

WORLD GYNECOLOGIC ONCOLOGY DAY CAMPAIGN REPORT 2024



GO

World
Gynecologic
Oncology
Day

WORLDGO DAY CONTENT

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ABOUT WORLDGO DAY

The **6th World Gynecologic Oncology Day** was observed September 20, 2024. Partners in **45 countries** around the globe organized **126 events** (local or online) in September to show support for gynecologic cancer patients and raise awareness about **ovarian, endometrial, cervical, vulvar, and vaginal cancers**.

World Gynecologic Oncology Day is hosted by **ENGAGe**, the European Network of Gynaecological Cancer Advocacy Groups, which is a network of **ESGO**, the European Society of Gynaecological Oncology.

ENGAGe
ESGO | European Network of Gynaecological
Cancer Advocacy Groups

ESGO
European Society of
Gynaecological Oncology

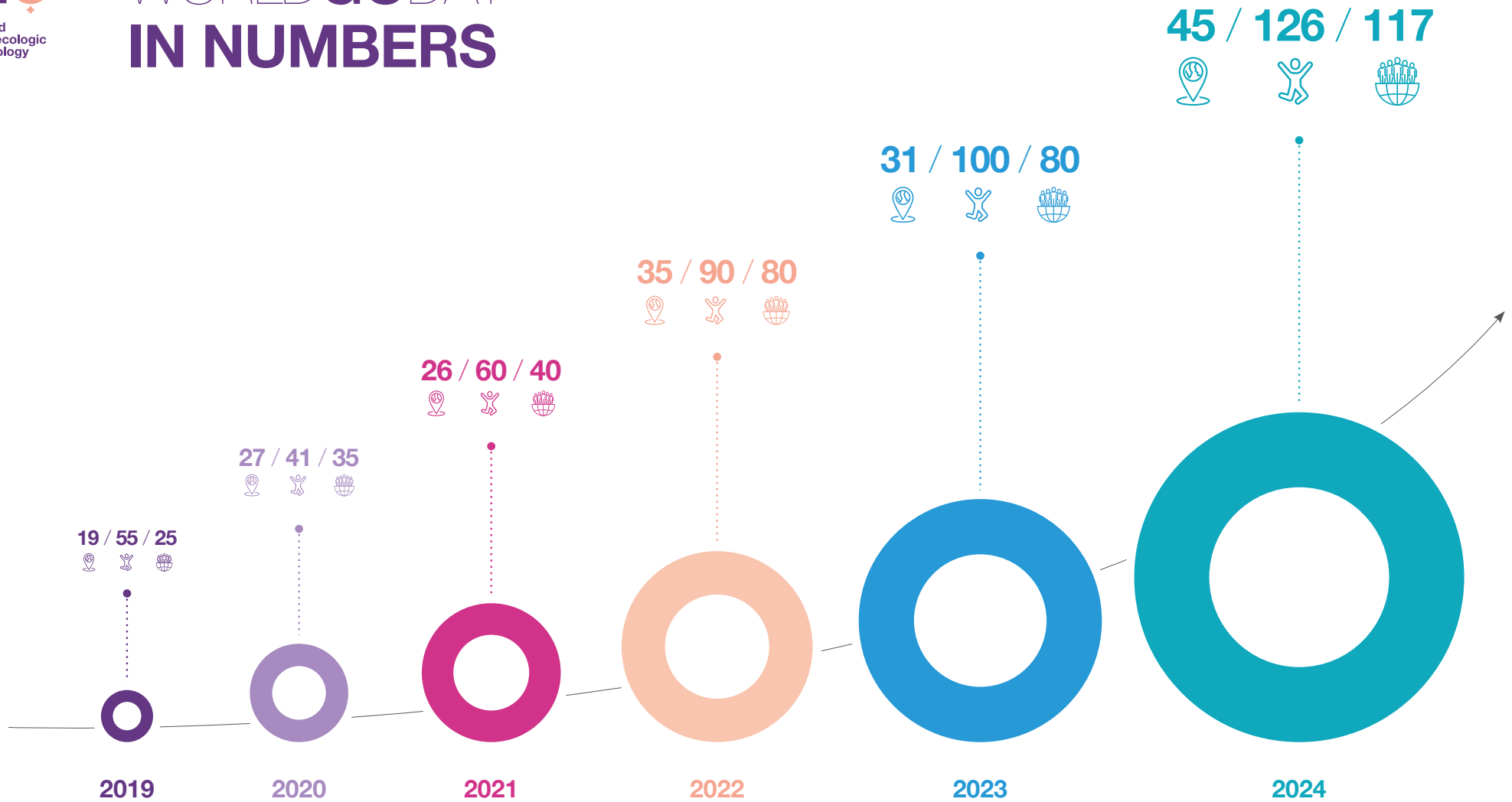
Efforts to connect patient advocates and encourage their awareness activities around the world aren't limited to September 20: **the ongoing, year-long social media campaign** is building engagement with and creating inspiring, sharable content for our partners. World GO Day has been tagged online by partners posting in **30+ different languages** and across all **5 continents**.



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WORLDGO DAY IN NUMBERS



countries



activities



organizations



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NEW VISUAL IDENTITY

In 2024, **we refreshed**
the World **GO** Day **logo**
in order to:

