



GO

World
Gynecologic
Oncology
Day

WORLD GYNECOLOGIC ONCOLOGY DAY CAMPAIGN REPORT 2025

ABOUT WORLDGODAY



291 partner activities



167 organizations



64 countries



5 continents



40+ languages

World Gynecologic Oncology Day is a global project to **raise awareness about gynecologic cancers**.

For the 7th World Gynecologic Oncology Day in September 2025, our partners held in-person and online activities to show support for gynecologic cancer patients and raise awareness in the general public about the symptoms of **ovarian, endometrial, cervical, vulvar**, and **vaginal** cancers.

For the second year, our campaign theme centered on **lifting the burden of stigma**

related to these cancers. Partners also highlighted the importance of regular screening for cancer prevention and early diagnosis.

From a single initiative within ESGO and ENGAGe member groups, World Gynecological Oncology Day has grown to a **global event** communicated in 40+ different languages. It is recognized and celebrated not only by patient and patient organizations but also by hospitals, medical professionals, local governments, and many **different stakeholders**, including writers, artists, athletes, and other public figures.

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.



CAMPAIGN TOPIC & GOALS

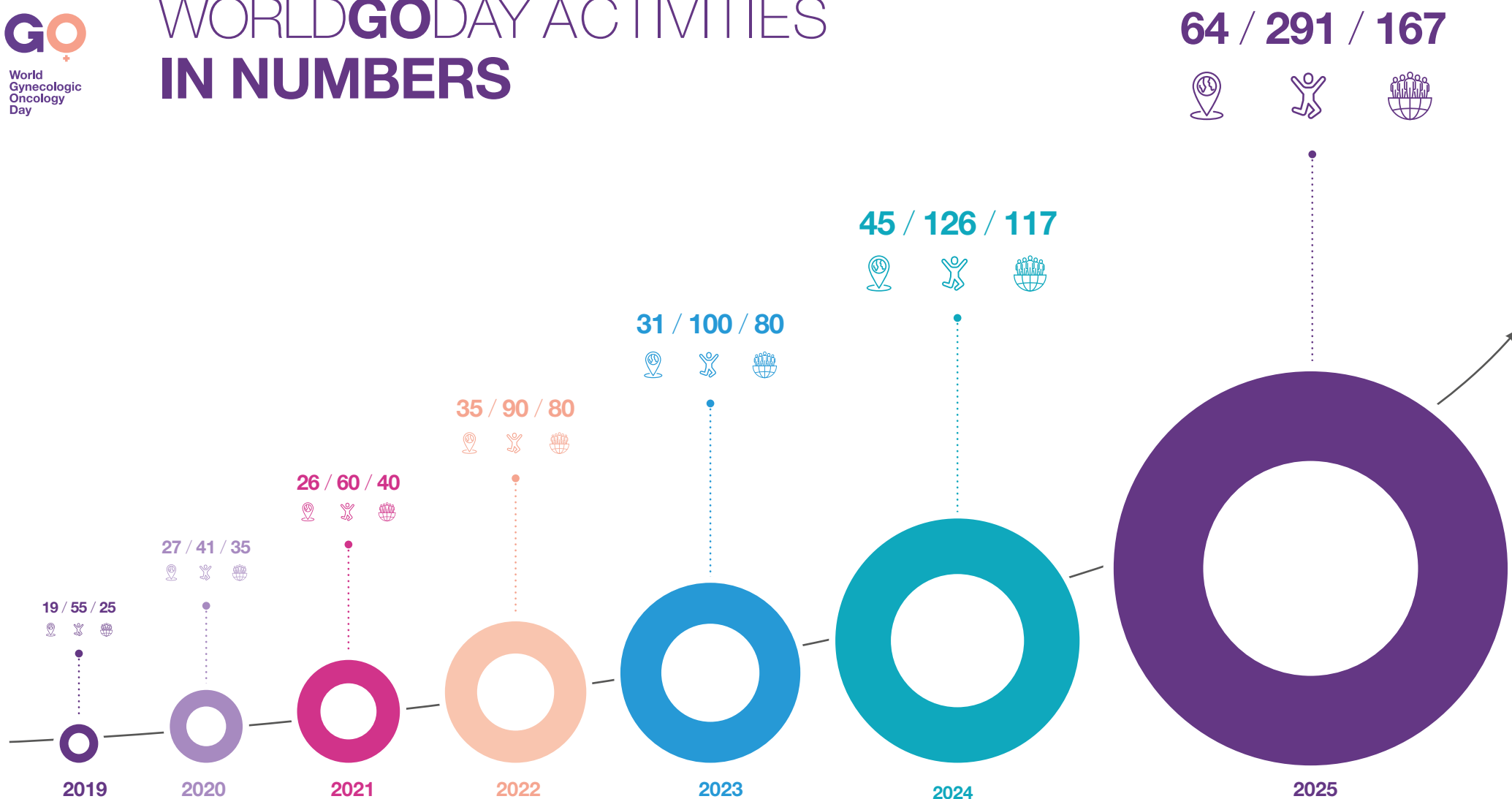
Shame stemming from stigma can be an invisible barrier that keeps people from recognizing cancer symptoms or delays their first visit to a doctor to be checked.

