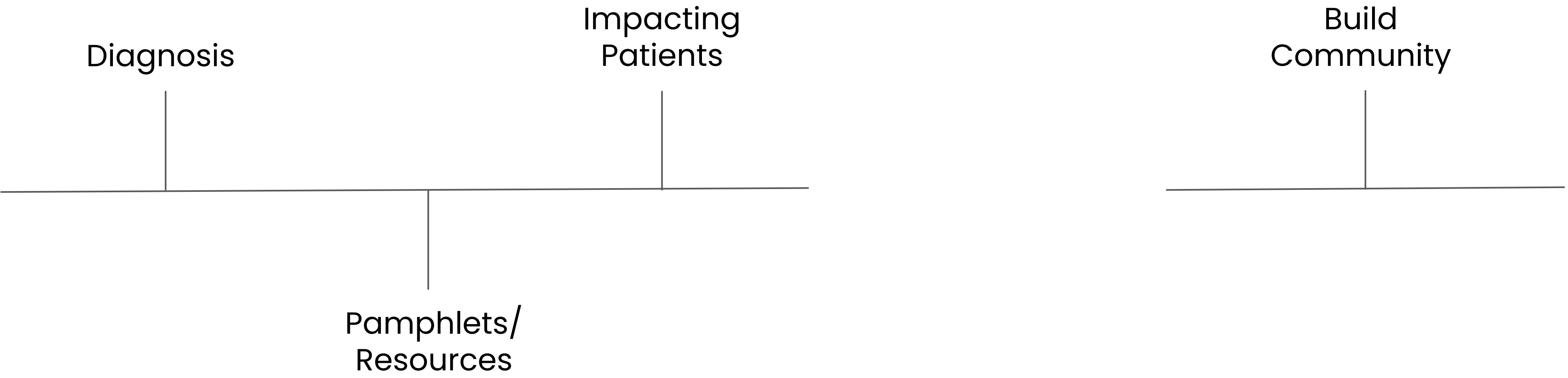
SMOKING
IS THE MOST COMMON
RISK FACTOR

BLADDER
CANCER
CANADA

4936 Yonge Street, Suite 1000, Toronto, ON M2N 6S3
info@BladderCancerCanada.org | www.BladderCancerCanada.org
1-866-674-8889

GET INVOLVED!

As a new organization with limited visibility, how might we reach newly diagnosed Canadians to offer support and resources?

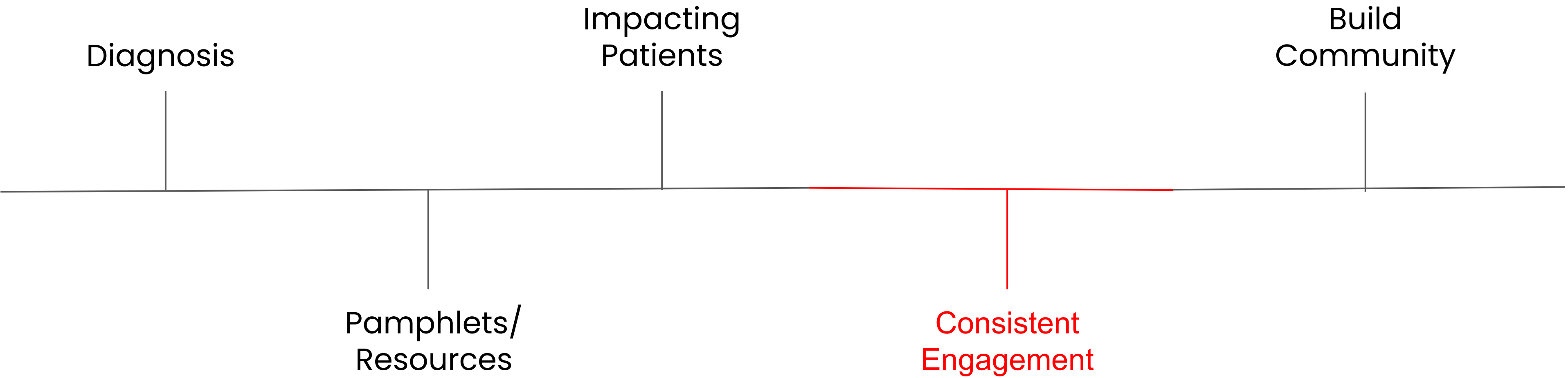


Diagnosis

Pamphlets/ Resources

Impacting Patients

Build Community



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Consistent Engagement

Build Community

Leveraging online platforms and digital media to **scale up impact** on bladder cancer patients and **build community**

