FEMAMA
Actions Overview

Website
- Portuguese special hotsite 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
To connect Brazil with the global campaign, FEMAMA prepared a hotsite made for WCD 2020, presenting informations in Portuguese.

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

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

The special hotsite had more than 3,800 pageviews during the campaign.
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.”
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]
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: 82,064 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

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