World Ovarian Cancer Day 2023
Impact Report
Reach At a Glance

192,031,459 reach - social & earned media
+ 589% over 2022

80% mentions came from social media

Only on Twitter · Trending
#OvarianCancer
1,849 Tweets

818,596 interactions
801,630 social likes
7,501 Tweets
3,081 downloads of our Get Involved Guide
1,515 times social media frame used

Economic value of # on Twitter: $132,741.98 CAD

1brandmentions.com  2TweetBinder  3Website Analytics  4Canva Analytics
Top 10 Countries & Languages

1. USA
2. Canada
3. Italy
4. India
5. Australia
6. Greece
7. Ireland
8. UK
9. Nigeria
10. Brazil

178 countries involved overall

English • Spanish • Portuguese
Italian • Greek • German • Japanese
Hindi • Arabic • French
Engagement for #WOCD2023 was not only well above industry benchmarks, but surpassed 2022 figures across all platforms.
Followers

By 2040 92% of all cases of ovarian cancer will occur in females and those with ovaries aged 35 +
Our World Ovarian Cancer Coalition Global Ambassador Program was launched to mark World Ovarian Cancer Day and our first three Ambassadors include two of the First Ladies of Africa, Their Excellencies Dr. Zainab Shinkafi-Bagudu from Nigeria and Dorothy Nyong’o from Kenya; and Dr. Deborah Harkness, New York Times Bestselling author from the US/UK. Their work will continue with the Coalition throughout 2023.

Sadly, there is a stigma around ovarian cancer for too many in the world, even in 2023, and that is compounded by many societal and economic barriers to health care, not just in my country, Kenya. As a founding trustee of Africa Cancer Foundation, I am excited to serve as an ambassador so we can improve awareness and access for all women no matter where they live.

Dorothy Nyong’o to serve as ambassador for cancer coalition

She is Managing Trustee of Africa Cancer Foundation and director of 7th Sense Communications Limited

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Influencers

The Olympic Games 🥇 @Olympics · 2h
Ice dance world bronze medallist @PiperGilles has revealed a battle with ovarian cancer sidelined her for two months last season.

She hopes to raise awareness of the condition on World Ovarian Cancer Day.

#WOC2023

Africa CGOs @africanngos · 49m
#WorldOvarianCancerDay, 8 May - observed since 2013 to raise awareness and educate women and their communities about the risks, symptoms and screening of ovarian cancer. 2023 theme: "No Woman Left Behind" by LilY/LJkH9X @OvarianCancerDay/WOC2023

Olympics.com
Figure skating: World medallist Piper Gilles reveals ovarian cancer battle... The Canadian ice dancer says she had an appendectomy - which resulted in her and Paul Poirier missing this year's Four Continents...
The campaign caught the attention of Angelina Jolie who supported the Day with a rare personal post about her late mother on Instagram. She also shared a direct link to the WOCD2023 Get Involved Guide.

Media outlets quickly picked up the story, and in many articles there were links back to the Coalition website’s WOCD page.

Angelina Jolie recuerda la batalla contra el cáncer de su difunta madre

Angelina Jolie Kenang Perjuangan Ibunda Melawan Kanker, Ajak Perempuan Deteksi Dini

Angelina Jolie Remembers Her Late Mother’s Ovarian and Breast Cancer Battle in Rare Post

Angelina Jolie en memoria de su madre con cáncer de ovario y seno
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