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.



WORLD**GO**DAY ACTIVITIES IN NUMBERS





GO

World
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CAMPAIGN PARTICIPANTS

- **All 5 continents**
again



- **291 events**
registered on
the website

- **64 participating
countries**

- **43 languages**

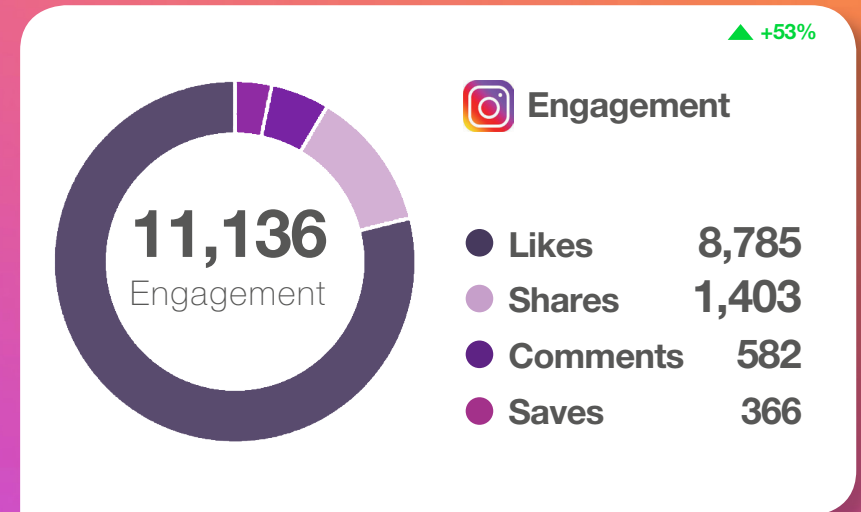
SOCIAL MEDIA IMPACT IN NUMBERS

In 2025 we focused on **sparking conversations about gynecologic cancer**

This included providing new key messages and templates for our partners and trialling new platforms on social media for outreach. Between January and September we saw:

↑ **244 % INCREASE IN IG reach**, leading to
100 % increase in followers
133 % increase in received comments on Instagram
53% more engagement on IG than in the same period in 2024

- **9.3 million** views on Facebook
- **5.8 million** views on Instagram



INSTAGRAM LIVE INTERVIEWS

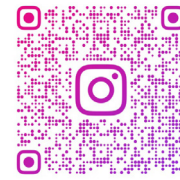
Our interviews connect our audience with doctors, patients and patient advocates in countries around the world.

