



Adison

WORLD GO DAY 2023

Informal workshop for ENGAGe members



CONTENT

- 1. About GO Day**
- 2. GO Day Campaign 2023**
- 3. How to join?**
- 4. Assets**
- 5. Newsletters**



Adison

People talking to people

BEFORE WE START

- Please ask any questions **during the presentation.**
- You can turn on the cameras or unmute yourself. If you want to speak, push button **“raise hand”** and we will will invite you to speak.
- Please, **stay muted** if you are not talking.
- We will **send you the recording and the PPT/PDF.**

ABOUT GO DAY

01

SINCE

2019

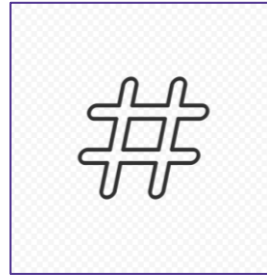
WHY GO DAY? UNIFIED COMMUNICATION



PURPLE

COLOR

The connection between the brand and the **purple colour** is already strong. That's a good sign for us!



#GOFOR...

CLAIM & HASHTAG

One universal claim and hashtag help us connect and collect content all around the globe.



PURPLE

LIPS

A simple visible, feminine and bold **symbol**, that leaves no doubt, who our primary audience is.

WHY GO DAY?



To inform about **prevention**, **treatment** possibilities and patient's **after care** (nutrition, rehabilitation etc.).

WHY GO DAY?



To **raise awareness** about all types of gynaecological cancers.

WHY GO DAY?



To create an opportunity **for media communication** (social and traditional media).



WHY GO DAY? RESULTS 2022



TOTAL IMPACT

OVER 50 MIO

— By global and local social media campaigns

TOTAL IMPRESSIONS


OVER 13.7 MIO

— On global Facebook, Instagram and Twitter

TOTAL ENGAGEMENT

OVER 1.8 MIO

— On global Facebook, Instagram and Twitter



GOAL FOR 2023

35 MIO

impressions

**only on global social media
channels**

TOGETHER

we can achieve
even much more again

GO DAY CAMPAIGN 2023

02

GO DAY CAMPAIGN 2023



MAIN GOALS

- Increase and enhance awareness about **World GO Day**
- Repeat key facts about **gynae cancer** diseases
- Inform about **local events**



MAIN TOPIC

Testing

GO DAY CAMPAIGN 2023

Every year **World Gynaecologic Oncology Day** campaign informs about very important and serious topics.

Every year we are trying to find the best ways how to **inform, educate and activate women** all around the world and help them to be as healthy and strong as possible – both physically and mentally.

For the 5th World GO Day **we put together:**

- Practical overview of facts about testing as a base
- Pinch of creativity and social media trends
- And spiced it up by purple happy lips and smiles

AND CREATE...



MOTTO OF THE YEAR

**GO FOR TESTING.
GO FOR PREVENTION.
GO FOR (THE RIGHT) TREATMENT.**

PERFECT RECIPE FOR AN ACTIVE LIFE

JOIN US FOR WORLD GO DAY 2023 AND FOLLOW OUR TIPS!

#GOforTesting #GOforPrevention #GOforPurple #WorldGODay

WORKING VERSION
(in approval)

HOW WAS THIS IDEA AND MOTTO BORN?

Sharing **educational content** is just like **sharing a recipe!**

- What to do, what not to do, how to be active...
- With cancer, with the risk of cancer, even as a prevention...
- At home, at the doctor, together with other women...

HOW WAS THIS IDEA AND MOTTO BORN?