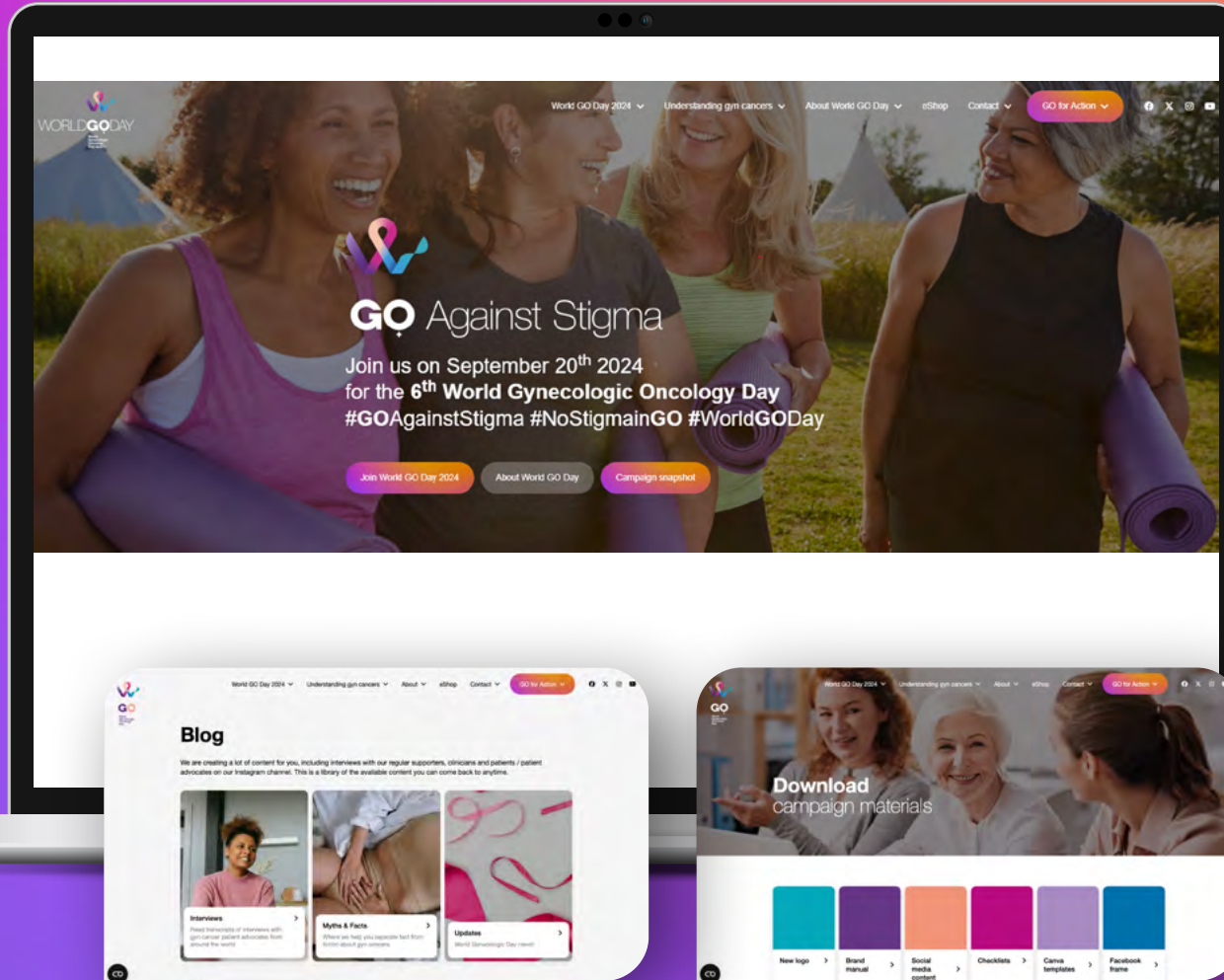
- Create a **clear link between "GO" and gynecological oncology** (rather than simply GO as a verb of movement)
- Accentuate the **world aspect** of World GO Day,
- Incorporate the **essence of a woman** (via the letter **W** that stands for a woman as well as the world and the movement of the logo associating womankind with flow and changeability)
- Make it **more contemporary** for social media use,
- Integrate the logo into the **ESGO logo family**



NEW WEBSITE

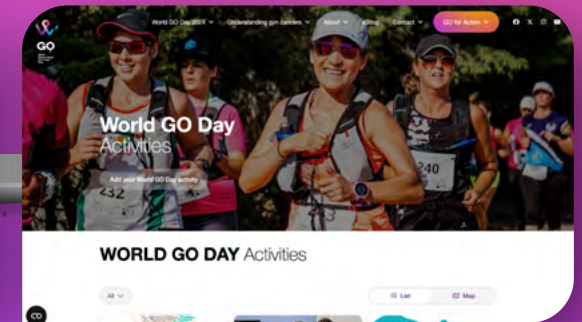
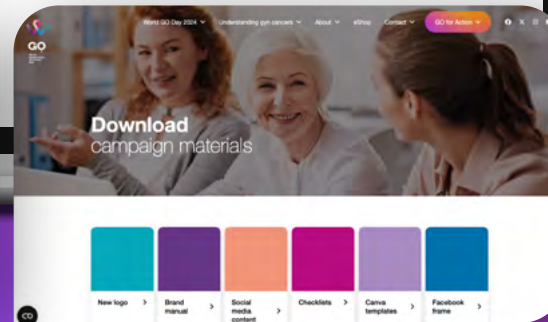
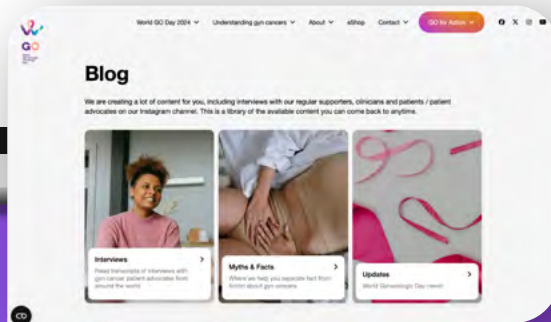


WorldGODay.org



WorldGODay.org provides up-to-date and vetted information about gynecological cancers and their symptoms and risk factors to the public.

Partners can add their local or online awareness events to the interactive map for increased visibility, download social media and press release templates, and more.