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

NEW IN 2025

Live check-ins at
#WorldGODay2025 activities
around the globe

SO FAR IN 2025,
WE'VE HAD
12 INTERVIEWS,
VIEWED **26.000+**
TIMES



@WORLDGODAY

2025 INTERVIEWS

- Dr. Gabrijela Sopta Primorac, Croatia
- Kim Hulscher, the Netherlands
- Anne de Middelaer, Belgium
- Icó Tóth, Hungary
- Malgorzata Kretowska, Poland
- Francesca Pichierri, Italy
- Dr. Anisa Mburu, Kenya
- Prof. Jalid Sehoul, Germany
- Dr. Alvaro Tejerizo-García, Spain
- Prof. Dilyara Kaidarova & Dina, Kazakhstan
- Prof. David Cibula, Czech Republic
- Sarah Sawyer, USA
- Kath Mazzella, Australia
- Dr. Cristina Clare Gallego de Lary, Uganda & Spain



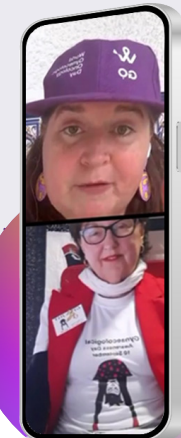
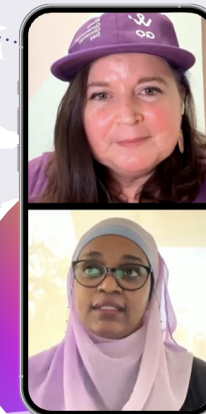
the Netherlands
Belgium
Czech Republic
Spain
Germany
Poland
Hungary
Croatia
Italy

