

World Ovarian Cancer Day 2023 Impact Report



WORLD
OVARIAN
CANCER
DAY **2023**

NO
WOMAN
LEFT
BEHIND

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 interactions¹

801,630 social likes¹

7,501 Tweets²

3,081 downloads³
of our Get Involved Guide

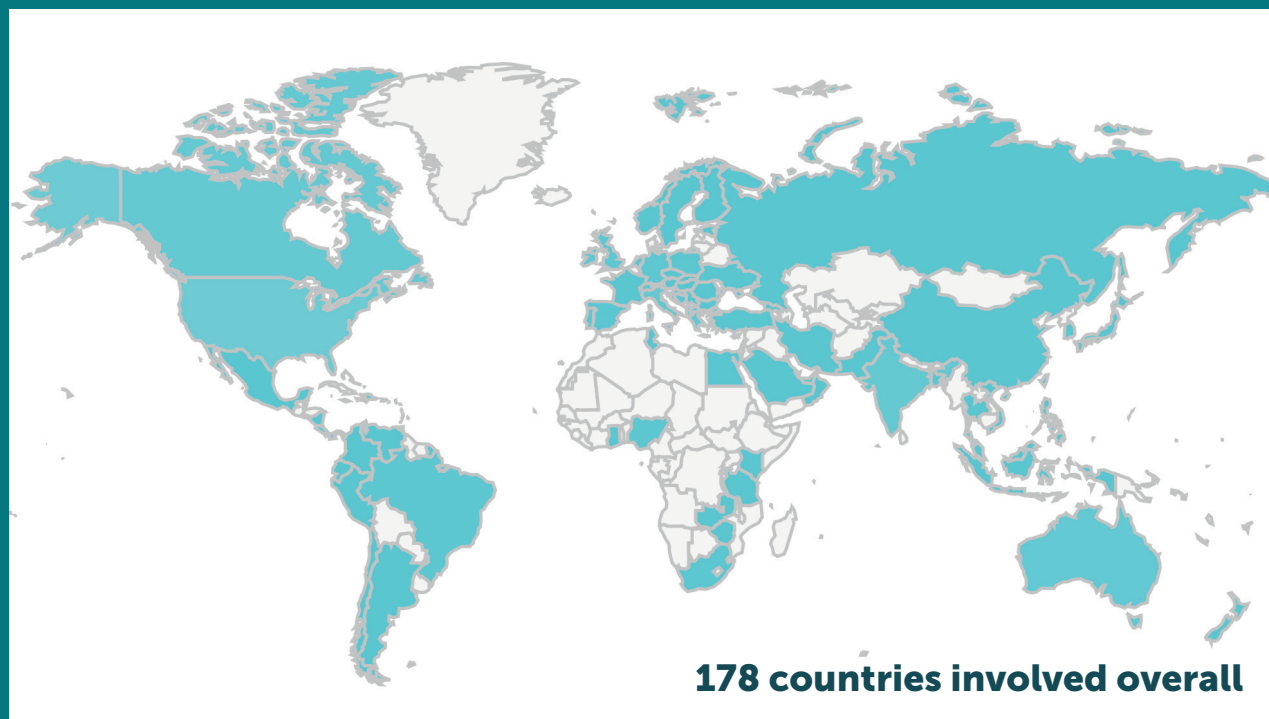
1,515 times⁴
