

How to get involved this May, for ... BLADDER CANCER AWARENESS MONTH



bladder
CANCER

Wee Are Family!

May Is Awareness Month

Let's share stories of hope, optimism and love this May for Bladder Cancer Awareness Month!

May is the time for our global campaign to shine the spotlight on bladder cancer. Let's paint the town orange and inject some fun into proceedings as spring takes hold, whilst at the same time raising awareness of bladder cancer and encouraging early diagnosis. Look at our **31 Days of May Activity Calendar** on page 11 for inspiration on how you can spread the word.

Don't go red. Go to a doctor



World Bladder
Cancer Patient
COALITION

We are so excited to be working with other patient-led organisations around the world – in Canada, Australia, America, Europe and beyond – under the banner of the World Bladder Cancer Patient Coalition.

During Bladder Cancer Awareness Month, we want to spark conversations that drive awareness around the symptoms of disease. Most things we're embarrassed about are harmless. These symptoms, however, might not be.

We want you to talk and share your personal stories. The topic of embarrassment is something that just about everyone can get involved in. We all have stories to share. Share the moment you discovered a symptom, the embarrassment you overcame and your relief that you acted on it when you did. Invite others to share their embarrassing moments on social media and help raise awareness about bladder cancer.

If you see blood in your pee, need to pee more frequently or have what you think could be a UTI ... **Don't go red. Go to a doctor.**

This year we launch a new campaign for May '**Don't go red. Go to a doctor**' to get more people talking about bladder cancer and its most common symptom. The Fight Bladder Cancer community has always been one of the loudest voices in May. We invite you again to tell your bladder cancer story, share a moment or a guilty pleasure you might be embarrassed about and help someone overcome their own.



Activities for Bladder Cancer Awareness Month

Whether you're a patient, family member, carer, employer or part of a healthcare team, we hope you'll all get stuck in and join us to raise awareness this May!

Why not make something orange? Fill your front window with orange pictures? Or even dress up as a pumpkin (perhaps not for the whole month, though!).

31 Days of Bladder Cancer Awareness!

Let's share stories of hope, optimism and love this May for **Bladder Cancer Awareness Month!**



Rising to the occasion

Adapting their work arrangements in response to the needs of our membership in these unprecedented times,

the Fight Bladder Cancer team has continued to:

- Provide the additional support patients and families need
- Keep our community informed of changes to the healthcare system
- Encourage people to join peer-support groups
- Keep in touch with fundraisers and donors
- Pursue our policy work to improve the treatment experience of cancer patients



Will you take a Wee Walk to raise awareness & raise funds? giving.fightbladdercancer.co.uk/cf/weewalk2022

We are encouraging friends and families to take up this annual activity for all people affected by bladder cancer. Many people are walking on Sunday 8th May, but you can organise a walk any day of the month. Taking a 'wee walk' for bladder cancer means that you are part of a global movement – happening in Canada, America, Australia and across Europe. We're joining together in solidarity to raise awareness and fundraise to fight this disease.

Visit our website fightbladdercancer.co.uk for more ideas and call us for advice or tips!



THANK YOU!

We appreciate every single person who has contributed to our Bladder Cancer Awareness Month in the past, and we really hope we can continue to work together this year.

Bubbles for bladder cancer

Initiated in memory of patients who have lost their fight (and in solidarity with those who are still fighting), blowing bubbles on 31 May each year has become even more poignant since we lost our inspirational founder, Andrew Winterbottom, in May 2019. Take a moment on 31st May to blow beautiful bubbles in memory of friends. Please remember to take pictures and shout about it on social media, with the tag **#BubblesForBladderCancer**



Don't forget to shout about your ideas and activities!

Use the social media tags **#DontGoRed** & **#BladderCancerMonth22**

Follow us on Twitter **@bladdercanceruk**

Follow us on Facebook at **facebook.com/BladderCancerUK**

Visit **fightbladdercancer.co.uk**

Email us at **info@fightbladdercancer.co.uk**

Call us on **+44 (0)1844 351621**

How can you donate?

It couldn't be easier.

- visit **fightbladdercancer.co.uk/donate**
- send us a cheque payable to Fight Bladder Cancer to 51 High Street, Chinnor, Oxon, OX39 4DJ
- point your phone at this QR code
- text **BCAM2022** to **70085** to donate £5



SCAN ME

We will always spend your donations with care, and adjust our services and support to meet the most pressing needs of anyone affected by bladder cancer. (Reg. Charity 1157763).