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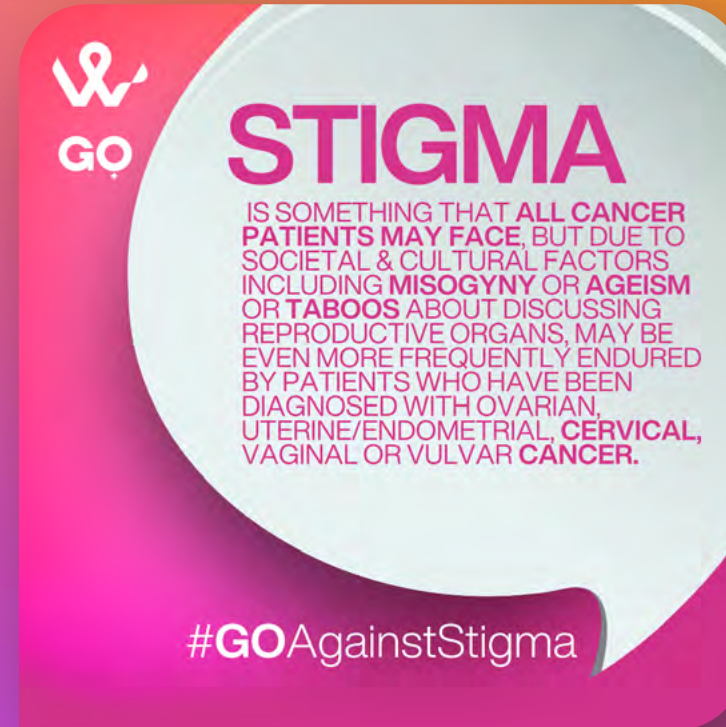
CAMPAIGN

TOPIC & GOALS

Shame stemming from stigma can be an invisible barrier that keeps people from recognizing cancer symptoms or delays their first visit to a doctor to be checked.

Yet, when these cancers are detected early, they are much easier to treat.

- **The first step to erasing stigma is to talk about it.** The 2024/25 campaign aims to spark conversations about the challenges that gynecologic cancer patients face.





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WHY DO WE NEED WORLDGO DAY?



UNFORTUNATELY, IN OUR SOCIETY, IN OUR CULTURE, THERE IS STILL A FAIR AMOUNT OF STIGMA SURROUNDING THE DIAGNOSIS OF A CANCER, AND I THINK THAT IS EVEN MORE PRONOUNCED IN A GYNECOLOGICAL CANCER.

-DR. FELICIA CHIN, SINGAPORE

#GOAgainstStigma

#WorldGoDay2024



I FELT THAT IT WAS MY FAULT, THAT, YOU KNOW, I HAD DONE SOMETHING WRONG-THAT'S WHY THAT HAPPENED TO ME.

YOU KNOW, I NEEDED THE SUPPORT TO SEE THAT THIS IS NOT TRUE.

-MARIA PAPAGEORGIOU, GREECE

#GOAgainstStigma



WE WANT TO TALK ABOUT SEXUAL HEALTH. IT'S SOMETHING NORMAL.

IT'S NOT SOMETHING THAT WE SHOULD BE SHY OF.

-DR NERMEAN MOSTAFA, EGYPT

#GOAgainstStigma

#WorldGoDay2024



WE HAVE A VERY SEXIST SOCIETY, AND THE WOMEN ALWAYS (WRONGLY) HAVE THE BLAME OF AN HPV INFECTION.

SO IT'S A DIFFICULT SITUATION.

-DR. ANDREINA FERNANDES, VENEZUELA

#GOAgainstStigma



#WorldGoDay2024



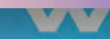
UNFORTUNATELY, MANY OF THE VULVAL CANCER PATIENTS ARE SHY, ESPECIALLY ELDERLY WOMEN.

THEY ARE SHY TO ATTEND THE CLINIC OR TO SAY THAT SHE HAS A VULVAL SYMPTOM.

-DR NAGHAM IBRAHEM, IRAQ

#GOAgainstStigma

#WorldGoDay2024



THE STIGMA ASSOCIATED [IS] WHY PATIENTS DON'T REALLY WANT TO REACH OUT.

EVEN IF THEY HAVE THE RESOURCES, THERE MIGHT BE SOME SHAME.

-JOELLE ABOU-KHALIL, SWEDEN/LEBANON

#GOAgainstStigma





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CAMPAIGN PARTICIPANTS

- **All 5 continents**
for the first time



- **126 events** registered on the website

- **45** participating countries

- **34 languages**

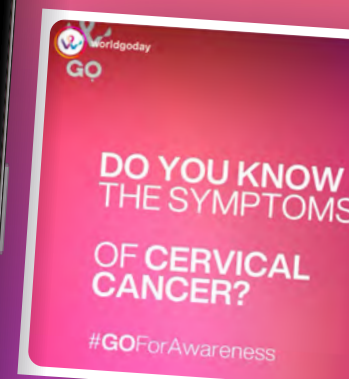
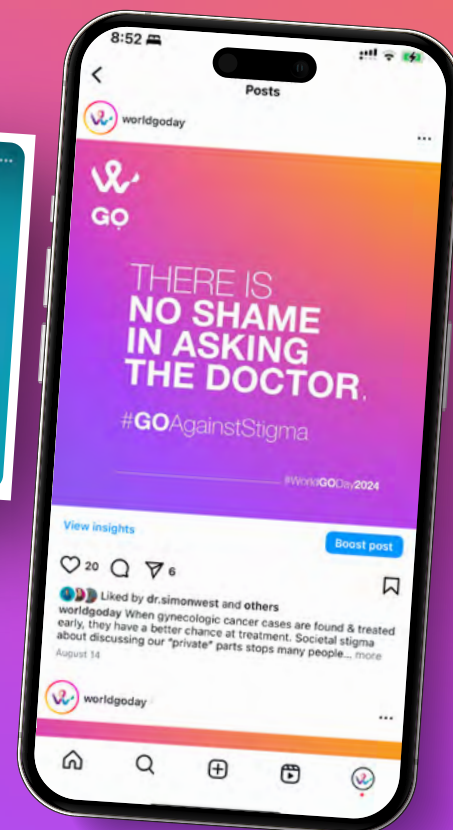


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SOCIAL MEDIA RESULTS

WORLD **GO** DAY AWARENESS POSTS AND ADS WERE SEEN **4.62 MILLION TIMES** SO FAR THIS YEAR—AND ADS AND ORGANIC CONTENT POSTING WILL CONTINUE THROUGH THE END OF THE YEAR.



Content highlights stigma associated with gynecological cancers and promotes positive and encouraging messages about screening; educates about gyn cancer symptoms, risk factors, and prevention; and encourages our partners and other gyn cancer advocates around the world.