social media frame used



Economic value of # on Twitter: \$ 132,741.98 CAD²

¹brandmentions.com ²TweetBinder ³Website Analytics ⁴Canva Analytics

Top 10 Countries & Languages



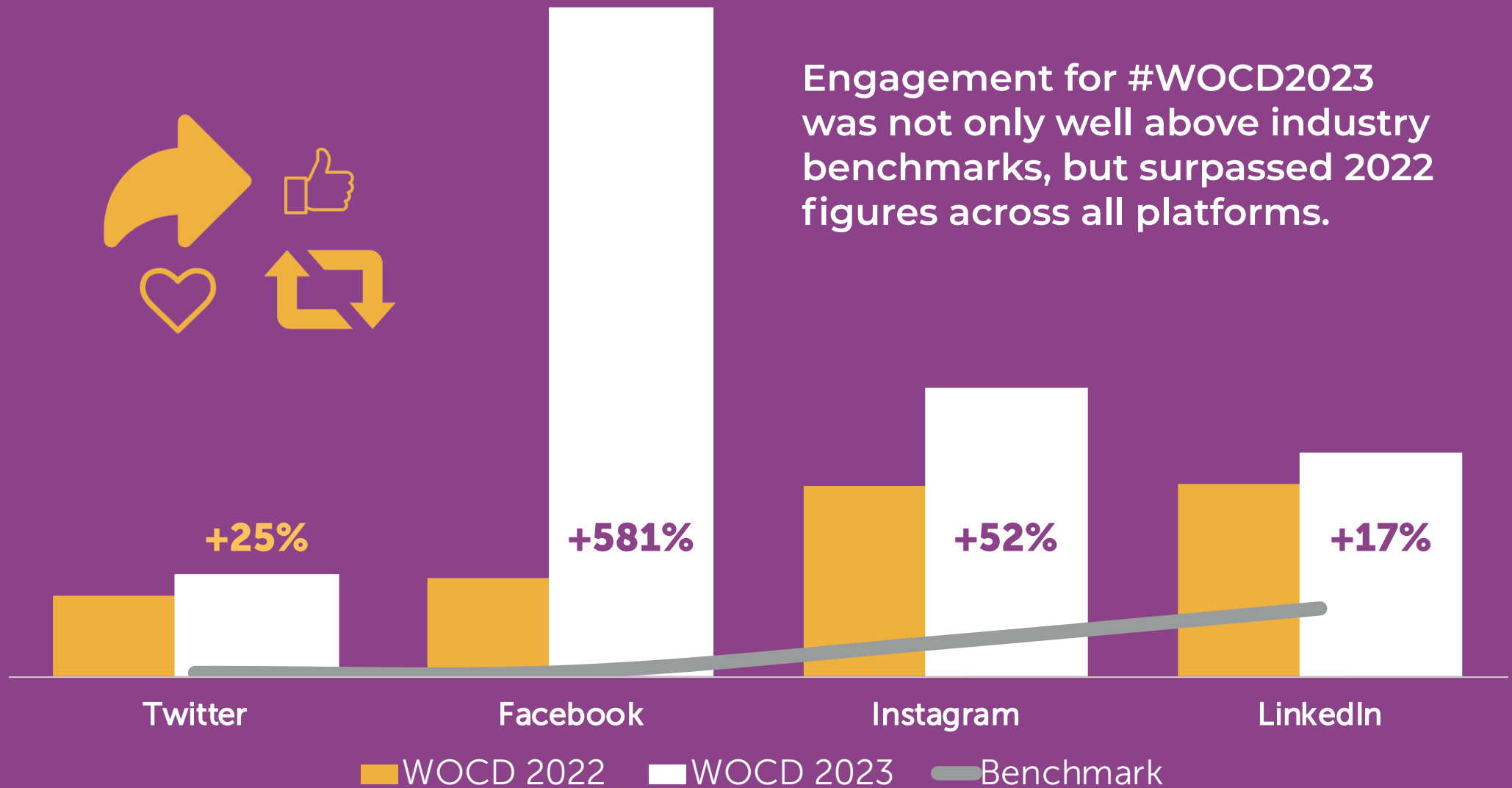
1. USA
2. Canada
3. Italy
4. India
5. Australia
6. Greece
7. Ireland
8. UK
9. Nigeria
10. Brazil

