

World Ovarian Cancer Day 2026

IMPACT REPORT



WORLD
OVARIAN
CANCER
COALITION



WORLD
OVARIAN
CANCER
DAY

**NO
WOMAN
LEFT
BEHIND**

EXECUTIVE SUMMARY

KEY RESULTS

58M

Global impressions

47K

Social engagement

300+

Lived-experience stories shared

164

Countries activated

WHY IT MATTERS

Ovarian cancer remains one of the deadliest and most under-recognised cancers affecting women worldwide. It is diagnosed late, underfunded, and absent from too many national cancer strategies.

World Ovarian Cancer Day 2026 transformed awareness into action by making the lived reality of ovarian cancer impossible to ignore. Together with our extraordinary member organisations, we mobilised the ovarian cancer community across the globe.

This report demonstrates how a coordinated global effort can convert visibility into advocacy and into the systemic change that women with ovarian cancer urgently need.

WHAT THIS REPORT SHOWS

- The scale and emotional power of the #ReachForTheScars campaign
- Strategic evidence for investment in ovarian cancer awareness and systems change
- A roadmap from visibility to a bold mandate for our next decade

A MESSAGE FROM OUR CEO

For every 10 women diagnosed with ovarian cancer, 7 will die. Yet it remains one of the most underfunded, under-recognised cancers in the world. It is too often diagnosed late, too rarely part of national cancer strategies, and too frequently invisible in the rooms where decisions are made.

#ReachForTheScars was our answer to that invisibility. On World Ovarian Cancer Day 2026, we asked the global community to do something rarely asked of them: to show up fully, share what they carry, and make ovarian cancer impossible to ignore. More than 300 stories were shared. 58 million impressions were generated. 164 countries activated.

Behind every number in this report is a person, a family, a community. Their voices are not just the story of this campaign. They are the evidence base for the systemic change we are building toward: A world where no woman impacted by ovarian cancer is left behind.

Warmly,

Christel

Christel Paganoni-Brujins
Chief Executive Officer
World Ovarian Cancer Coalition



WHY OVARIAN CANCER CANNOT REMAIN INVISIBLE

THE HUMAN TOLL

324,600

women diagnosed worldwide each year

207,000

deaths a year

< 50%

survive five years,
far below breast cancer (~90%)

+70%

rise in annual deaths projected by 2050

THE INVISIBILITY GAP

2 in 3

women knew little or nothing about
ovarian cancer before diagnosis

9 in 10

experienced symptoms,
yet most were missed or dismissed

THE ECONOMIC CASE

USD 70 billion

in socioeconomic losses across just 11 countries in 2023,
over 90% from lives lost too soon

Sources: GLOBOCAN 2022 (IARC) — incidence, mortality & survival; projections to 2050. WOCC Socioeconomic Burden of Ovarian Cancer in 11 Countries Study, JCO Global Oncology (2025), with RTI International & WHO. WOCC Every Woman Study™ (The Lancet) — awareness & symptom data.

IMPACT AT A GLANCE

RETURN ON COALITION
INVESTMENT FROM WOCD 2026

REACH

58M

Global impressions
+12% YoY

164

Counties activated
+5% YoY

256K+

Website visits
+83% YoY

ENGAGEMENT

300+

Lived-experience
stories

47K+

Social engagements
+114% YoY

59K+

Video views

INFLUENCE

WEF

Agenda blog
published

15+

Global health
leaders activated

5+

Sponsors and
strategic partners

WHAT OTHERS SAY

VOICES ON THE MOVEMENT FROM OUR COMMUNITY



"Hundreds of women transformed their personal scars into a global call for systemic change. That is what investment in ovarian cancer can make possible."

Robin Cohen

Chair of the Board, World Ovarian Cancer Coalition

FROM OUR GLOBAL PARTNERS

WORLD ECONOMIC FORUM

"By bringing together partners from the public, private and civil-society sectors, we can accelerate equitable access to detection, treatment and support, helping to close gaps in ovarian cancer outcomes and ensuring that no woman is left behind. The Global Alliance for Women's Health is proud to play its part in this shared effort."

ZENTALIS

"At Zentalis, we're working to address unmet needs for patients, and we proudly support WOCC's World Ovarian Cancer Day efforts. The #ReachForTheScars campaign stories shared by those affected by ovarian cancer resonated with our team and served as a reminder that our commitment to action for this community matters. "

UNION FOR INTERNATIONAL CANCER CONTROL

#ReachForTheScars shows how effective women who have experienced ovarian cancer can be in raising the visibility of a disease that is too often overlooked and diagnosed late. Their stories point to persistent gaps in access to healthcare and support services, and underscore the need for stronger health systems that respond to their needs. They also remind us that meaningful progress in detecting ovarian cancer earlier, improving outcomes, and providing quality supportive care depends on listening to those directly affected, and ensuring that their experiences help shape policy and investment."

