



World Bladder
Cancer Patient
COALITION

Bladder Cancer Focus

for “Patients Steps” (Βήματα Ασθενών)

15 May 2021

Alex Filicevas
Executive Director

The Global Voice

for bladder cancer patients



Currently
in eight
countries

Until 2019, there was not one single organisation to speak as the **global voice** for people living with bladder cancer.

The **World Bladder Cancer Patient Coalition** is an association bringing together representatives of **national bladder cancer organisations**.

Our mission



Foster an international community of people affected by bladder cancer

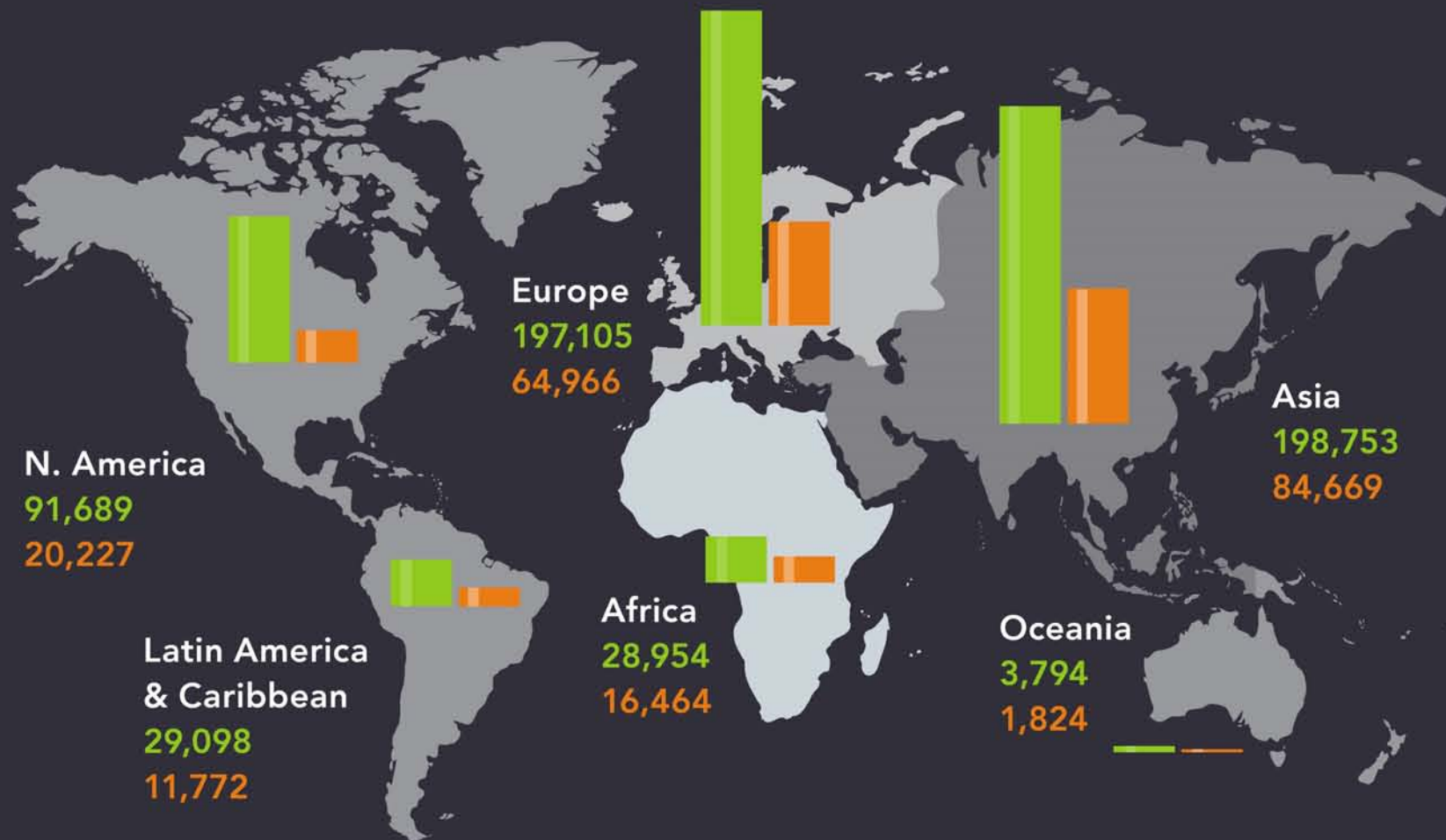


Advocate for access to the best possible bladder cancer information, support, and care



