



GO

World
Gynecologic
Oncology
Day

WORLD GYNECOLOGIC ONCOLOGY DAY CAMPAIGN REPORT 2026

ESGO
EUROPEAN SOCIETY
OF GYNAECOLOGICAL
ONCOLOGY

ENGAGE
EUROPEAN NETWORK
OF GYNAECOLOGICAL CANCER
ADVOCACY GROUPS

ABOUT WORLDGODAY



406 events



235 partners



63 countries



5 continents



40+ languages

World Gynecologic Oncology Day is a global project to **raise awareness about gynecologic cancers**. For the **8th World Gynecologic Oncology Day** in September 2026, **under European Parliament patronage**, our partners held in-person and online activities to show support for patients and raise awareness about ovarian, endometrial, cervical, vulvar, and vaginal cancers. Our campaign theme **"Support not Stigma"** focused on building active support

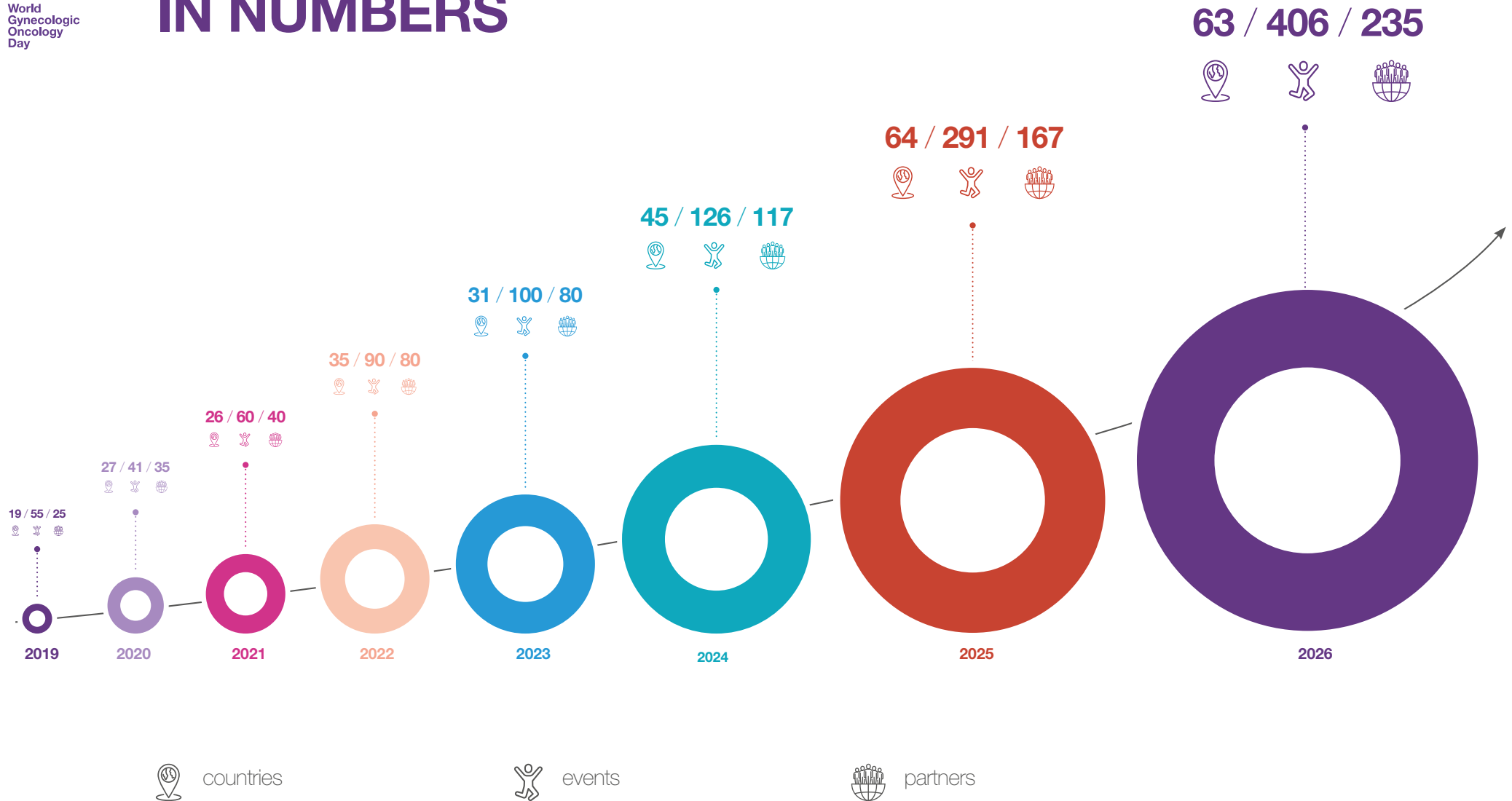
systems and raising policy visibility for women's health. Partners also highlighted the importance of regular check-ups for early diagnosis. From a single initiative within ESGO and ENGAGe member groups, World Gynecological Oncology Day has grown to a **global event communicated in 40+ languages**. It is celebrated by patient organizations, hospitals, medical professionals, local governments, public figures and, for the first time this year, by the European Parliament members.

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.