Kazakhstan

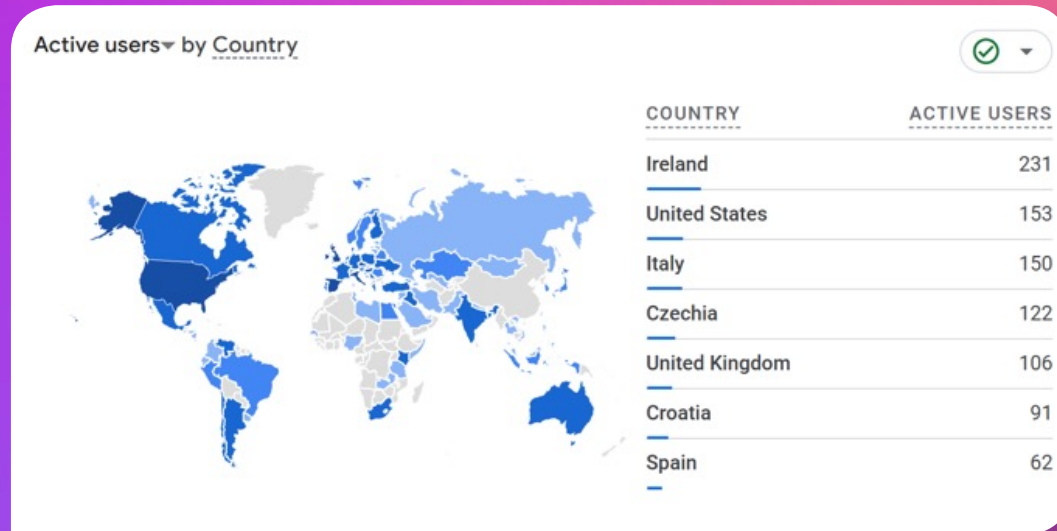
Uganda

Kenya

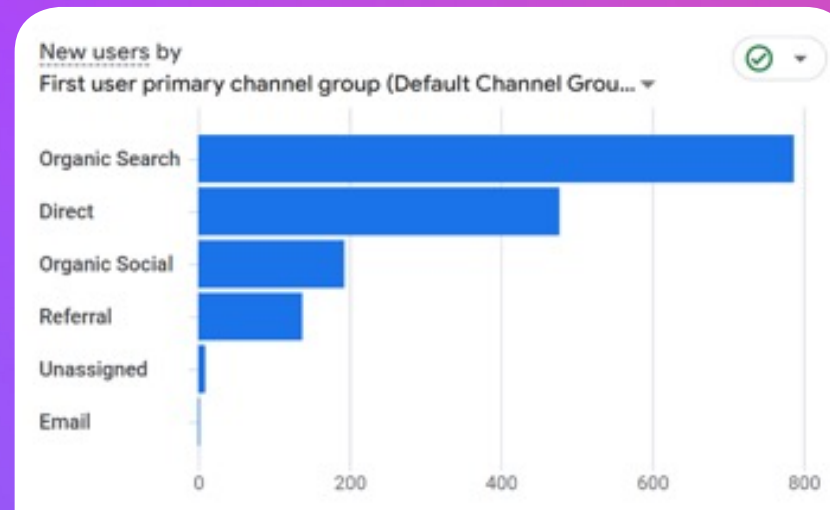
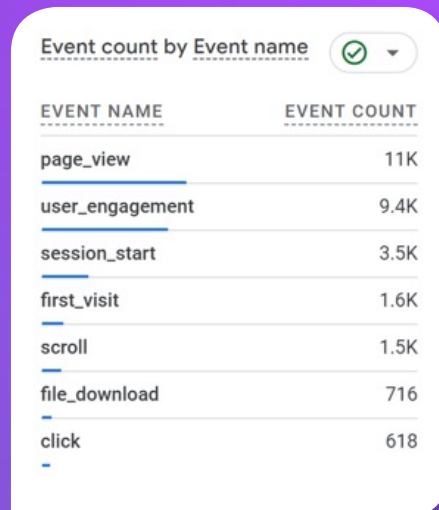
Australia