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SOCIAL MEDIA RESULTS

In 2024 we are **expanding & engaging our online community**, seeking out gyn cancer advocates on every continent. Between March and September we saw:



54 % INCREASE IN IG FOLLOWERS
43 % INCREASE IN X FOLLOWERS
7 % INCREASE IN FB FANS

- **5.35 %** engagement rate on IG
- **4.62 million** impressions





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SOCIAL MEDIA ACTIVITIES

In 2024, World GO Day:



2024

• **HOSTED 8 INSTAGRAM LIVE INTERVIEWS** with doctors, patients & patient advocates about the challenges facing gyn cancer patients in their regions. More interviews are being planned.

• **POSTED 140+ TIMES** each on Instagram, Facebook and X about the gynecologic cancers, symptoms & risk factors as well as encouragement for women who might feel shame about visiting a doctor

• **SHARED 500+** Instagram Stories, mostly from our partners

• **ENGAGED** with gyn cancer and public health advocates, local opinion leaders, and patients online in countries across the world to encourage global awareness



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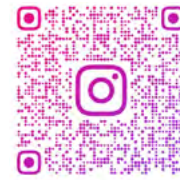
NEW IN
2024

INSTAGRAM LIVE INTERVIEWS

Our interviews connect our audience with doctors, patients and patient advocates in countries around the world.

This ongoing series highlights the challenges gynecologic cancer patients face and discusses awareness activities in the interviewee's country.

SO FAR IN 2024,
WE'VE HAD
8 INTERVIEWS,
VIEWED **11.000+**
TIMES



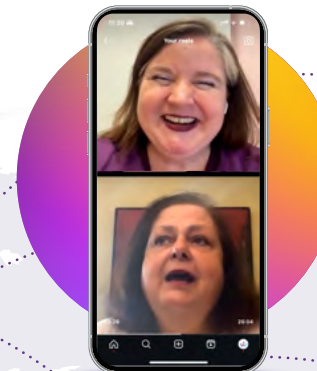
@WORLDGODAY

2024 INTERVIEWS

- Dr Felicia Chin, Singapore
- Dr Sara Nasser, Italy/Germany
- & Joelle Abou-Khalil, Sweden/Lebanon
- Dr Andreina Fernandes, Venezuela
- Maria Papageorgiou, Greece
- Sara Rios Martinez, Spain
- Dr. Nermean Mostafa, Egypt
- Dr. Nagham Ibrahim, Iraq
- Eirini Lionaki, Greece
- Petra Adamkova, Czech Republic



Sweden
/Lebanon



Czech
Republic



Czech Republic

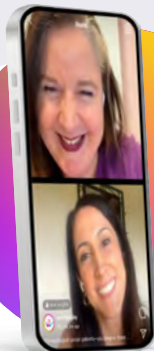
Spain

Italy

Greece

Iraq

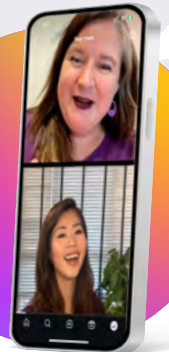
Egypt



Venezuela



Singapore





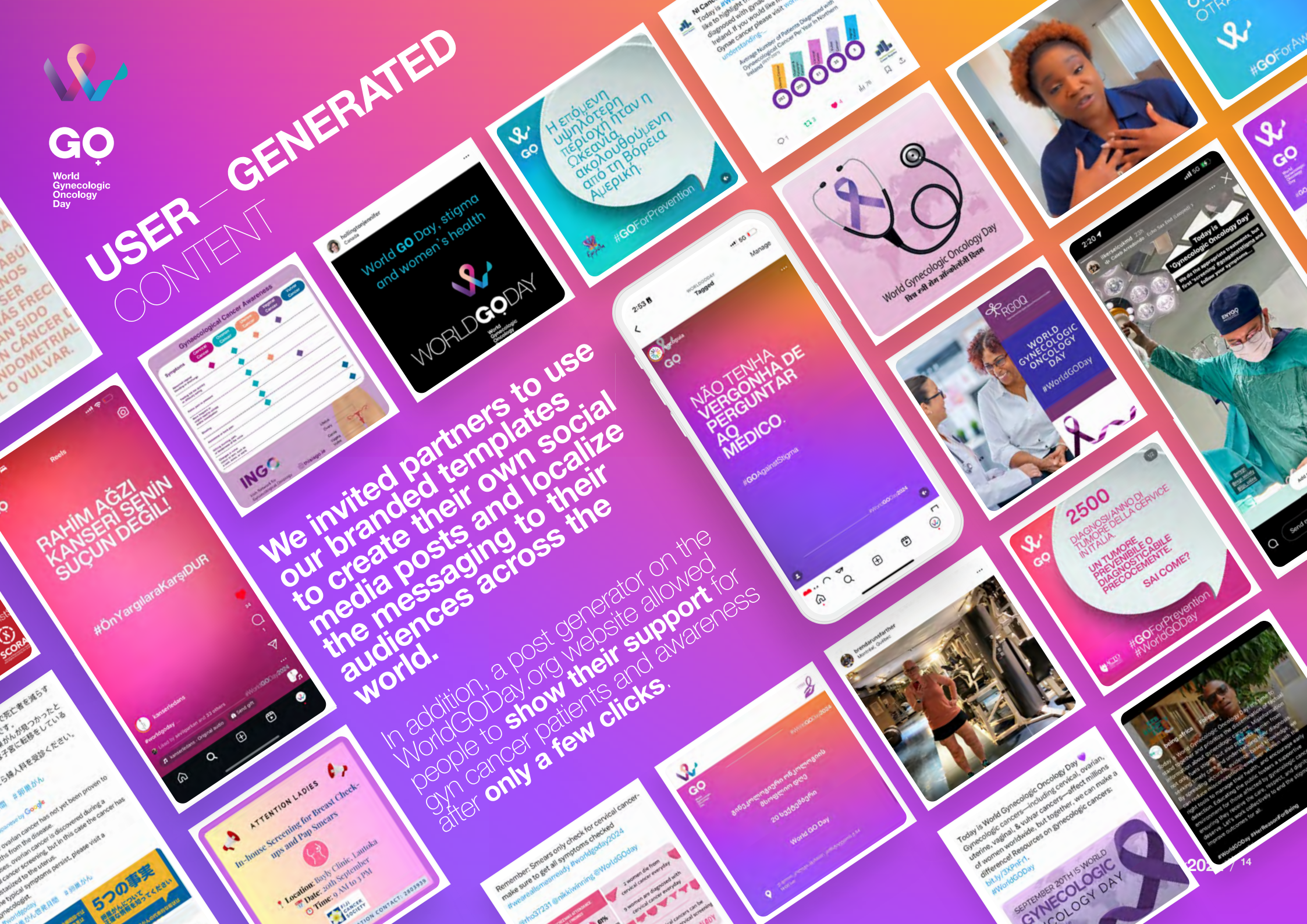
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USER-GENERATED CONTENT

We invited partners to use
our branded templates
to create posts and localize
the messaging to their
audiences across the
world.

