

FOR IMMEDIATE RELEASE:

World Gynecologic Oncology Awareness Day (World GO Day) Press release.

Lift the stigma in women's cancers: join the 7th #WorldGODay on September 20!

On **September 20, 2025**, the World will celebrate the **7th World Gynecologic Oncology Day** (World GO Day). Launched by ESGO ENGAGe in 2019 to **support the more than 3 million women living with a gynecological cancer**, a set of cancers originating in the reproductive organs that includes ovarian cancer, uterine/endometrial/womb cancer, cervical cancer, vaginal cancer, and vulvar cancer, as well as rare cancer types. There are more than 1 million new diagnosed every year, and this figure, according to Globocan Cancer Tomorrow, is due to rise to more than 2 million by 2050 (with increases varying from 38% for endometrium to 77% for vagina). Only an **improvement in global awareness and a change in health policies** and disease management can help to face this challenge.

Therefore, on September 20th, **PAGs (Patient Advocacy Groups), patients, caregivers, doctors, researchers, companies, and institutions** are invited to celebrate together with ESGO and ENGAGe this World GO Day to contribute to the change. **Sport activities, public talks, webinars, conferences, hospital events and interviews with experts, patient stories sharing** and many other activities are organized worldwide to spread information all over the world about gynecological cancer symptoms, risks, care, cancer prevention, and screening.

Thus, the main topic will again be **stigma**, which has such a deep impact on women's lives that it must be further explored. Stigma, defined as "a set of negative and often unfair beliefs that a society or group of people have about something," is something that all cancer patients may face, but due to societal and cultural factors including misogyny, ageism, or taboos about discussing reproductive organs, may be even more frequently endured by patients who have been diagnosed with ovarian, uterine/endometrial, cervical, vaginal, or vulvar cancer. **All these false beliefs or social factors can cause women to feel depressed or discriminated against or prevent them from talking freely about their disease even with their doctors or relatives.** But stigma also impacts the workplace or society, where a woman with gynecological cancer can be considered fragile or "unsuitable" for certain jobs, and this can also lead to financial discrimination of any kind. For more information on this topic, please check <https://www.worldgoday.org/stigma-in-gynecologic-cancer/>

The aim and hope for this year's World Gynecologic Oncology Day is to have a larger impact than in **2024, which had 45 countries and 117 PAGs involved, and 126 activities organized.** All together we can win.

Hashtags:

#GOAgainstStigma

#HelpLiftTheBurden #NoStigmaInGO

#WorldGODay

Draft of quotes:

1.

It is already a stigma just to be diagnosed with gynecological cancer, let alone mention that you have cervical or vulvar cancer. We don't see enough examples of women who come forward in public with their diagnosis. The cancer and the treatment touches a lot of different areas: reproductive inability, body image, sexual health, social interactions, etc. Therefore, it is important to break down these stigmas together, to reduce the impact on the lives of women with gynecological cancers.

Kim Hulscher, Netherlands; ENGAGE Co-Chair and cervical cancer survivor Kim

2.

World GO Day is a pivotal celebration to support patients affected by gynecological cancers and their relatives. They are the center of our dedication and care. Patients are fighters and warriors against their disease, but this special day allows them, along with physicians, researchers, pharma companies and other supporters to communicate and add awareness about these cancers. There is a special campaign also this year about the quality of life of patients and the physical, emotional or psychological stigma after they are treated and cured.

Prof. Philippe Morice, France; ENGAGE Co-Chair and gynecological oncologist at Institut Gustave Roussy

3.

This year for World GO Day on September 20, I encourage everyone to break the silence and overcome the stigma surrounding gynecological cancers. Every year more than 1 million women globally are diagnosed with a gynecological malignancy. It's time to raise awareness because early detection can save thousands of lives. As a gynecological oncologist, I strongly recommend you get informed, get screened, and empower others to do the same.

Prof. Anna Fagotti, Italy; ESGO President and gynecological oncologist at Policlinico Gemelli

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About Gynecological Cancers

With an estimated annual incidence of more than 3.6 million and mortality exceeding 1.3 million, these cancers account for nearly 40% of all cancer incidence and for more than 30% of all cancer mortality in women worldwide. Among those, approximately 44% are represented by cervical cancer, 29% by endometrial cancer, 23% by ovarian cancer and less than 5% by other gynecological cancers, i.e., vulvar and vaginal cancers. In 2020, 420,000 women worldwide died from gynecological cancers.

Some gynecological cancers can be prevented. Regular screening and examinations along with lifestyle choices can help reduce risk factors and even promote early diagnosis at a stage when treatment can be more effective, and a complete cure is possible. Although cervical cancer is mostly preventable and can be cured if diagnosed early through screenings, 7 out of 10 women avoid these examinations because of fear they might have the HPV virus.