

WORLD OVARIAN CANCER DAY PCA INGO X HPR



INGO

Irish Network for
Gynaecological Oncology

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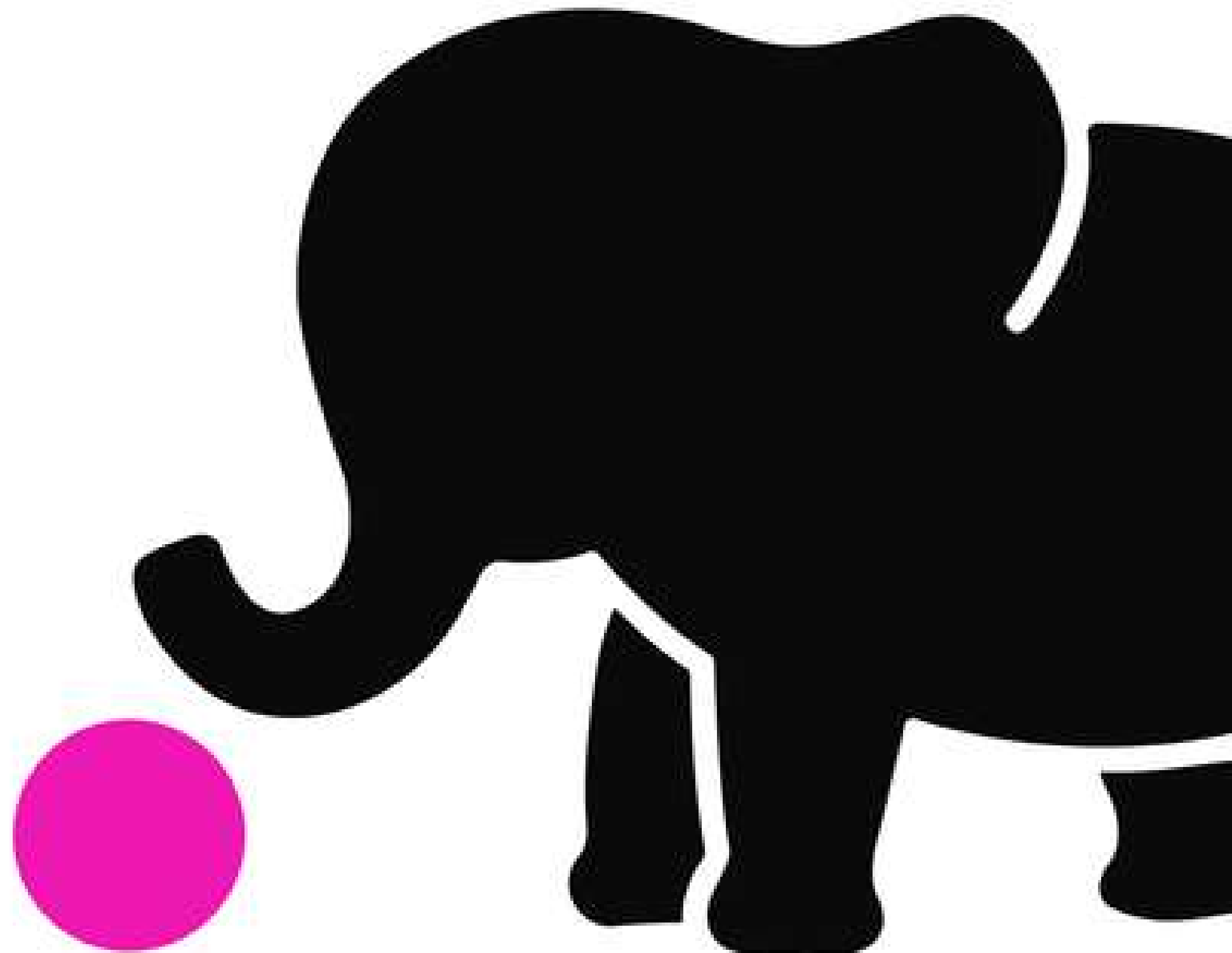
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CAMPAIGN OVERVIEW ●

INGO

Irish Network for
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Following support of the 2025 World GO Day campaign, Harris PR partnered with INGO for World Ovarian Cancer Day (WOCD), observed annually on 8th May. The global awareness initiative aims to increase understanding of ovarian cancer symptoms, encourage early detection, and support those affected by the disease.