- By preparing healthy food we usually **take care of** our loved ones, and by regular screening, examination and testing we are **taking care of ourselves**
- Cooking together opens a space for **cooperation, sharing and supporting each other** and can be very helpful in management of our stress and uncertainty
- Women have shared their cookbooks and recipes from one generation to another for centuries: together with their **life experiences** and practical **tips for healthy living**
- Regular and balanced food is very important for our overall health – as same as regular movement and further **ingredients for an active and happy life...**

KEY INGREDIENTS OF OUR COMMON RECIPE FOR AN ACTIVE LIFE

WORKING VERSION
(in approval)



TESTING & REGULAR CHECK-UPS

- Facts and myths
- Educational content



REGULAR MOVEMENT

- Sports activities prepared for WGOD events



HEALTHY FOOD

- Healthy recipes from all around the world (#GODayChallenge)



MENTAL HEALTH

- Cooking therapy
- Patients' quotes
- Tips and tricks for relaxation etc.

What is

YOUR PERFECT RECIPE

for an active and happy life?



SHARE IT

with us and with other women
all around the world!

COMMUNICATION CHANNELS

OUR OWN

WEBSITE & E-SHOP

- Updating post generator and interactive map
June
- Promo of e-shop on social media
July/August - September

OUR OWN

SOCIAL MEDIA

- Duration of campaign
6th July - October
- Educational part (incl. cooperation with doctors and ENGAGE Teens)
July - September
- WGOD part
July/August - October

GLOBAL AND LOCAL

MEDIA

- Local press release – through NGOs
July - September
- Global press release
September

YOU AS OUR PARTNERS

NGOS

- Active communication via own social media channels
6th July - September
- Global NGO's #GODayChallenge
July - August

HOW TO JOIN?

03

PLAN YOUR LOCAL EVENT

1. Fill in questionnaire, so we know you are **IN** this year – link will be shared with you **during May**

– Do you have new profile on social media founded last year? Let us know and we will follow you!

2. Plan and organise your **own local awareness event**

3. Register your event or activity on our global World GO Day website during summer

– ENGAGe members, ESGO members, partners, other coalitions, non members

– Every activity can be shared on the website

GET READY FOR WGOD 5TH

Make sure you are ready for the celebration.

Our e-shop is full of purple clothing and accessories – for you or your inspiration!

Motivate people outside your organisation to spread the awareness by purchasing our GO Day items. We will send you an **„e-shop package“** with helpful materials for promotion via social media.

Do you want to prepare your own purple things? Please follow our logo manual for ENGAGe members.



BOOST AWARENESS IN YOUR NEIGHBOURHOOD



Communicate and boost **awareness about World GO Day in your neighbourhood** within:

- your colleagues
- doctors and nurses
- hospitals



As in the previous year we will prepare **short proposal** how to involve doctors into our campaign and how to work with their messages. **And share it with you.**

SPREAD AWARENESS THROUGH MEDIA

NGOs

LOCAL MEDIA RELATIONS

- We recommend to prepare at least 1 **press release about your local event** (when, what, why..) and sent it to your local media in the **end of July/August**
 - Local newspapers, women and health magazines, website with events etc.
- We will prepare **quotations** which you can use in your local press release
- And also share our **global press release** for your inspiration **at the beginning of campaign**

WGOD

GLOBAL MEDIA RELATIONS

- We will prepare a **global press release**
- Will be sent to global media at the **beginning of September**

LOCAL MEDIA RELATIONS: TIPS & BEST PRACTICES

How to write you press release?

- **Headline**
- **1-2 paragraphs about your local event** for September 20th
 - Information provided should answer following questions regarding this event – **what, when, where, who, why** you choose this activity/type of event + ideally part of it in form of quotation of somebody from your NGO.
- **1-2 paragraphs about World GO Day in general + quotation from ENGAGE/ESGO**
- Contact information of your NGO for journalists

How to distribute your press release?

- Focus on **lifestyle media (magazines for women, Health, Fitness & Wellness Magazines), current affairs media or websites with local events** etc.
- **Send the press release in July** so that you can still reach monthly magazines (with months long publication deadlines).
- Do not forget to follow up/send reminder in the beginning of September!

TRY TO REACH OUT AMBASSADORS

Would you like to have a huge name that would vouch for you and your local WGOD campaign?

