

THE PUBLIC



WORLDGODAY

World  
Gynecologic  
Oncology  
Day 20/09/2026

# PARTNER TOOLKIT

World Gynecologic Oncology Day 2026:  
*Show support, not stigma*

A how-to guide for joining  
our campaign!



# PARTNER TOOLKIT



## World Gynecologic Oncology Day 2026: Show support, not stigma

**Women's health has historically been less prioritized.** Even today, gynecologic health is not talked about enough.

Complicating matters, **female reproductive systems and female-presenting bodies are stigmatized and often seen as “taboo”.** 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 or 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.

Perhaps as a result of this stigma, much too often, **many are taught to dismiss or even hide the signs and symptoms of gynecologic cancer for the comfort of others.** This can result in later diagnoses, which, unfortunately, are linked to worse survival and treatment outcomes.

All this piles up. **Patients diagnosed with a gynecologic cancer—and their caregivers—often report feeling unsupported or alienated,** even within their previously supportive relationships. Depression and stress also may contribute to poorer response to cancer treatment.

**But every year, we see more reasons to be hopeful that this can change:**



By building awareness about the importance of knowing risk factors and identifying the signs and symptoms of gynecologic cancers we can reduce the stigma, bit by bit.



By educating about the importance of cancer prevention, from HPV vaccines to quitting tobacco to making positive lifestyle changes, we are reducing risk for the next generation.



By listening to patient stories and understanding that cancer is not the fault of the patient, and learning more about what patients face, we are creating a world where all of us can be seen and supported.

**Join World Gynecologic Oncology Day in 2026 to show support, not stigma, for gynecological cancer patients.**

# CAMPAIGN TIMELINE

**MAY: PLAN YOUR  
ACTIVITIES**  
& JOIN US FOR OVARIAN  
CANCER AWARENESS!

**5/26**

**JUNE: START  
PUTTING  
PLANS INTO  
ACTION**  
& JOIN US FOR  
ENDOMETRIAL CANCER  
AWARENESS!

**6/26**

**JULY: JOIN US  
FOR THE  
INFORMAL  
MEETUP &  
ADVERTISE  
YOUR  
ACTIVITIES!**

**7/26**

**AUGUST: PUT  
THE LAST  
PIECES IN  
PLACE!**  
& JOIN US FOR VULVAR  
CANCER AWARENESS!

**8/26**

**SEPTEMBER: LET'S  
GOOO!!**  
& JOIN US FOR GENERAL  
GYNECOLOGIC CANCER AWARENESS  
IN SEPTEMBER...AND VAGINAL &  
RARE CANCER AWARENESS IN  
OCTOBER!

**9/26**

# SOCIAL MEDIA GRAPHICS

## READY-TO-USE PNG FILES

*Download and post!*

[worldgoday.org/download-campaign-materials](http://worldgoday.org/download-campaign-materials)



## CANVA TEMPLATES

*Customize the designs!*

<https://worldgoday2026.my.canva.site>

TIP: Want to edit in Canva?  
Click on the templates below,  
then make a copy!

Graphics with Canva Templates  
for you to edit!



Click the image to open a template



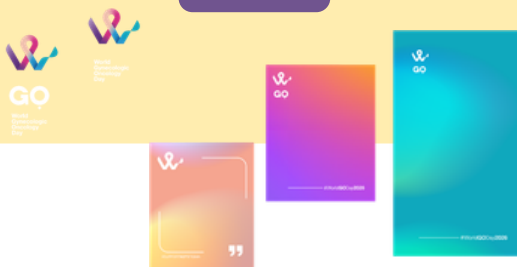
Find  all the Canva templates here!