In addition, a post generator on the
WorldGODay.org website allowed
people to **show their support** for
gyn cancer patients and awareness
after **only a few clicks**.

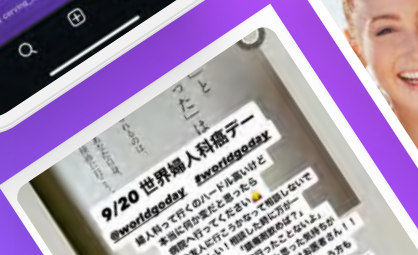




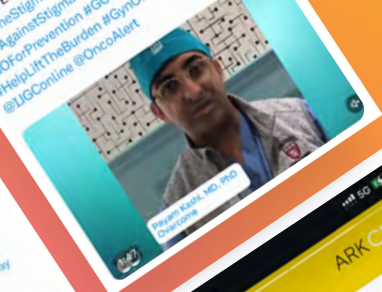
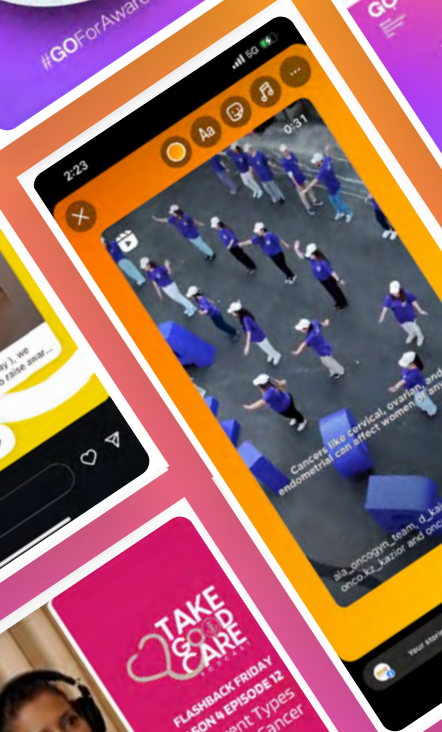
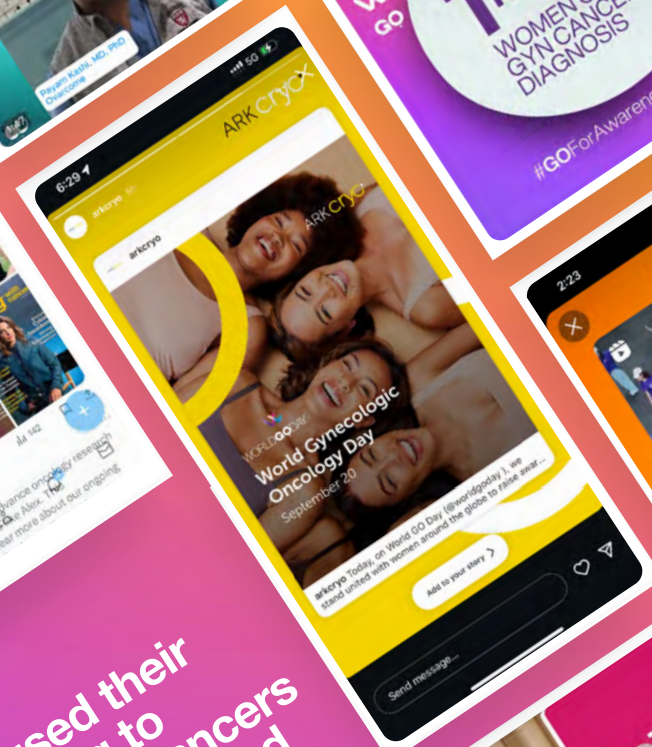
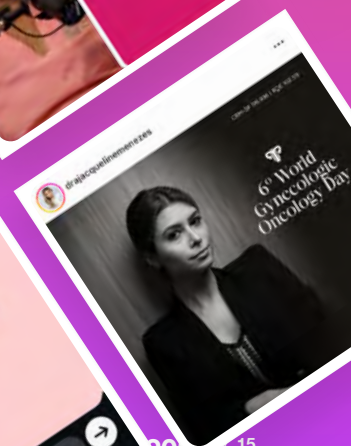
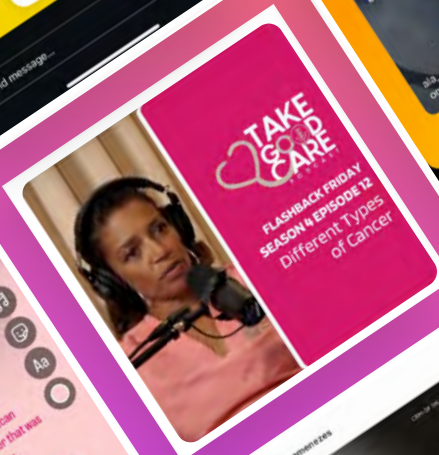
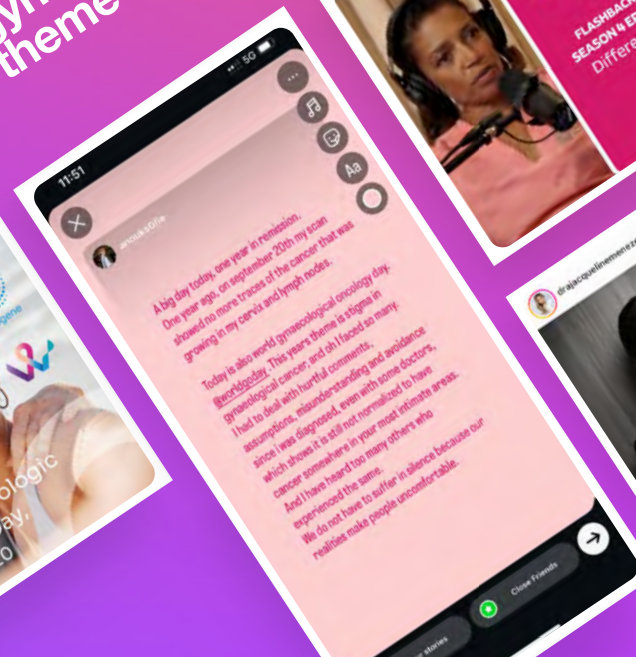
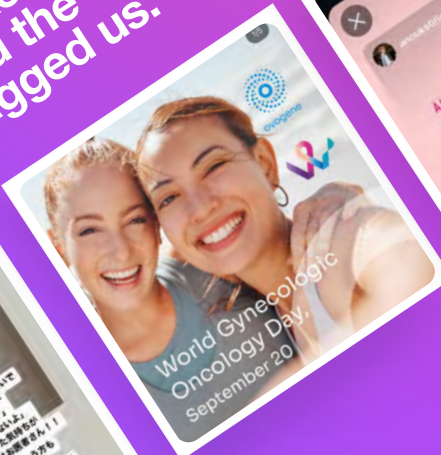
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USER-GENERATED CONTENT