Why not try inviting our **audience on social media** to **tag a celebrity** they think might be willing to support our cause and see what happens?

It's worth the shot! 😊



Source: [Ellen DeGeneres](#)



TRY TO REACH OUT AMBASSADORS

We will send you **special „ambassadors package“** with some graphics and ENG copy.


Your task will be **to publish** our visual on your social media channels together with a short challenge for your followers.

And we will see. 😊

- If some of tagged persons answers and will be open for cooperation, it would be great!
- If no one answers, too bad, but we are not the losers here.

„Do you know some influencer or celebrity who might be willing to support World GO Day and help us to turn the world purple again? Tag him or her in comments below our post.“

Only for illustration. Final copy will be included in our „ambassadors package“.



FOLLOW AND MARK OUR GLOBAL PROFILES



@WorldGOday



@worldgoday



@WorldGOday

- Don't forget to **follow us** on social media (Facebook, Instagram, Twitter)
- And **tag our global profiles** in your posts – we will know about them and help you increase their reach by sharing

Share

YOUR PERFECT RECIPE

for an active and happy life
with your followers and also with us!



PREPARE YOUR OWN PLAN FOR COMMUNICATION VIA SOCIAL MEDIA

Use **post-generator** on our website to create own posts.

Find inspiration in **prepared educational posts or adapt our materials** (post plan and packages with graphics) into your language.

Share **branded gifs** and **further materials** that we will have for our campaign this year.

@WorldGoday



SPORTING ACTIVITIES

Sport has always been a part of **World GO Day** and this year is no different.

Are you planning any **interesting sport activation again**? Let us know and we will be happy to share!

For inspiration from previous year, watch our [final video](#) or stories on our [IG profile](#).

In 2022 there were a lot of amazing invitations, sport challenges and videos. **Really great job!** 🙌



MENTAL SUPPORT

Do you have...

- some nice quotes with patients' experiences with testing?
- interesting and supporting doctors' or nurses' quotes connected with our main topics?
- your own video or photo messages showing support, tips for relaxation, reduction of stress and overall mental wellbeing?

... and would you like to increase visibility of your organization in our campaign ?

Send them to us on worldgoday@esgo.org! Best of them will be promoted to reach as many women as possible.

Sharing is caring & more visibility! 😊



And last but not least

JOIN OUR
#GODayChallenge
2023

HEALTHY RECIPES: #GODAYCHALLENGE 2023

How to join?

- Choose one of your **favourite healthy recipes**
- Find some time to meet your colleagues and friends in nice pleasant place where you can cook
- Wear **purple T-shirts** and / or **aprons** from WGOD e-shop
- And enjoy cooking and tasting together!



HEALTHY RECIPES: #GODAYCHALLENGE 2023

Make a short video (approx. 30 sec) from your cooking and...