ABBVIE

"At AbbVie, we're committed to understanding and elevating the experiences of people affected by cancer. Campaigns that spotlight the patient journey are important because they bring visibility to the real-world challenges, needs, and perspectives of patients and their loved ones. By fostering awareness, encouraging dialogue, and amplifying patient voices, #ReachForTheScars helps drive more informed care and supports our shared goal of improving outcomes and quality of life for ovarian cancer patients."

#REACHFORTHESCARS

TURNING INVISIBILITY INTO
A GLOBAL MOVEMENT

**One bold ask: show up, fully, with everything you carry.
Make ovarian cancer impossible to ignore.**

THE CHALLENGE

Deadly. Invisible.
Too quiet for too long.

THE INSIGHT

Every woman carries a
scar. The deepest are
unseen.

THE CONCEPT

Share your scar -
physical, emotional,
symbolic.



CAMPAIGN AMBASSADOR

These scars are my stars. They remind me every day that I survived, that I am still here and that every medal I win, I win for every woman who carries the same story.

Piper Gilles

Canadian Olympic figure skater

Piper kicked off #ReachForTheScars by sharing her own scar story, sparking a wave of participation that carried the campaign around the world.

WHAT WE HEARD

WE LISTENED TO 300+ STORIES
FIVE THEMES EMERGED

1

Scars are Survival

Not wounds to hide, but proof of strength.

"My scars are a badge of honour." - Sbba

2

Community & Visibility

One story gives a thousand women courage.

"Somewhere in the world your story becomes someone's courage." - Miho

3

Invisible & Emotional Scars

Anxiety, grief, infertility, fear of recurrence.

"Some of the deepest scars are the invisible ones." - Shabnam

4

Awareness & Self-Advocacy

Vague symptoms. Late diagnosis. Trust your body.

"Know your body and trust your gut." - Sharren Marrie

5

Transformation

Survival is not the end of the story. It is a new identity, shaped by resilience and gratitude.

"Today my scar is the symbol of my transformation." - Mariarita

The words they used most

Strength Support Gratitude Resilience Love Community Healing Survival Hope
Courage Advocacy Determination Empowerment Diagnosis Optimism Normal
Anxiety Survivorship Acceptance Invisible Connection Survivor
Purpose Badge Thriving Sisterhood Emotional Transformation Vulnerability Unity
Faith Honour Pride Selfadvocacy Proof Grace
Living Fear Growth Recovery



What their scar means to them
[Click to watch the compilation](#)

INFLUENTIAL VOICES

OUR AMBASSADORS & ADVOCATES LEADING THE CONVERSATION

Hannah Vaughan Jones

Changing the Ovarian Cancer Story
podcast host



Shared a series of videos highlighting survivor stories and the personal meaning behind their scars.

Dr. Zainab Shinkafi-Bagudu

WOCC Ambassador



Shared a message of support, helping amplify awareness of ovarian cancer to her global audience.

Deborah Harkness

WOCC Ambassador



Shared her ovarian cancer story for #ReachForTheScars, inspiring others to share their own stories and sparking widespread engagement.

Professor Usman Malami Aliyu

Director General of the NICRAT



Noted that "policies alone don't drive change, the voices of survivors do", stressing that survivor needs and perspectives must remain at the centre of all our efforts.

Christiane Amanpour

International Journalist

Used her platform to raise awareness of signs and symptoms, helping encourage earlier recognition and conversations about the disease among audiences worldwide.

Isabelle Ray-Coquard

Lancet Commission on
Ovarian Cancer Chair

Emphasized that while May 8 is a moment for action, the commitment to improving outcomes for ovarian cancer patients must continue every day.

Shelley Zalis

The Female Quotient,
Founder and CEO

Supported #ReachForTheScars and advocated for greater attention to women's health, emphasizing the need for increased awareness, research, funding, and action.

FROM OUR GLOBAL EXPERT ADVISORY GROUP

Annwen Jones OBE

WOCC Co-founder, Target Ovarian Cancer Former CEO

EVERYONE BORN WITH OVARIES IS AT RISK OF OVARIAN CANCER



Amplified important resources and highlighted local community activities, helping raise awareness and encourage engagement within their network.

Dr. Dilyara Kaidarova

Kazakhstan Cancer Society President, EWS Lead



Shared insights into the state of ovarian cancer in Kazakhstan, calling out key challenges that still need to be addressed.

Nimkee Gupta

Patient Advocate



Contributed to #ReachForTheScars by sharing personal insights from her ovarian cancer experience.