Other supporters used their own ideas or branding to make posts about gyn cancers and the campaign theme and tagged us.

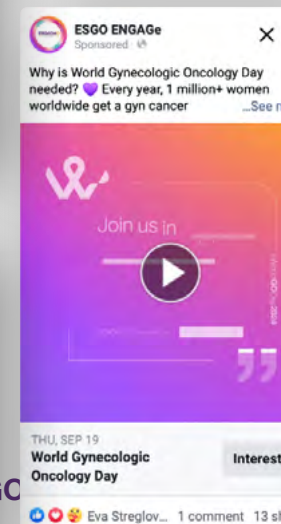
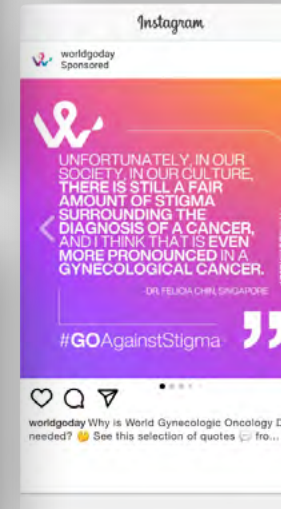
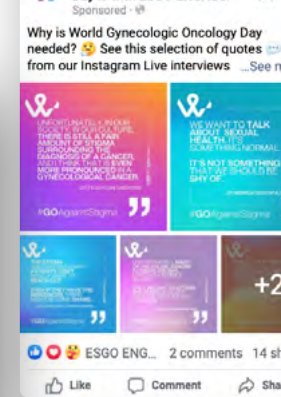
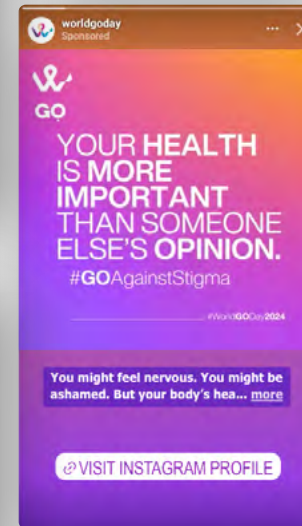
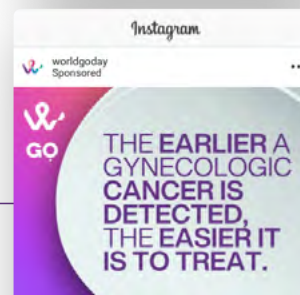


ADS (ONGOING)

To increase the visibility of our content and our partners, we have ongoing paid advertisements on Meta, to help reach and educate patient advocates and the general public, and LinkedIn, to invite health care providers and public health professionals to get involved in awareness.

Geographic regions targeted so far: Europe, Central & South America, Australia, North America.

45,000 average daily impressions when running ads in July & August.