Short-Term

Developing Consistent Social Media Presence (to engage and provide reliable info)

Location-Specific Events to Build Community

Medium-Term

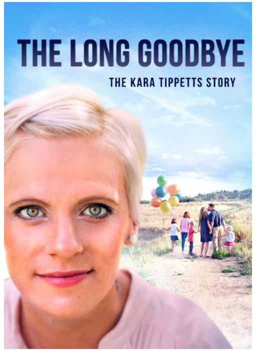
Highlighting Patient Profiles (helps new patients feel represented)

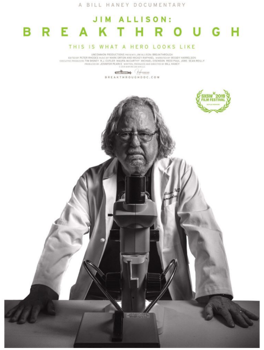
Advocating for Larger Bladder Cancer Events

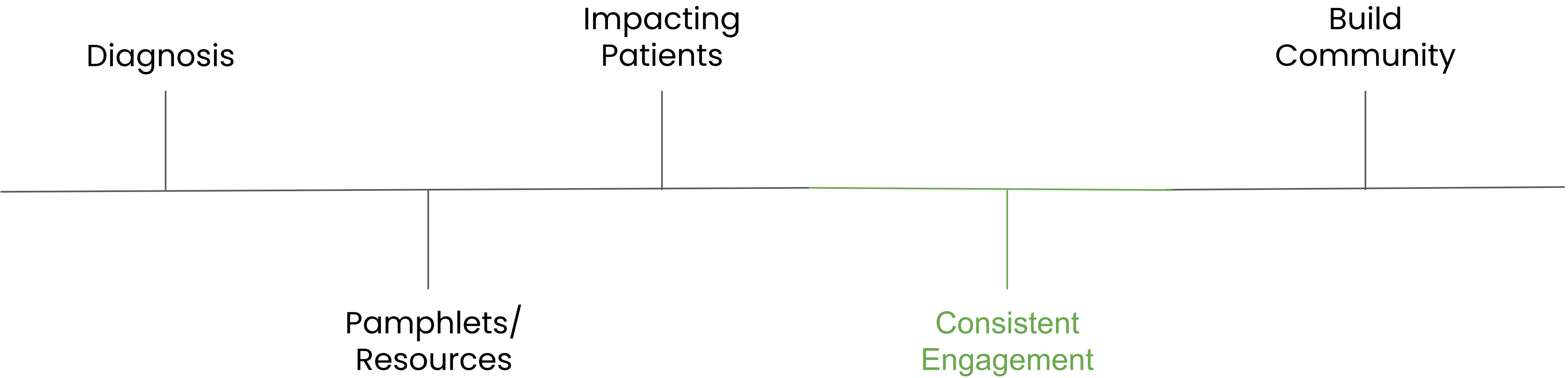
Long-Term

Larger Ad Campaigns to Raise Awareness (ex. Movember)

Large-Scale Media (ex. patient/research films/docs)







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Questions/Discussion

1. Any feedback on the potential downsides of of these mentioned approaches?

2. What new ways could bladder Cancer be advocated for given emerging technologies and research?

3. How Covid-19 may have impacted the viability of hosting marathons and large events? Will there be any long-lasting effects of the pandemic on the ability to host events or reach out to patients?

4. On the technical side (which we have less experience in), what has been tried to improve the advocacy towards the medical teams of patients to increase awareness and prevent misrepresentations of diagnoses?