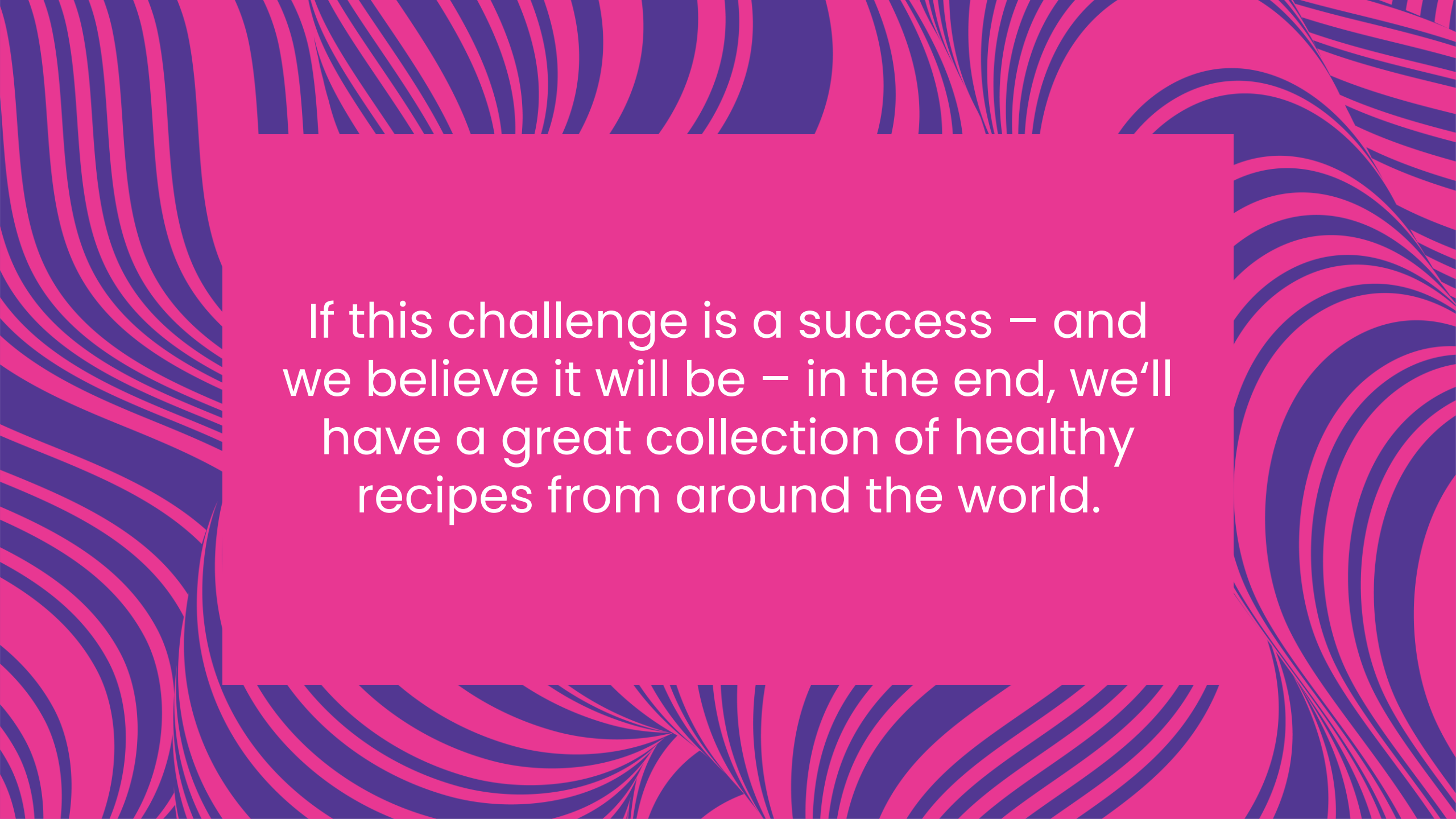
- show us, how you prepare the food!
- show us how you do it together!
- show us that you love and enjoy the taste!
- show us the fun and positive energy!

Share your video on social media together with recipe and hashtag **#GODayChallenge**

And share it also with us till the end of August!
We will be happy to collect and communicate your videos and recipes.

DON'T forget to make also some **photos**
– as a memory and further content for communication.



The background features a vibrant, abstract pattern of wavy, overlapping lines in shades of pink and blue. The lines flow and curve across the frame, creating a sense of movement and depth. A solid pink rectangular area is centered on the page, serving as a backdrop for the text.

If this challenge is a success – and we believe it will be – in the end, we'll have a great collection of healthy recipes from around the world.

And we will be able to
prepare and share virtual

WORLD GO DAY
COOKBOOK

with healthy recipes and useful tips
for an active and happy life!