**English • Spanish • Portuguese
Italian • Greek • German • Japanese
Hindi • Arabic • French**

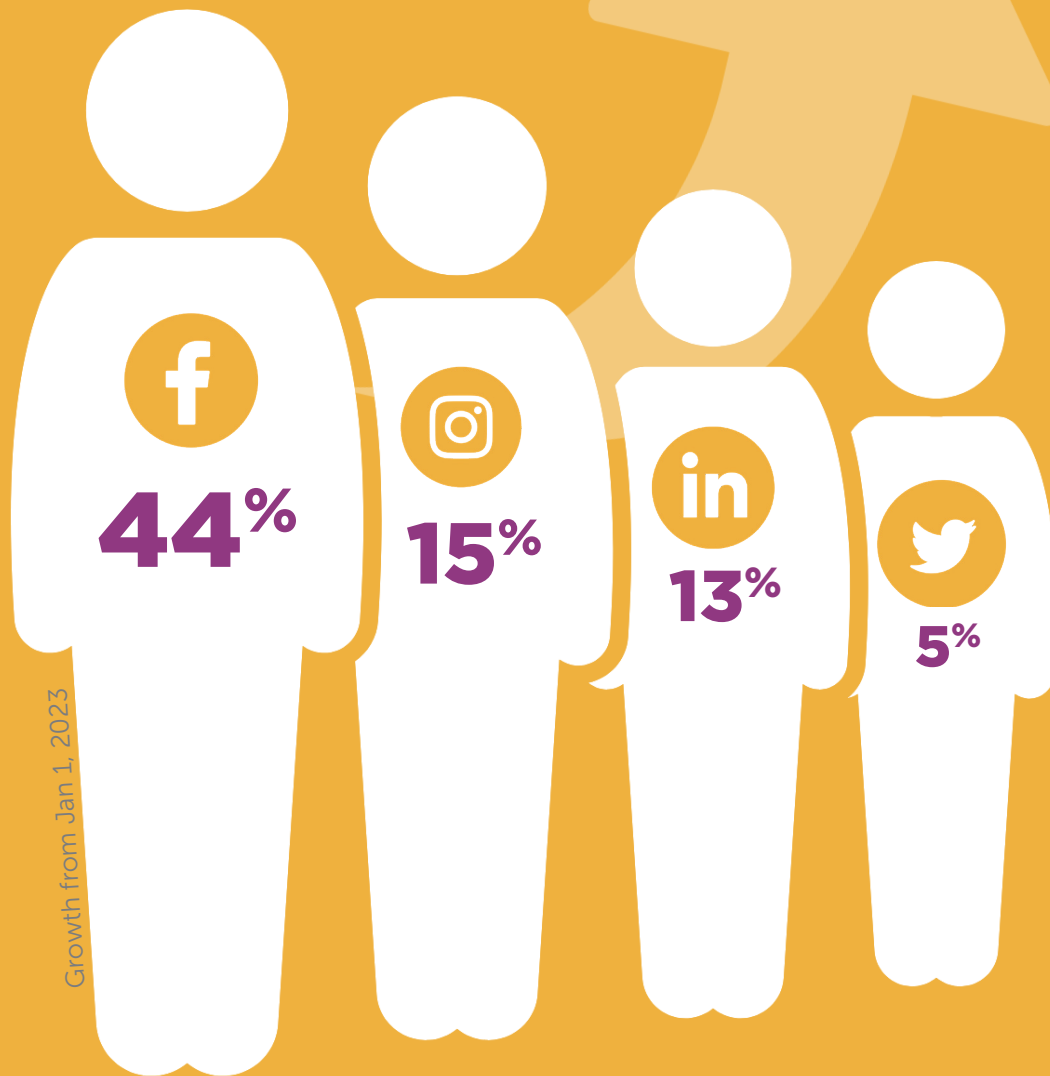
Engagement



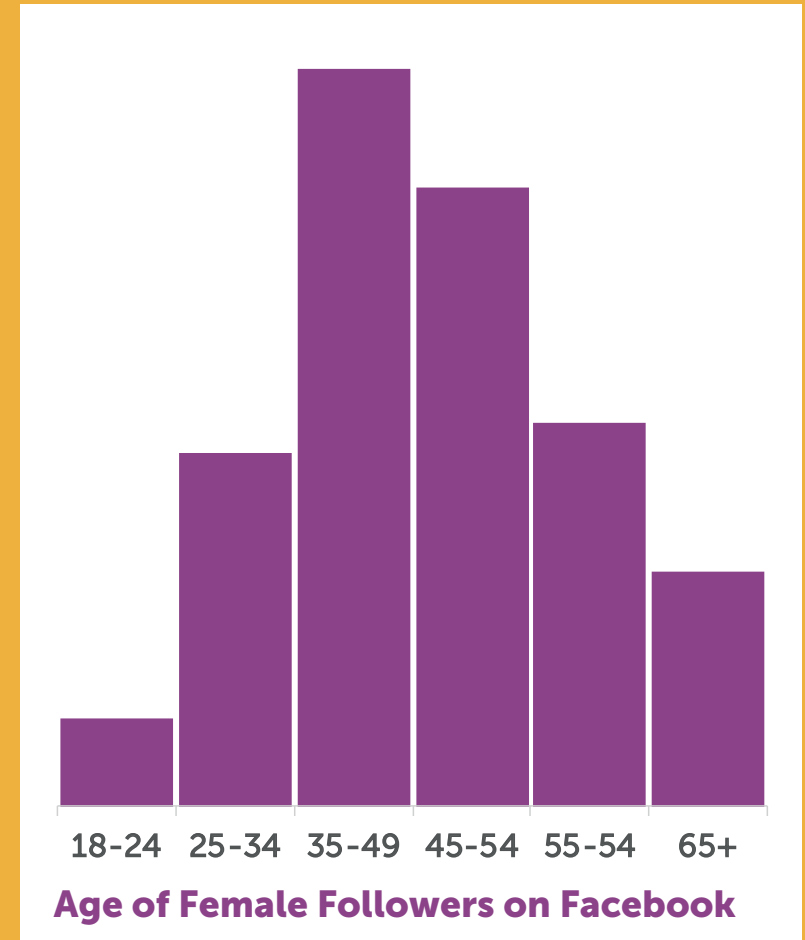
Engagement for #WOCD2023 was not only well above industry benchmarks, but surpassed 2022 figures across all platforms.



Followers



Growth from Jan 1, 2023



By 2040 92% of all cases of ovarian cancer will occur in females and those with ovaries aged aged 35 +

Ambassadors



Dr Deborah Harkness (PhD, LHD) @DebHarkness · May 8

👏👏👏 #NoWomanLeftBehind

World Ovarian Cancer Coalition @ovariancancerco · May 8

🔊 **SOUND ON** !! Friend to us and Global Ambassador, @DebHarkness PhD, is passionate about women's rights to advocate for themselves, but first we all must be armed with knowledge. Only then we will be able to get to #NoWomanLeftBehind. #WOCD2023 #WorldOvarianCancerDay



Deborah Harkness PhD
World Ovarian Cancer Coalition Global Ambassador



0:04 / 1:24



12



37



227



8,736



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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

HEALTH

World Ovarian Cancer Coalition Appoints Bagudu As Global Ambassador

The World Ovarian Cancer Coalition has announced the first lady of Kebbi State, Dr Zainab Shinkafi-Bagudu as its global ambassador to help close gaps in...