Build alliances with health professionals, policymakers, academics, researchers, and industry

Bladder cancer across the globe



World **549,393** **199,922**



NEW CASES IN 2018¹



DEATHS IN 2018¹

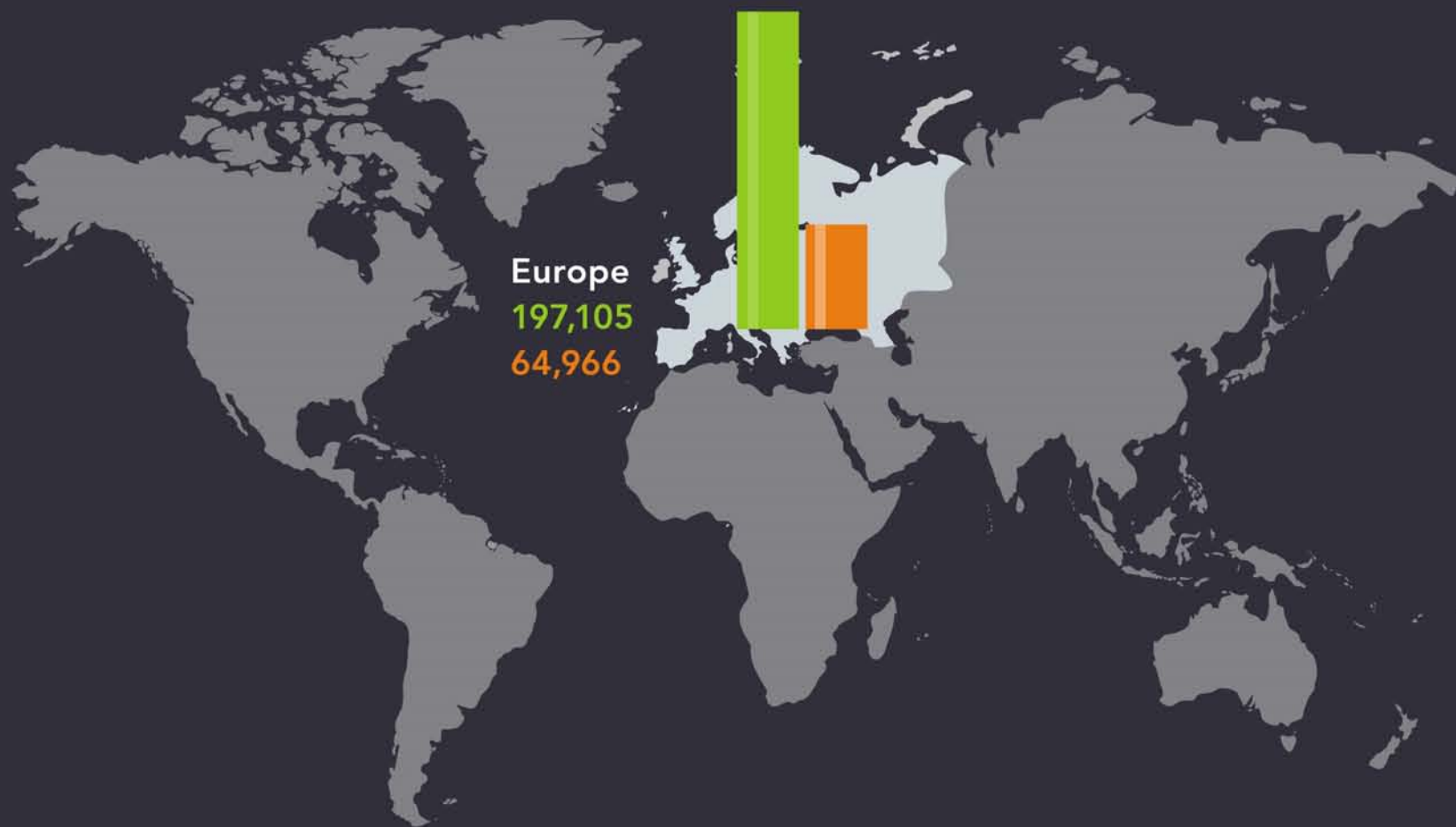
Worldwide
Bladder cancer is the

10th most
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It is the
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¹ International Agency for
Research on Cancer (IARC).
2018. Bladder. Online

Bladder cancer – Europe



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The value of patient voice

The value of patient voice

National bladder cancer patient groups are close to the affected communities, enabling them to:

- **Listen**
- **Improve understanding** of the impact of disease and also doing so at personal level
- **Better respond** to the needs of people affected by bladder cancer
- **Support evidence-based advocacy** & policy, partnerships & research



Starting one

Our members have considered their own experiences in starting bladder cancer groups, and we have combined our collective knowledge for you in this guide.

- **Promote** the establishment of bladder cancer patient groups in different countries
- **Provide** pre-made resources and share best-practice examples for getting started
- **Inform, support and create** unity among bladder cancer patient groups
- **Grow** the global community of bladder cancer patient groups



Understanding bladder cancer patient experience

Understanding bladder cancer patient experience

WBCPC is conducting an evidence generation study to capture bladder cancer patient and caregiver experiences around the world.

- **Deepen and quantify the understanding** of bladder cancer patient and caregiver experiences and preferences.
- **Identify common challenges**, roadblocks to access, ways to improve patient experiences and patient outcomes, which can be addressed from an international scale and locally
- **Propose ways to improve** outcomes and support services for people affected by bladder cancer and their caregivers.



Patient experience

- Approximately 75% of newly diagnosed bladder cancer is **non-muscle invasive bladder cancer (NMIBC)**
- **30 years** of mostly unchanged treatment landscape Highly invasive treatments, affecting **quality of life**
- BCG treatment and **pervasive shortages** of treatment
- High rate of reoccurrence and progression leads to life-long **uncertainty, fear and anxiety**
- Over **half of patients** never heard of **bladder cancer**