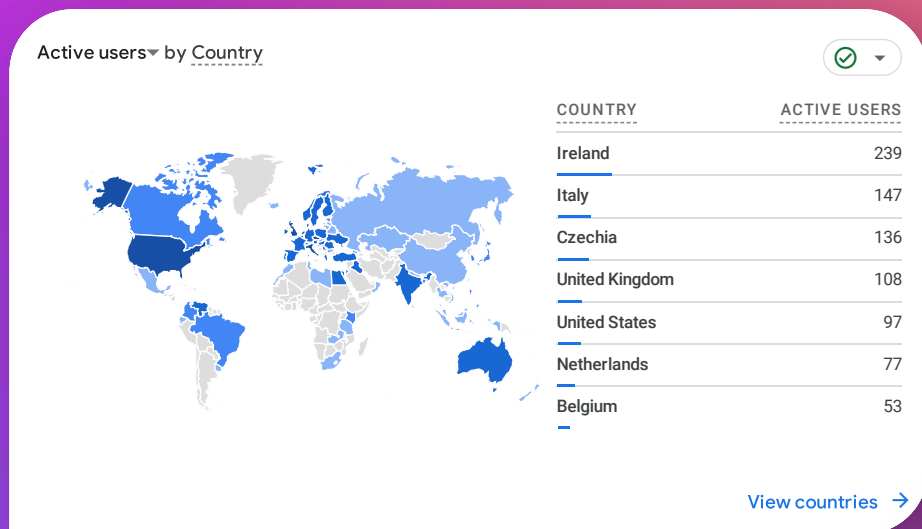




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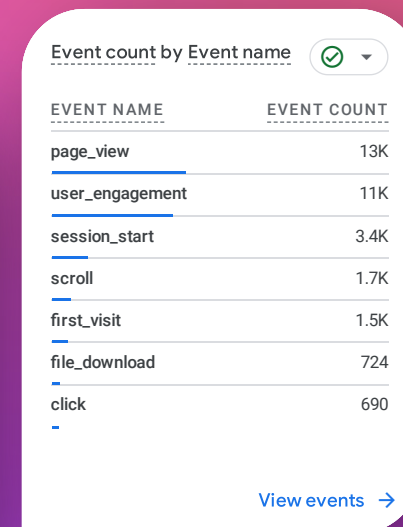
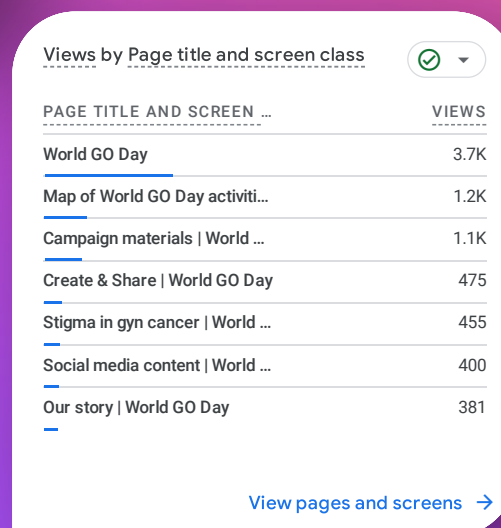
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WEBSITE TRAFFIC



- 475 post generator downloads
- 450 stigma in gyn cancers page visits

- 12 600 visitors
- 1 050 downloaded materials
- 1 230 World GO Day activities page visits



NEWSLETTERS

- **Monthly newsletters** were sent to our audience from April to September and are still ongoing
- Average **open rate over 50 %**
- Average **click rate 8 %**
- **Subscriber base 500**



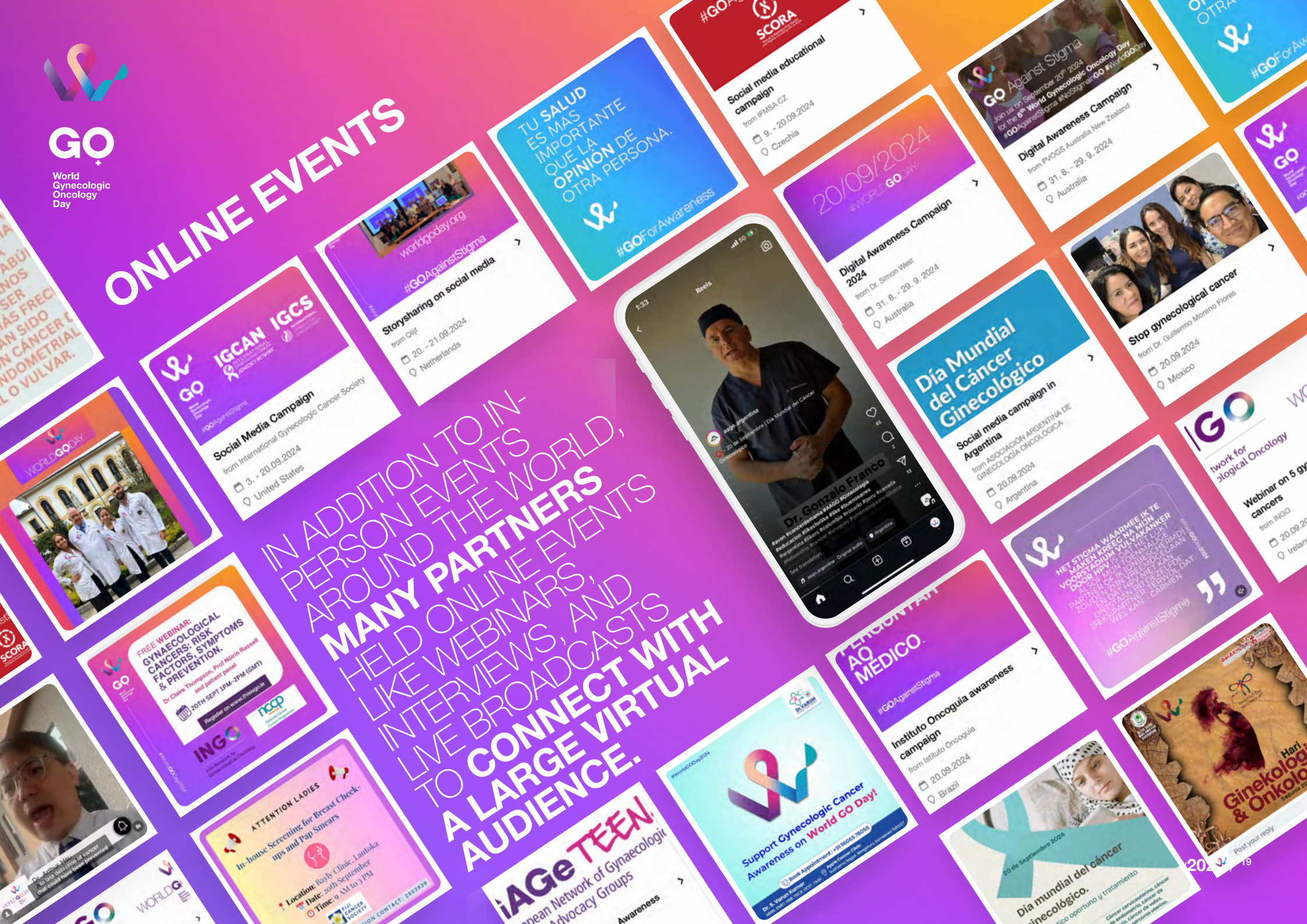
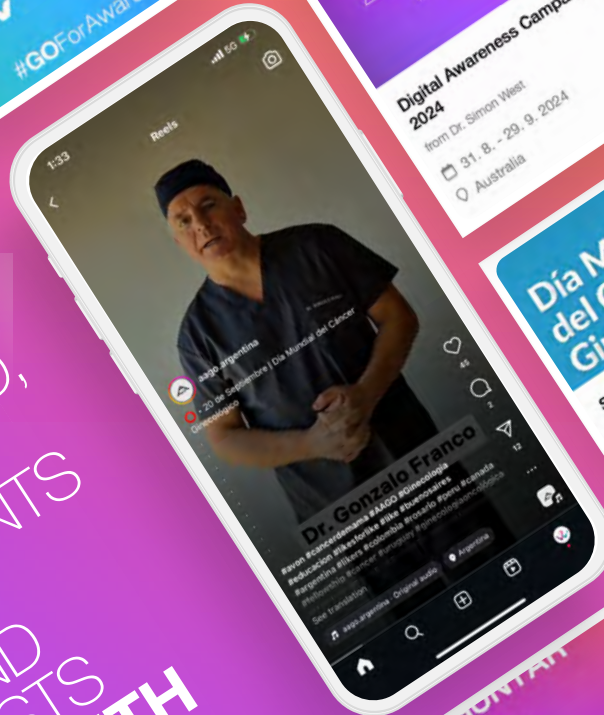