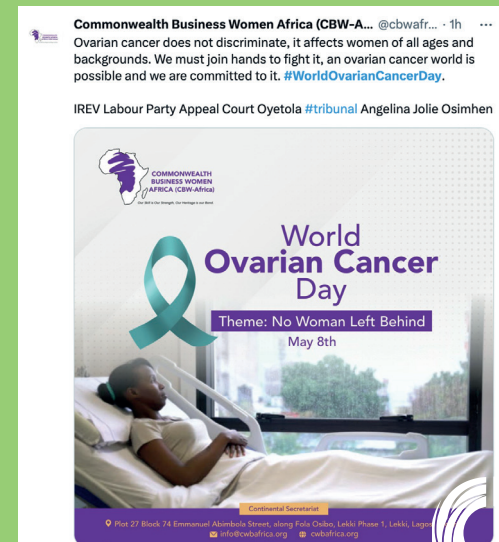
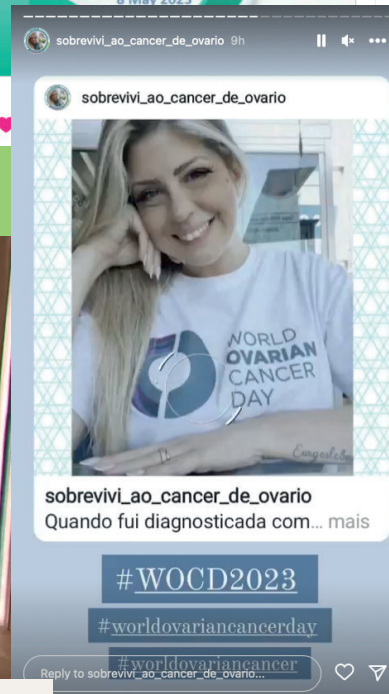
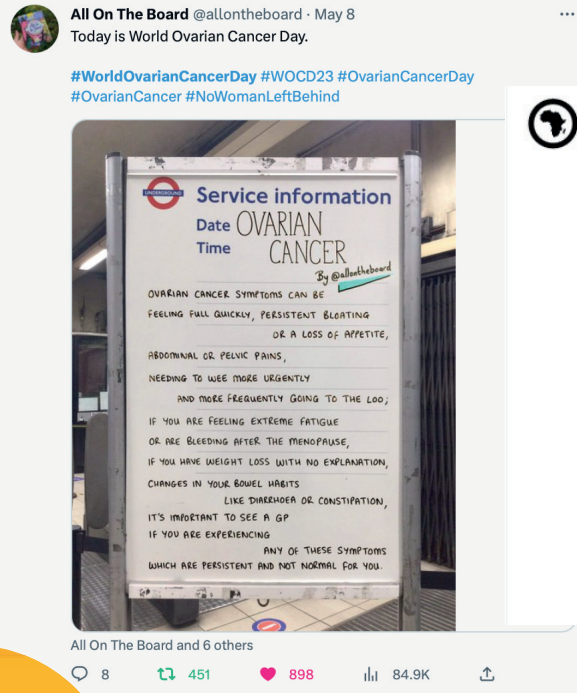


Wife of Kebbi State governor, Dr. Zainab Shinkafi-Bagudu



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.

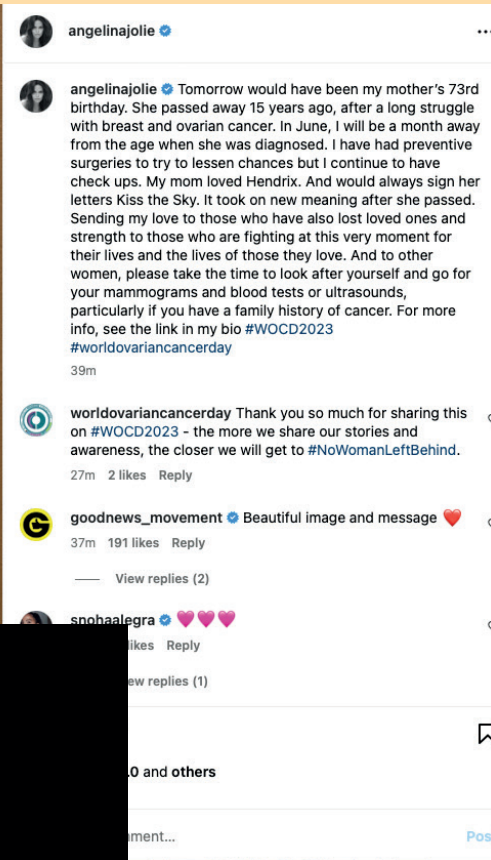
Influencers



Robin Cohen Sits Down with Drew!



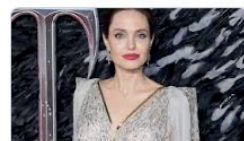
Angelina Jolie



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's tribute to her mother



People
Angelina Jolie Remembers Her Late Mother's Cancer Battle, Urges Women to 'Look...

16 hours ago



ABC News
Angelina Jolie urges women to 'go for mammograms and blood tests'

13 hours ago



Us Weekly
Angelina Jolie Honors Her Late Mother With Call for Cancer Screenings: 'Take the...

