

# CAMPAIGN REPORT

Brazil

EU  
SOU E  
EU VOU



Dia  
Mundial  
do Câncer

Junte-se a nós em 4 de fevereiro



Associação Brasileira de Mastologia  
União Internacional para o Controle do Câncer



# FEMAMA

## Actions Overview

### Website

Portuguese special hot site dedicated to the campaign, with access to UICC documents, FEMAMA content and all call to actions

### Digital Media

Facebook, Instagram, Youtube and WhatsApp FEMAMA profiles involved | Informative content | Facebook avatar and WCD Hero Facebook Filter | Social Media covers | Posts to be used by partners and associated NGOs | Direct e-mails to our contacts base | Support of digital influencers

### Press

Press releases | Opinion article | Interviews

### Local Actions

Enlightenment of Landmarks | Activities supported by local NGOs

# Special Hotsite

## World Cancer Day 2020

#WCD2020

Home Campanha Como participar Câncer Contato

EU SOU E EU VOU

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Femama UICC

### 4 de fevereiro: Dia Mundial do Câncer

O mundo todo se une no dia 4 de fevereiro para celebrar o Dia Mundial do Câncer e combater os impactos globais da doença. A FEMAMA é membro da UICC, instituição criadora da data, e envolve o Brasil na mobilização global. A campanha trilateral "Eu Sou e Eu Vou" representa o poder de ações tomadas no [...]

Ler mais

### Engaje-se

Neste Dia Mundial do Câncer, a FEMAMA chama à atenção para a redução de riscos da doença e ao diagnóstico precoce. Conheça o seu corpo, fique atento aos sinais e perceba alterações, no primeiro sinal de alerta, busque orientação médica para realizar um diagnóstico precoce. Quanto mais cedo a doença for diagnosticada, maiores são as [...]

Ler mais

### Vídeo "Eu Sou e Eu Vou"

Na campanha do Dia Mundial do Câncer 2020, a FEMAMA está encorajando todas as pessoas a produzirem vídeos curtos contando de que forma você irá reduzir a chance de ter câncer ou trabalhar para diminuir o carga do câncer no mundo. O poder de ações tomadas no presente podem impactar diretamente o futuro. Seja você [...]

Ler mais

The special hot site had more than **3.800** pageviews during the campaign.

To connect Brazil with the global campaign, FEMAMA prepared a hot site made for WCD 2020, presenting information in Portuguese.

There, people could find how to reduce the impact of cancer in the world, as well as downloadable materials such as social networking covers, posters, etc.

People were also directed to the UICC website in Brazilian Portuguese, and had access to the importance of early diagnosis and different ways to participate in the campaign's actions.

[Access here](#)

# Call to Actions

We invited everyone to accomplish three **call to actions on social networks**. Our followers were encouraged by the questions: Who are you? How can you reduce the impact of Cancer in Brazil? The actions were:



Record a video telling what you are going to do to reduce your risk of cancer

"I'm Dra. Maira Caleffi and I'll fight for the cancer diagnostics in 30 days"



Create or customize an image for social media

"I'm a survivor and I'll inspire others"



Use the campaign frame in the Facebook profile photo

"I am and I Will, Join us on February 4th."

# Social Media

FEMAMA took the key messages of the 2020 campaign to their fans and followers on **Facebook**, **Instagram** and **Twitter** in the period: January 20th to February 04th

All posts were accompanied by the hashtags:

**#DiaMundialdoCâncer,**  
**#EuSouEEuVou e #FEMAMA**

[#WorldCancerDay #IamAndIwill  
#FEMAMA]



Simple Post

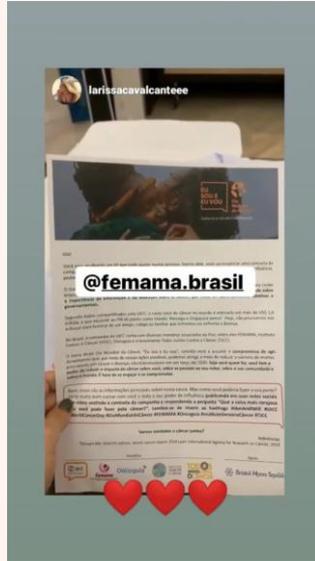


Carousel post

# Social Media Digital Influencers

Digital influencers in the areas of health, fashion and politics were also part of the campaign's visibility and engagement strategies on social networks, especially on **Instagram Stories**.

In partnership with BMS (Bristol-Myers Squibb), a World Cancer Day KIT was created and sent by post, containing a T-shirt and a letter on how to engage in the campaign.



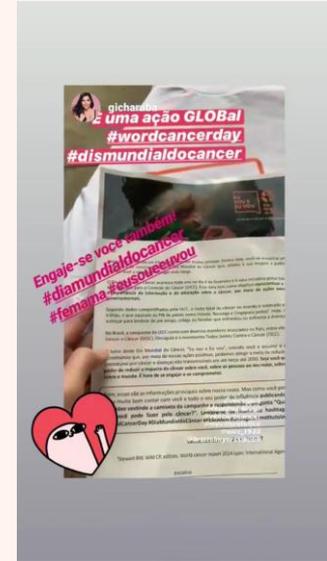
**Larissa Cavalcante**  
54k followers  
Presenter



**Fernanda Pessoa**  
12,4k followers  
Federal Deputy



**Valéria Pacheco Coelho**  
14.1k followers  
Image Consultant



**Gi Charaba**  
34,4k followers  
Fashion / Health Segment

# NGOs Local Actions



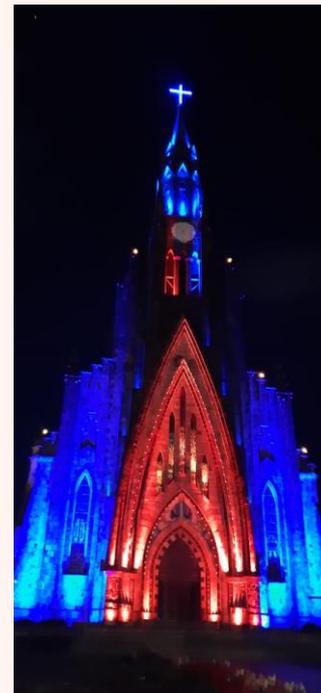
Maracana Stadium  
Rio de Janeiro, RJ  
(FEMAMA)



Grêmio Arena  
Porto Alegre, RS (IMAMA-RS)



Beira Rio Stadium  
Porto Alegre, RS  
(IMAMA-RS)



Stone Cathedral  
Canela, RS  
(IMAMA-RS)

# World Cancer Day 2020

## Summary of Results

**Reach - FEMAMA's Facebook page:** 82,0648 people;

**Website:** over 3,700 pageviews to the website

**Direct E-mail:** Over 80,000 contacts activated via email

**Press:** 81 mentions in the press related to FEMAMA and World Cancer Day;

# Thank You!



**Femama**

Federação Brasileira de Instituições Filantrópicas  
de Apoio à Saúde da Mama

## FEMAMA

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