HOW TO JOIN CHECKLIST

1. Plan your event
2. Visit our e-shop and get ready for WGOD 5th
3. Boost awareness in your neighbourhood
4. Spread awareness through media
5. Try to reach out ambassadors
6. Follow our global profiles
7. Prepare your plan for communication on social media
8. Inform, engage and activate your followers
 - Sports events
 - Mental support
 - Healthy recipes from #GODayChallenge

ASSETS

04

5th




World GO Day

September 20th #WorldGODay September 20th #WorldGODay September

GRAPHICS



GRAPHICS

Graphics assets

STANDARD PACKAGE

- Template + concrete graphics for ENG educational posts (Go for..., Did you know...)
- Template for WGOD events and further activities
- Template for posts with doctors
- Cover picture for Facebook Page and Event
- Cover picture for Twitter
- Template for FB frame in Canva

Graphics assets

NEW AMAZING FORMATS

- Icons symbolizing our „main ingredients“ for an active life
- Template for IG stories
- Template for e-shop
- Template with „call for ambassador“
- WGOD gifs
- IG filter

Graphics assets

INSTRUCTIONS

- Colors (purple & orange)
- Font
- How to use...

We will send you all the
assets nicely organized.

WE PROMISE 😊

MEDIA RELATIONS

WGOD

GLOBAL PRESS RELEASE

- Will be send to the global media at the beginning of September
- And also shared with you for your inspiration at the beginning of campaign

NGO's

QUOTATIONS

- We will also share with you 2-3 quotations for your local press releases
- Quotation of **Nicole Concini** (ESGO President) and **Prof. Dr. Jalid Sehouli** (ENGAGE co-chair)



SOCIAL MEDIA: LAUNCH



5th WGOD and why to join us (6th July: Kissing Day)

5 types of gynaecological cancers (cervical, ovarian, endometrial, vaginal and vulvar)

5 basic ingredients for an active and happy life (testing, regular check-ups, sport, healthy food, mental health)



WORKING VERSION
(in approval)





SOCIAL MEDIA: EDUCATIONAL POSTS 1/3



GO FOR...

- Prevention and (the right) treatment
- Pap smear testing
- HPV DNA testing and self-sampling
- Genetic testing



WORKING VERSION
(in approval)

SOCIAL MEDIA: EDUCATIONAL POSTS 2/3

DID YOU KNOW...

- Once upon a time ... the HPV virus
- Why are we talking about HPV screening types in plural
- About cytology (pap smear test)
- About HPV test
- About HPV self-sampling
- About differences between pap smear and HPV DNA test and why to use both of them
- Fact and myths about conization

WORKING VERSION
(in approval)

SOCIAL MEDIA: EDUCATIONAL POSTS 3/3

DID YOU KNOW...

- who is eligible for genetic testing?
- how a genetic test is performed?
- about the advantages of genetic testing?
- and about implication of negative genetic test results?

WORKING VERSION
(in approval)

SOCIAL MEDIA: WGOD CONTENT

CALL FOR AMBASSADORS CONTENT

- Special activity for WGod 2023
- Package with copy + graphics + brief

E-SHOP PACKAGE

- Package with copy and graphics for stories and posts for local usage
- Brief with basic tips how to use it

E-SHOP

www.spreadshirt.net/shop/user/world+go+day/



Get ready for World GO Day 5th!

- Visit our e-shop
- Or prepare your own purple things ☺



E-SHOP

www.spreadshirt.net/shop/user/world+go+day/



WGOD e-shop is available for all people around the world during whole year.

Would you like to inform on your social media channels about our e-shop and motivate people to support us by purchase? We will share with you:

- Regular information about new products and best sellers in our newsletters
- Special package for promotion via social media

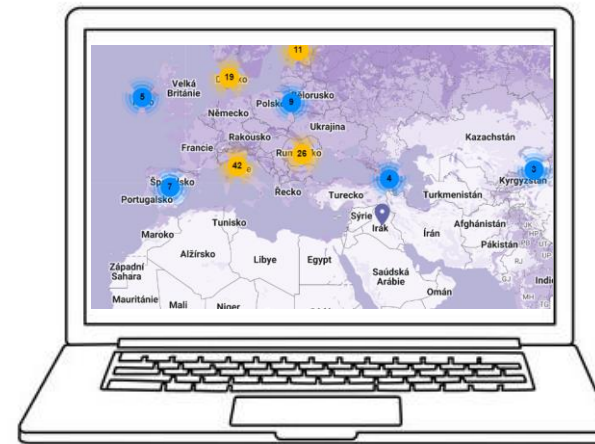
WEBSITE

www.worldgoday.org



Post generator

- Create your own branded content only in few quick steps!