**Bladder Cancer
Awareness Month**
Digital World Tour

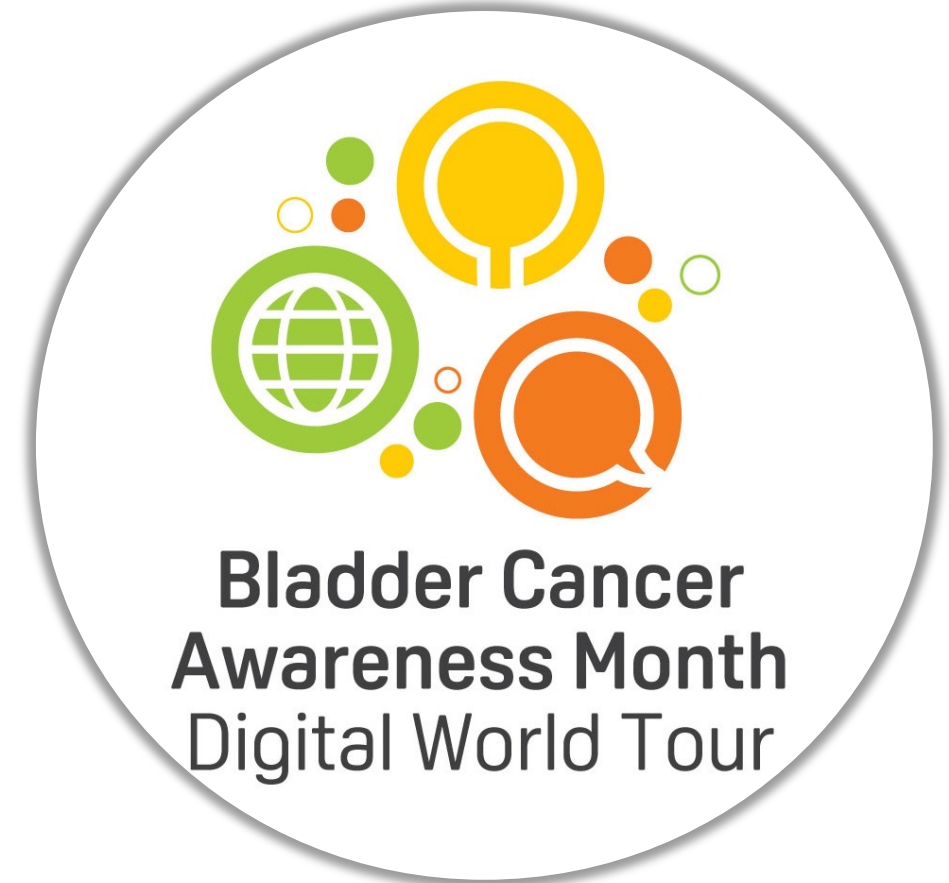
May 2021

**Raising awareness
around the globe**

Creating awareness beyond borders

In May 2021, WBCPC will bring bladder cancer community together on the Digital World Tour to:

- **Increase awareness** about signs, symptoms and treatment options for bladder cancer across the world
- **Unite and empower** world bladder cancer organisations and groups to speak in one voice while amplifying country level initiatives
- **Encourage the establishment of bladder cancer organisations** in countries where they do not yet exist
- **Share the evidence for policy change** in bladder cancer in different countries, showcasing patients' unmet needs and advocating for increased funding
- **Grow and nurture a global network** of national and international stakeholders to support and elevate WBCPC objectives



Have You Ever Heard about Bladder Cancer?



- ✓ Branding the **Bladder Cancer Facts and Figures** with this concept creating a series of did-you-know facts
- ✓ Turning our series of patient quotes in a **series of quotes** from people who experienced bladder cancer in different ways (be it a patient or a family member, a doctor, a researcher, an advocate etc.)
- ✓ Encouraging communities to take away bladder cancer facts and ask one person (online or offline) if they “Have you ever heard about bladder cancer?” share the fact and **ask them to pay it forward.**

Campaign page and resources

Visit worldbladdercancer.org to explore the map, and campaign resources to help you join the campaign!



The screenshot shows the homepage of the World Bladder Cancer Patient COALITION website. The header includes the logo and navigation links: Our work, Our organisation, Our network, Bladder cancer, Awareness month, News & events, Resources, and a Get involved button. The main content area features a large world map with the title 'Bladder Cancer Digital World Tour'. Below the title is a paragraph inviting users to join a virtual journey. A 'Go to map' button is present. The 'Key figures' section displays four statistics in white boxes: 10th most commonly diagnosed cancer worldwide, 60% of cases in lower income countries, 15th most common cancer in Asia & Middle East, and 13th leading cancer related cause of death.

World Bladder Cancer Patient COALITION

Our work Our organisation Our network Bladder cancer Awareness month News & events Resources  Get involved

Bladder Cancer Digital World Tour

Join us on a virtual journey as we focus on bladder cancer impact in different countries and shine a light on incredible organisations working to support people affected by bladder cancer.

[Go to map](#)

Key figures

- 10th**
most commonly diagnosed cancer worldwide
- 60%**
of cases in lower income countries
- 15th**
most common cancer in Asia & Middle East
- 13th**
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Thank you.

Get in touch:

Email:
alex.filicevas@worldbladdercancer.org

Tel: +32 02 300 33 45

Twitter: @WorldBladderCan @filicevas



**World Bladder
Cancer Patient
COALITION**

You can find us here:

Twitter: @WorldBladderCan

Facebook: WorldBladderCan

Website: worldbladdercancer.org

Email: info@worldbladdercancer.org

**World Bladder Cancer Patient
Coalition aisbl**

Square de Meeûs 38-40,
1000 Brussels, Belgium

+32 (0)2 300 33 45

Reg. Number: 0720.618.047

worldbladdercancer.org