World
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WORLDGO DAY EVENTS IN NUMBERS





GO

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CAMPAIGN PARTICIPANTS

- All 5 continents



- **406 events**
registered on
the website

- **63 participating
countries**

- **40+ languages**

SOCIAL MEDIA IMPACT IN NUMBERS (as of Sept 24)

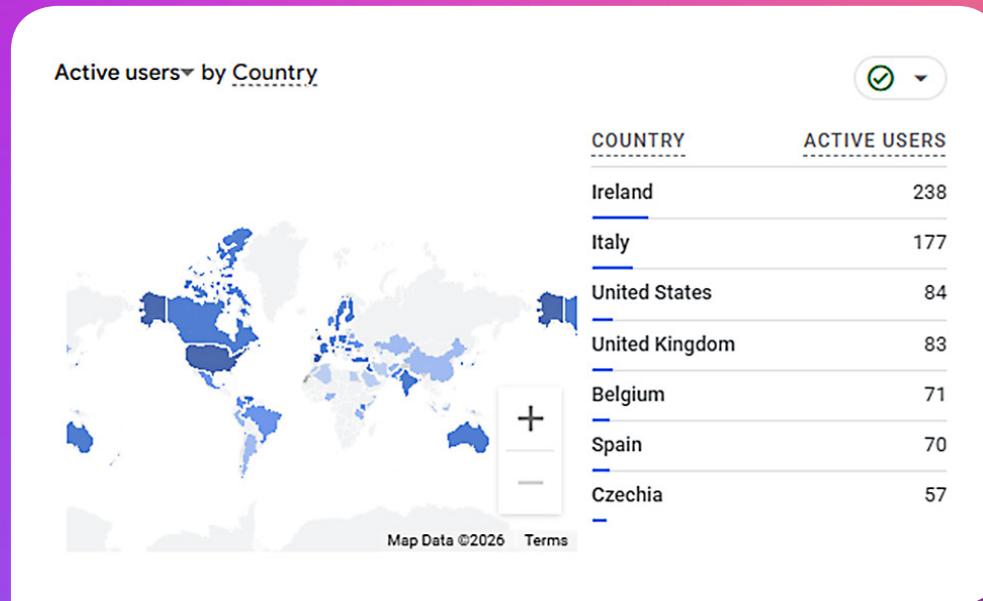
In 2026 we focused on **maintaining engagement on our posts and converting interested audience members to followers.** This included cancer-specific mini-campaigns in collaboration with ESGO and ENGAGe with messaging that fit within our overall campaign theme of Support, not Stigma. These campaigns will continue throughout the end of 2026.

Since October 1, 2025, we saw:

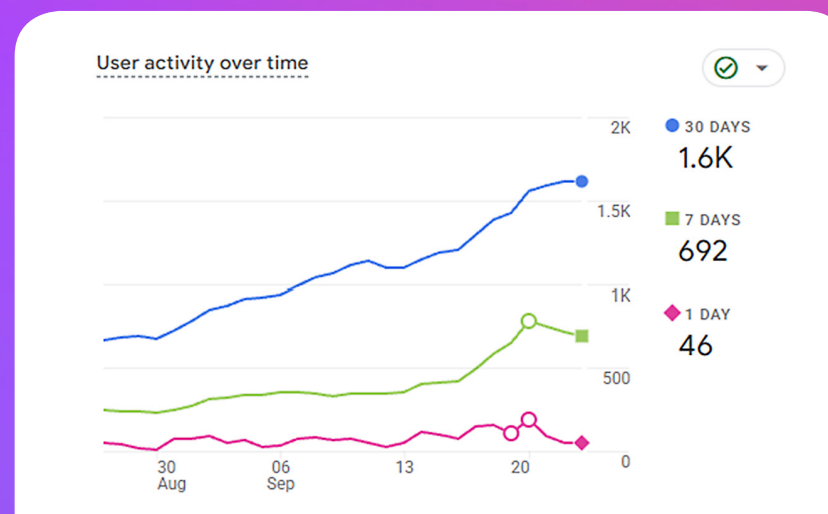
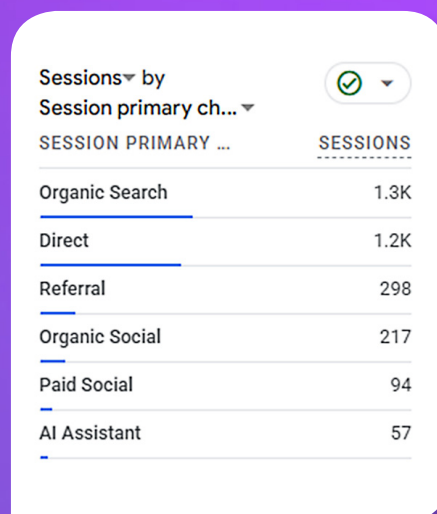
↑ **54% increase in reactions to posts**
33% increase in followers on Instagram
30% increase in shared posts
14% overall engagement increase

- **4.4 million** views on Instagram
- **6.5 million** views on Facebook
- **900k views** of World Gynecologic Oncology Day materials on LinkedIn

WEBSITE TRAFFIC



- **1.3K users found** the website materials
- **1.2K users** used direct link
- **30 day** user activity peaked above **1.5K users**



SUCCESS AROUND THE WORLD

All 63 participating countries:

Afghanistan · Albania · Argentina · Australia · Austria · Azerbaijan · Bahrain
 Belarus · Belgium · Brazil · Canada · Chile · Colombia · Croatia · Cyprus
 Czechia · Denmark · El Salvador · Finland · France · Georgia · Germany
 Great Britain · Greece · Hungary · India · Indonesia · Iran · Iraq · Ireland · Israel
 Italy · Japan · Kazakhstan · Kenya · Lebanon · Lithuania · Luxembourg
 Mexico · Netherlands · Nigeria · Norway · Peru · Poland · Portugal · Romania
 Serbia · Singapore · Slovakia · Slovenia · Somalia · South Korea · Spain
 Sweden · Switzerland · Tanzania · Togo · Tunisia · Türkiye · Uganda · Ukraine
 United States of America · Venezuela



SUPPORTING PARTNERS

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