Interactive map of events

- Plan your own event and share it with others on our website

WEBSITE

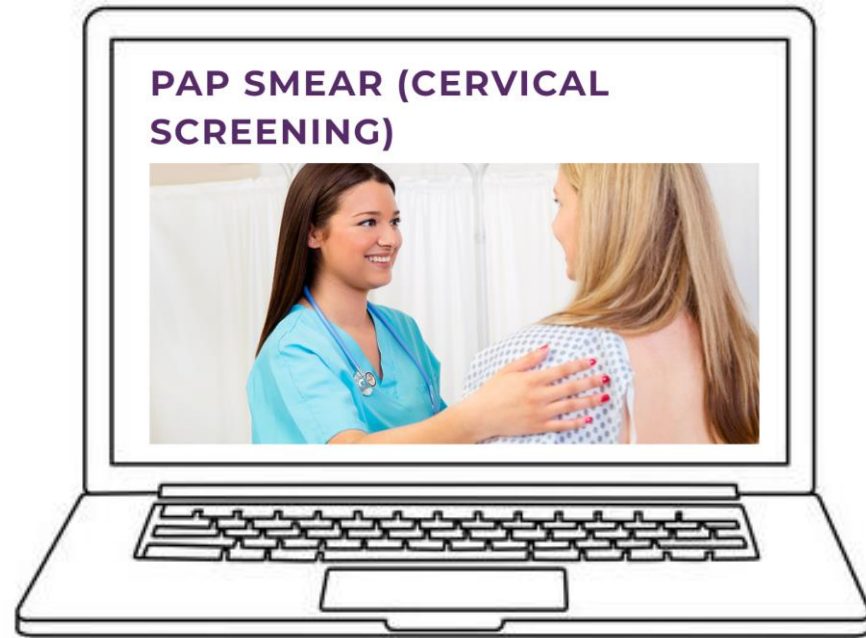
www.worldgoday.org/pap-smear/

Pap smear (cervical screening)

– Find information about pap smear and use our landing page for your communication

CONTENT WILL BE UPDATED

(incl. information about genetic testing, pap smear, HPV DNA testing and self-sampling)



Too much information?

WE GOT YOU!



ASSETS

CHECKLIST

1. Graphics package & instructions
2. Media relations
3. Social Media
 - Launch
 - Educational posts
 - WGOD content (ambassadors, e-shop)
4. E-shop
5. Website with post generator and a map
6. Pap smear landing page (website)

NEWSLETTERS

05

NEWSLETTERS

Regular newsletters for participants **on monthly bases**

For WGOD 5th we plan to share with you **always something more and extra!**

- Social media news and trends
- Best practices and learnings from global profiles
- Graphics inspiration (reminders on individual formats and how to use them)
- Inspirational examples of communication from participants



Sign-up on our website!

NEWSLETTERS: TOPICS

- **April:** Thanks for participation on our workshop (**link** to recording and ppt/pdf)
- **May:** World Ovarian Cancer Day
- **June:** 3 month to World GO Day (**main packages** with materials ready for download)
- **July 6th:** Launch of campaign
- **August:** Best sellers / news on our e-shop + reminder of WGOD 2023 Challenge
- **September:** Only 14 days to 5th World GO Day. Are you ready?
- **September:** Thanks for participation!
- **October:** Overview and see you next year
- **December:** PF 2024

**THANK YOU FOR ATTENTION
AND LETS GO TOGETHER
FOR THE 5TH TIME!**

worldgoday@esgo.org