13 hours ago

Share of overall reach:

42m¹

¹brandmentions.com



INDEPENDENT

ET



HELLO!

GOOD MORNING AMERICA

HUFFPOST



People

sheknows

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

Dámy, na toto nezabúdajte. Angelina Jolie si dojímvavo spomenula na mamu, ktorú jej choroba vzala priskoro

NEWS

Angelina Jolie Remembers Late Mother on World Ovarian Cancer Day

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

Reflexión

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



ACCESS

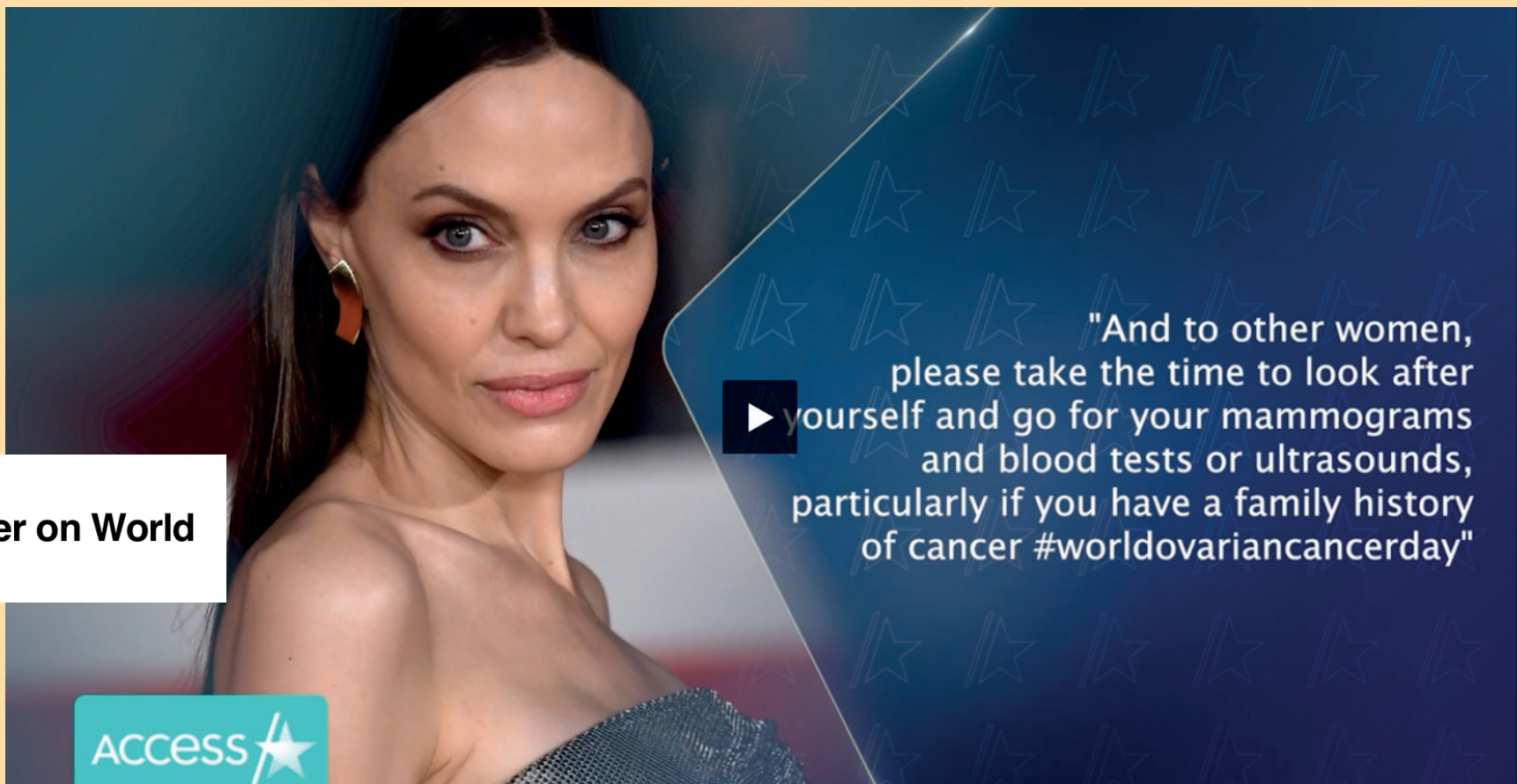
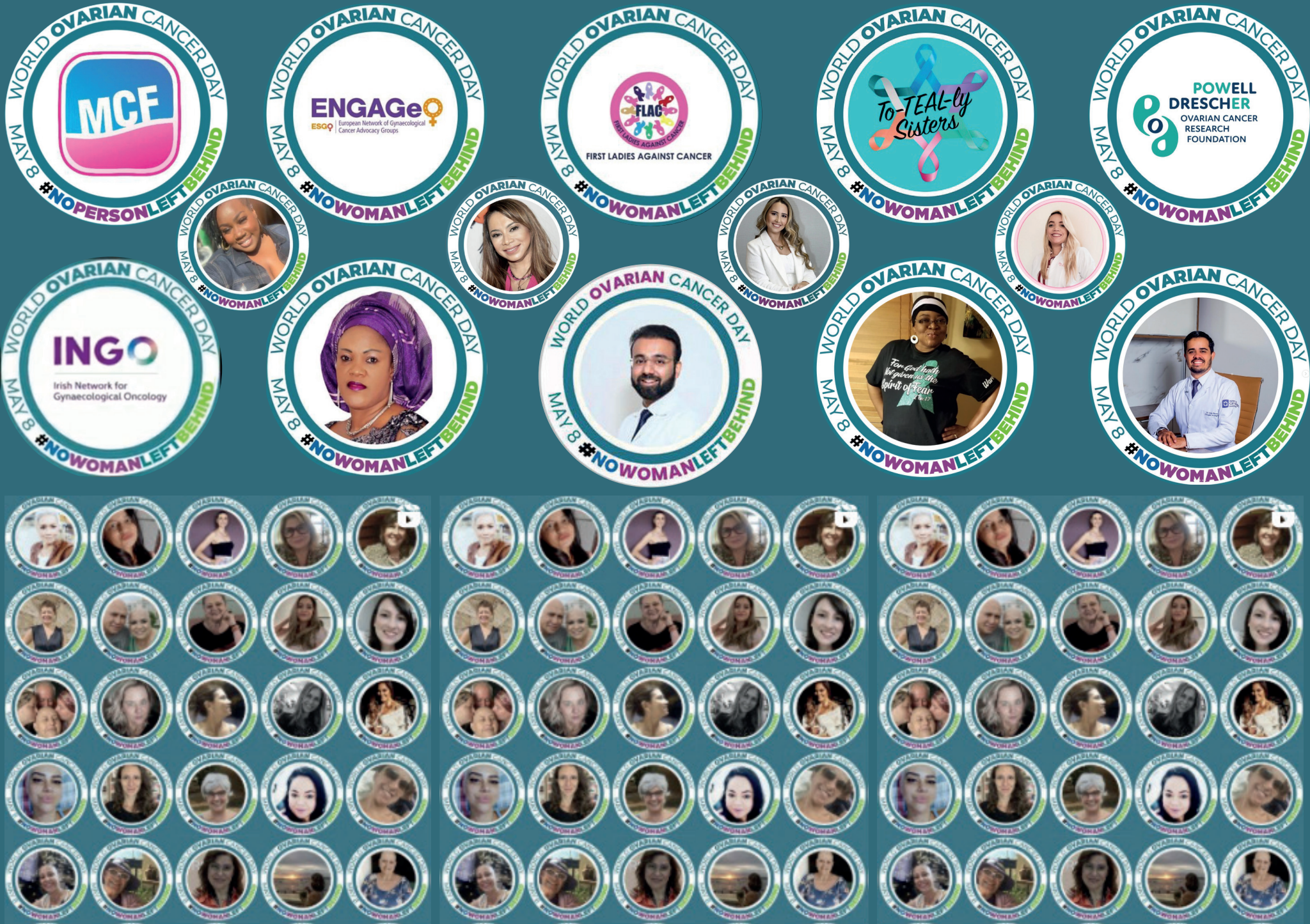
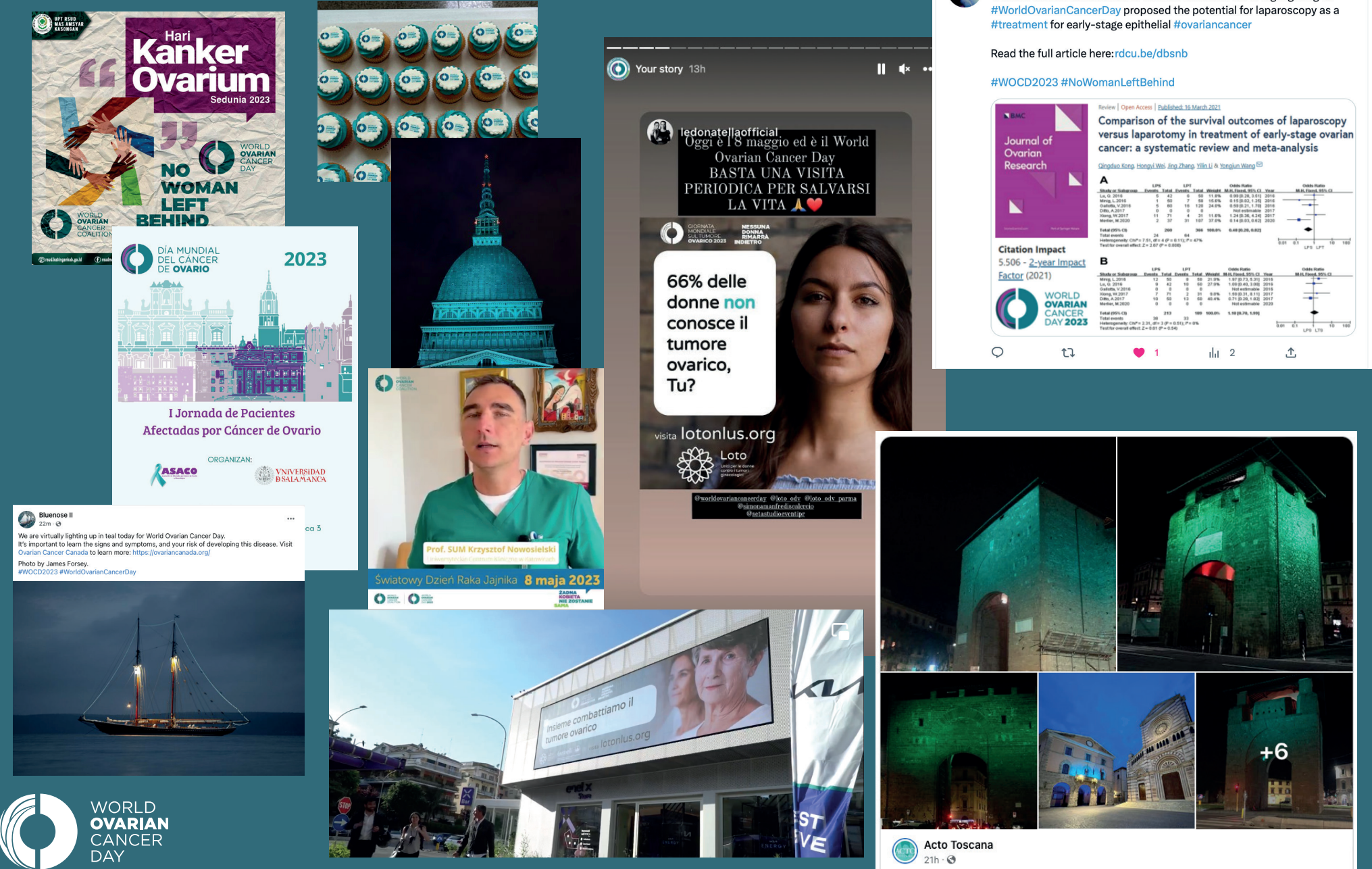


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