Jennifer Hollington

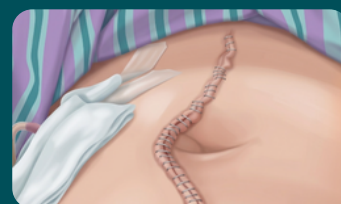
Patient Advocate



Marked World Ovarian Cancer Day through inspiring television and radio appearances.

Bar Levy

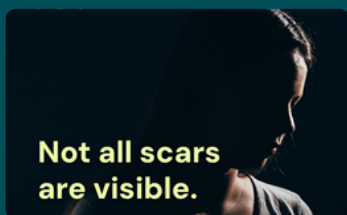
HaBait Shel Bar CEO



Showcased survivor stories for #ReachForTheScars, illustrating the resilience, strength, and experiences behind each scar.

Sarah Powell

Inherited Cancers Australia CEO



Participated in #ReachForTheScars by reminding audiences that not all scars are visible.

Sbba Siddique

Patient Advocate



Shared her ovarian cancer journey and expressed gratitude for the support she received throughout treatment.

Eva-Maria Strömsholm

Gynecological Cancerpatients Finland Co-founder and vice-chair



Participated in a webinar in Finland, discussing ovarian cancer care, research, and patient advocacy.

While #ReachForTheScars lived online, our 200+ member organisations brought it to life in the real world - events, landmarks lit teal, media, and community across 164 countries.

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IN THE SPOTLIGHT

AMPLIFYING THE CONVERSATION
SPARKING AWARENESS WORLDWIDE



Tell Every Amazing Lady Tell-A-Thon

Our CEO, Christel Paganoni-Bruijns, helped kick off the Tell Every Amazing Lady Tell-A-Thon on World Ovarian Cancer Day, joining a full day of live programming dedicated to raising awareness of ovarian cancer and women's health issues through education, advocacy, and community engagement.



World Economic Forum Agenda Blog

A World Economic Forum article co-authored by CEO Christel Paganoni-Bruijns and WOCC Ambassador Dr. Zainab Shinkafi-Bagudu highlighted the urgent need to integrate ovarian cancer into global cancer strategies, bringing the issue to an influential audience of policymakers, health leaders, and decision-makers worldwide.



OncoDaily Coverage

OncoDaily amplified World Ovarian Cancer Day through a series of features highlighting the Coalition's key messages, including symptom awareness, survivor visibility, and the global #ReachForTheScars campaign, helping extend awareness across the oncology community.



The DISARM Project Blog

The DISARM Project, a Horizon Europe initiative focused on ovarian cancer risk assessment and early detection, featured #ReachForTheScars in a dedicated World Ovarian Cancer Day blog post, helping amplify the campaign across research and healthcare audiences.

OUR SPONSORS

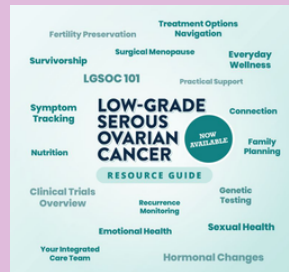
THANK YOU FOR SUPPORTING
AWARENESS AND ACTION

abbvie



The Abbvie teams around the world came together to support women impacted by ovarian cancer, honoring their strength and acknowledging the physical and emotional scars that are part of their experiences.

VERASTEM[™]
ONCOLOGY



Verastem Oncology launched first-ever comprehensive resource guide for people living with LGSOC. Built with more than a dozen patient advocacy groups, including the WOCC, this guide brings together resources from diagnosis through survivorship.

Genmab



Genmab marked WOCD by sharing a quote from our CEO, Christel Paganoni-Brujins, highlighting the unmet needs in ovarian cancer, including equitable access to high-quality diagnosis, treatment, and support.

Corcept
THERAPEUTICS

Corcept Therapeutics highlighted their commitment, sharing resources for women living with platinum-resistant ovarian cancer.



zentalis

Zentalis Pharmaceuticals stood with all those impacted by ovarian cancer, reaffirming its commitment to advancing therapeutic options.



WHATS NEXT

WOCC AT 10

A decade of progress. A global roadshow.
One travelling declaration.

In 2026 WOCC turns 10. In the months ahead we take the movement on the road across three congresses, three continents.

CHAPTER 1: HONG KONG

UICC · Sept 2026

The journey opens

CHAPTER 2: MONTREAL

IGCS · Oct 2026

Where WOCC began

CHAPTER 3: MADRID

ESMO · Oct 2026

Where the commitments take shape

A travelling Commitment Wall grows at every stop
Remember → Understand → Act → Impact

The scars of 2026 become the mandate for 2036

#NoWomanLeftBehind

WORLD OVARIAN CANCER DAY

MAY 8 2026



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**NO
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For more information visit our website
worldovariancancercoalition.org

Have any questions? Email us at
info@worldovariancancercoalition.org

To be the first to hear about news,
initiatives, and impactful stories -
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