WEBSITE TRAFFIC

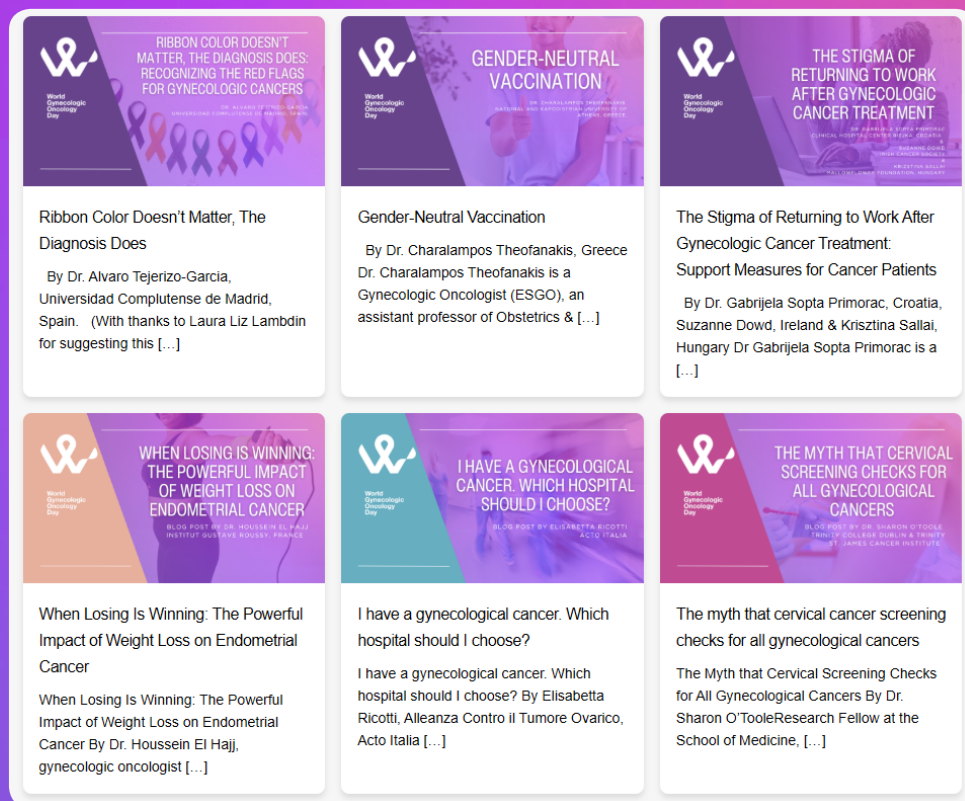


- **2 314** downloaded materials
- **2 326** World **GO** Day activities page visits
- **1 540** post generator downloads



BLOG ARTICLES

Our working group members and invited subject matter experts **published a series of blog posts** to help inform our audience and provide further opportunities for conversations and knowledge acquisition **about gynecological cancers** and their treatment and prevention.



Our **2025 blog post authors:**

Dr. Sharon O'Toole, Ireland
Elisabetta Ricotti, Italy
Dr. Houssein El Hajj, France
Dr. Gabrijela Sopta Primorac, Croatia
Suzanne Dowd, Ireland
Krisztina Sallai, Hungary
Dr. Charalampos Theofanakis, Greece
Dr. Alvaro Tejerizo-Garcia, Spain

NEWSLETTERS

- **Monthly newsletters** were sent to our audience from April to September and are still ongoing
- Average **open rate over 55 %**
- Average **click rate 8 %**
- **Subscriber base 550**

Dear Supporters,

With just one week to go until September 20th, we are so excited to let you know that you are already surpassing last year's numbers, with **153 partner events** from **32 countries** as we write this, and more being added hourly.

You rock!

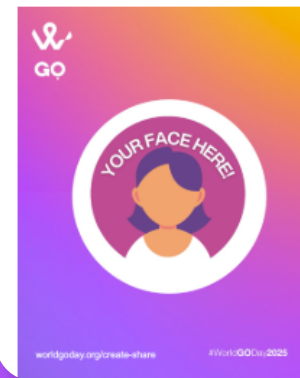


While some of you have already had your events or are ready to start, there may be those who came across the [World Gynecologic Oncology Day campaign](#) just recently and would like to join for the first time, but don't really know **how to participate**.

Have your voice heard on social media or take part in an in-person event near you! It is easier than you think. Follow our graphic guide with click-through links to the actions you need to take!

The easiest way to post is to use our [create & share](#) feature on the website. All you need to do is upload your picture and choose a background and key message!

If you prefer a **real-life activity**, visit our [map of events](#), filter by your country, and see what other people are doing! They will be delighted to have you join their event!



SUCCESS AROUND THE WORLD

All 64 participating countries:

Albania · Argentina · Armenia · Australia · Austria · Bahrain · Belarus · Belgium
 Brazil · Canada · Chile · Colombia · Costa Rica · Croatia · Cyprus
 Czechia · Denmark · Ecuador · Egypt · El Salvador · Estonia · Finland
 France · Georgia · Germany · Ghana · Greece · Guatemala · Hungary · India
 Indonesia · Iraq · Israel · Ireland · Italy · Japan · Kazakhstan · Kenya · Lebanon
 Malaysia · Mexico · Nepal · Netherlands · Nigeria · Norway · Panama · Peru
 Poland · Portugal · Romania · Rwanda · Serbia · Singapore · Slovenia
 South Korea · Spain · Sweden · Switzerland · Tanzania · Turkey · Ukraine
 United Kingdom · United States · Venezuela





**World
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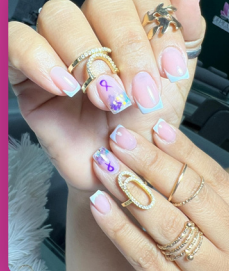
CELEBRATION PARTNERS



SUPPORTING PARTNERS

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





#WorldGODay2025

