

Sharon O’Toole on behalf of the Irish Network for Gynaecological Oncology, Ireland

Introduction

- Ireland has an active gynaecological cancer support, advocate, research and care community.
- In recent years this has formalised and expanded into the Irish Network for Gynaecological Oncology (INGO).
- The aim of the INGO is to raise awareness of gynaecological cancers across the Island of Ireland.
- The group are part of an international effort for 2 major awareness events:
 - World Ovarian Cancer Day (WOCD) May 8th.
 - World Gynaecological Oncology (GO) Day Sept 20th.
- In 2022, the Network sought to widen the audience reach by enlisting the help of public relations (PR) experts.

Methods

- Submissions for sponsorship were made to a number of pharmaceutical companies and other national agencies.
- A briefing document was prepared and following a tender process, a PR company was appointed.
- An INGO webpage was set up as part of the Irish Society for Gynaecological Oncology website.
- The campaign approach had a number of key features;
 - All-Ireland Approach.
 - Impactful scientific research delivered by Medical Experts – highlighting the lack of symptom awareness.
 - Social approach.
 - Delivered Campaign Case Studies across the country
 - Worked with Head-Turning Campaign.
 - “Dip or Dance” campaign to raise awareness on being active and reducing risk of uterine cancer.

Results

The extraordinary campaign results were delivered on the back of a strong collaborative effort from all parties involved. Both National and local media highlighted the campaign. For WOCD, the team delivered **15.5 times** ROI – the industry standard is three and reached **8.1 million** people with over **80 pieces** of media coverage. For World GO Day, the team delivered 12 **times** ROI and reached **3.74 million** people with over 75 **pieces** of broadcast, online, print, and social media coverage. Highlights are featured below.

The collage features several key elements:

- INGO Website:** A screenshot of the Irish Network for Gynaecological Oncology website, showing the logo and navigation menu.
- News Article:** A snippet from RTE News featuring Melissa Harris, an ovarian cancer survivor, discussing the need for greater awareness.
- Video:** A video player showing a woman speaking, with a caption indicating it has 58K views.
- Social Media Post:** A tweet from Catherine O’Gorman (@catherineog) celebrating the St. James’s Hospital staff for dancing for World Gynaecological Oncology Day, with 5,311 views.
- Swimming Photo:** A group of women in purple swim caps and gear, participating in a sea dip for World GO Day.
- Social Media Post:** A post titled “Dip or Dance? Which Will You ‘GO For?’” promoting the campaign with 12K views.
- Video:** A video showing a woman dancing, with a caption indicating it has 12K views.

Conclusions

2022 was an exceptional year for raising awareness of gynaecological cancers in Ireland and has set the bar for what the network can do going forward with sponsorship for professional services.