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ONLINE EVENTS

IN ADDITION TO IN-
PERSON EVENTS
AROUND THE WORLD,
MANY PARTNERS
HELD ONLINE EVENTS,
LIKE WEBINARS, AND
INTERVIEWS, AND
LIVE BROADCASTS
TO **CONNECT WITH**
A LARGE VIRTUAL
AUDIENCE.





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SUCCESS AROUND THE WORLD

All 45 participating countries:

Albania · Argentina · Austria · Australia · Belgium · Brazil · Canada · Colombia · Croatia · Cyprus · Czechia · Denmark · Estonia · Finland · Fiji · France · Georgia · Germany · Greece · Hungary · Indonesia · Ireland · Israel · India · Iraq · Italy · Japan · Korea · Kazakhstan · Morocco · Macedonia · Mexico · Netherlands · Panama · Philippines · Poland · Portugal · Serbia · Singapore · Slovenia · Spain · Turkey · Ukraine · USA · Venezuela



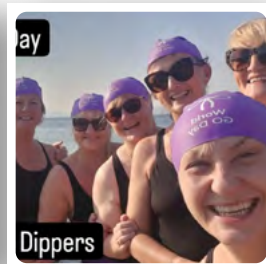


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EUROPE

Ireland



Denmark

Germany

Finland

Italy

Estonia

Netherlands

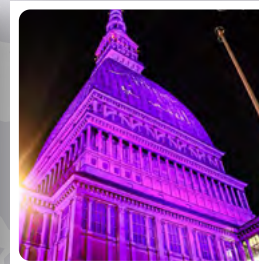
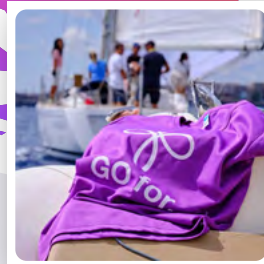
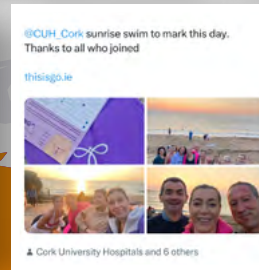
Belgium

France

Austria

Spain

Portugal





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EUROPE

Poland

Serbia

Hungary

Greece



Czechia

Ukraine

Turkey

Georgia

Slovenia

Macedonia

Croatia

Albania

Cyprus

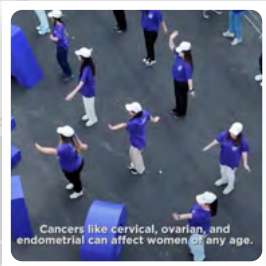


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ASIA

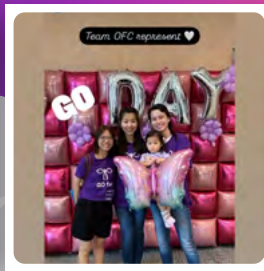
Kazakhstan



Cancers like cervical, ovarian, and endometrial can affect women of any age.



September is Gynecologic Cancer Awareness Month.



World GO Day 2024
edition

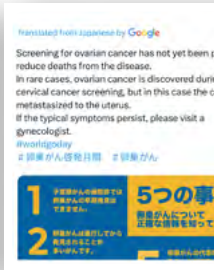
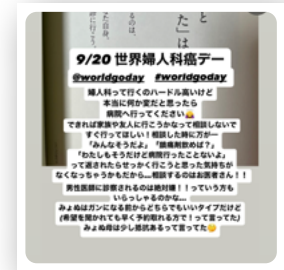
India

Philippines

Singapore

Korea

Japan



Indonesia



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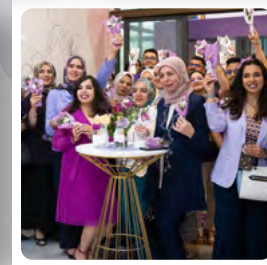
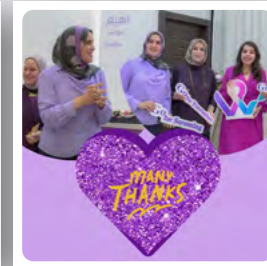
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AFRICA & MIDDLE EAST

Morocco

Iraq

Israel

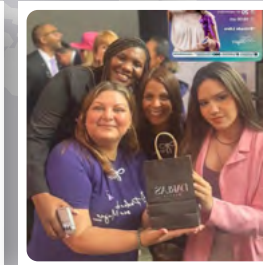




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AMERICAS



Venezuela

Colombia

Brazil

Argentina

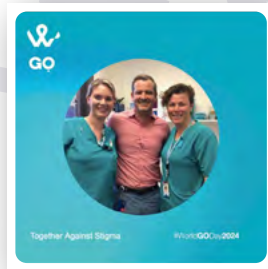


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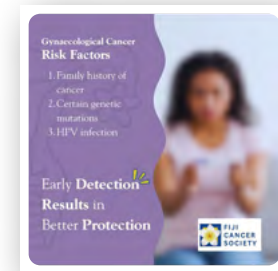
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AUSTRALIA & OCEANIA

Australia



Fiji





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CELEBRATION PARTNERS





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SUPPORTING PARTNERS

WORLD GYNECOLOGIC
ONCOLOGY DAY IS
AN **ESGO/ENGAGE
PROJECT RUN** IN
COOPERATION WITH
PATIENT ADVOCACY
GROUPS, DOCTORS
AND HOSPITALS.





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