## LOGOS & BLANK PNGS

*Download to create your own designs!*

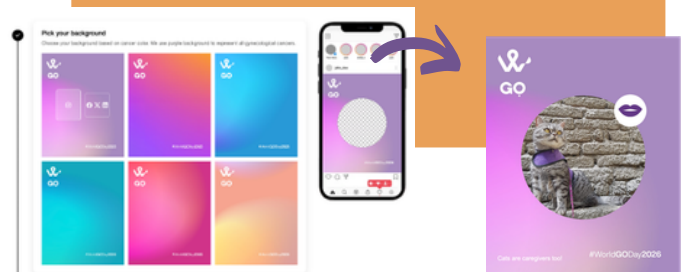
[worldgoday.org/download-campaign-materials](http://worldgoday.org/download-campaign-materials)



## CREATE & SHARE GENERATOR ON OUR WEBSITE

*Create a graphic in just a minute!*

[worldgoday.org/create-share/](http://worldgoday.org/create-share/)





## OUR SOCIAL MEDIA TAGS



ENGAGe♀

ESGO♀



European Society of  
Gynaecological Oncology

ESGO ENGAGe



@worldgoday

@engage.esgo

@esgo.society



@worldgoday



worldgoday



## USEFUL RESOURCES ABOUT GYNECOLOGIC CANCER

World Gynecologic Oncology Day  
[worldgoday.org](http://worldgoday.org)

Find a patient group in your area  
[engage.esgo.org/engage-members/](http://engage.esgo.org/engage-members/)

ENGAGe brochures  
[engage.esgo.org/brochures](http://engage.esgo.org/brochures)

*Thank you for raising awareness  
about gynecologic cancer!*



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GET INVOLVED!

# CHECKLIST

World Gynecologic  
Oncology Day 2026:  
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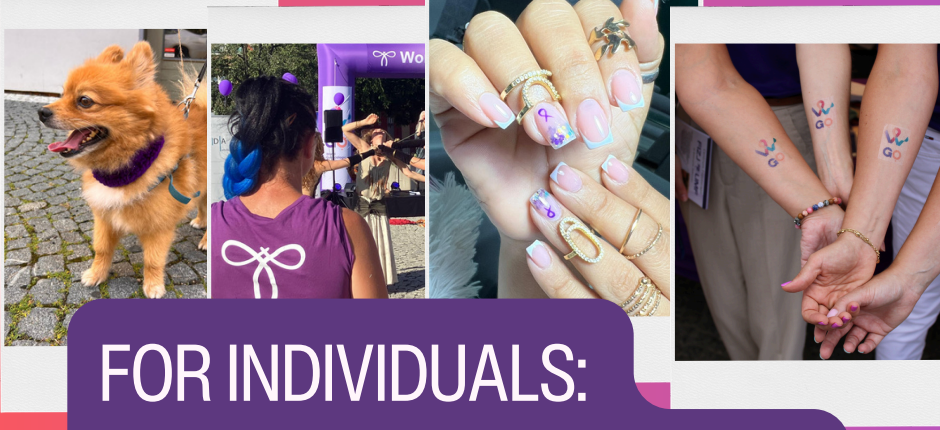
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## FOR EVERYONE: GET INVOLVED ONLINE

- Use our Canva tools to create your own translations of graphics for social media and post them.
- Download templates and more from the Dropbox folder.
- Tag us when you post! The hashtags #WorldGODay #WorldGODay2026 and #NoStigmaInGO are also useful!
- Like, share and comment on the posts and events on World GO Day Instagram, Threads, Facebook and Pinterest! Let's get some conversations started!
- Share patient stories! Short videos or images with text are very effective.
- Update your social media profile pictures to show your support!
- Personalize a post with our Create & Share tools
- HAVE FUN

ALL RESOURCES LINKED AT [WORLDGODAY.ORG!](https://www.worldgoday.org)



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## FOR INDIVIDUALS: GET INVOLVED IN PERSON



Check our interactive map at [worldgoday.org](http://worldgoday.org) to see if any hospitals or patient advocacy groups are already planning an activity near you. If so, join it! If not, check out other activities for inspiration!



Start conversations about gynecologic cancer. Hint: Wearing something purple or with our logo can help!



If you're creating your own activity, add it to our interactive map at [worldgoday.org](http://worldgoday.org)



Use our logo files to print custom posters or other swag for your activities



Update your social media profiles to show your support!



HAVE FUN



ALL RESOURCES LINKED AT [WORLDGODAY.ORG!](http://WORLDGODAY.ORG)