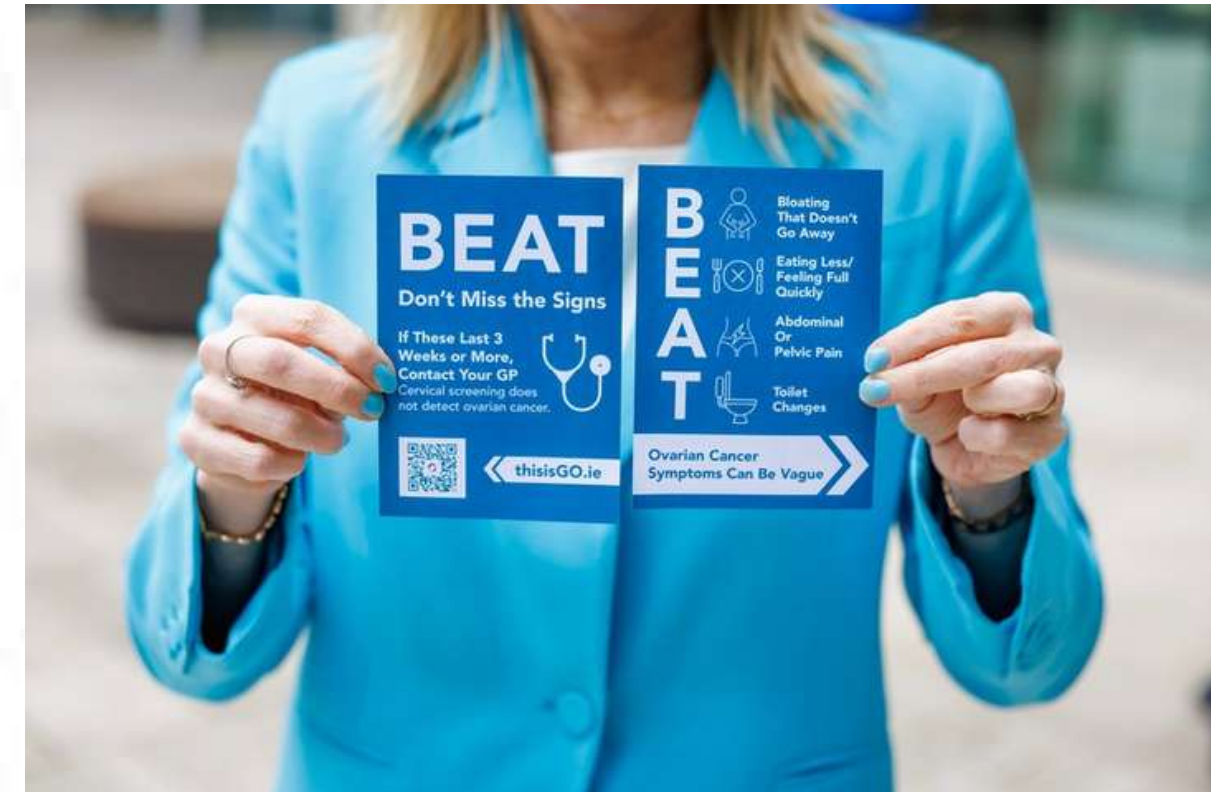
A key objective of the 2026 campaign was to raise nationwide awareness of the B.E.A.T symptoms of ovarian cancer while spotlighting updated national research findings commissioned by INGO. Through strategic media outreach, partnerships, storytelling, a creative activation and research-led communications, HPR delivered an integrated campaign across national and regional platforms designed to educate the public, drive conversation, and encourage earlier help-seeking behaviours.

Activity spanned print, broadcast, online, health, consumer, and lifestyle media, helping to drive awareness and encourage earlier action.

The B.E.A.T Bench (@Dundrum Town)

At the heart of the activation was a simple insight: a bench is a universal symbol of connection. It invites people to pause, sit together, and share a moment or conversation. To harness that power, we transformed an everyday bench into a striking, artist-designed installation that was both eye-catching and Instagram-worthy.

Created by muralist Chloe Mowlds, a member of the Minaw Collective, an all-female street art collective, as her work and perspective aligned naturally with a campaign focused on women's health and empowerment, the B.E.A.T Bench was designed to draw people in, encouraging visitors to put down their phones, take a seat, and engage with the important messages around them.



CAMPAIGN OVERVIEW ●

Photo-call

To support the launch of the campaign, HPR coordinated a dedicated photocall centred around the B.E.A.T Bench installation. The photo-call featured leading campaign spokespeople, including broadcaster and advocate, Miriam O'Callaghan and provided strong visual assets to amplify awareness of the BEAT symptoms message across national media.

Media Gifting

In the lead-up to World Ovarian Cancer Day, HPR distributed curated gift bags to journalists and influencers including B.E.A.T branded tote bags designed by Helen Steele alongside informational campaign leaflets. The initiative helped generate organic engagement, support social amplification, and extend reach for the campaign's symptom awareness messaging.

Research

The campaign was anchored by a central press release informed by updated national research commissioned by INGO and conducted by iReach in April 2026.

The findings provided a timely and compelling news hook, offering fresh insight into public awareness and understanding of ovarian cancer symptoms. The release was designed to reinforce recognition of the B.E.A.T acronym and included spokesperson commentary, symptom education, activation imagery, and a clear call to action encouraging earlier help-seeking.

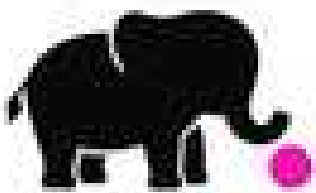
Case Study Interviews

HPR facilitated lived experience and medical spokesperson interviews as part of the campaign, supporting authentic storytelling to strengthen public understanding of ovarian cancer symptoms and the importance of early detection. These personal accounts helped humanise the campaign messaging, creating meaningful media engagement and reinforcing the impact of the updated research findings.

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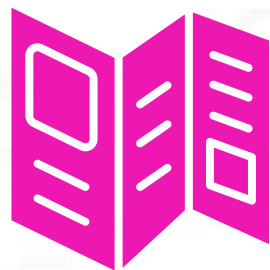



HARRIS

ACTIVATION HIGHLIGHTS ●

INGO

Irish Network for
Gynaecological Oncology

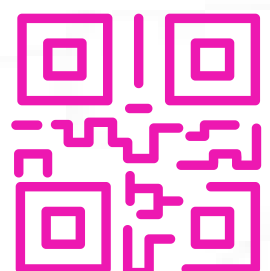


4,000 leaflets were distributed over the three-day activation.



Estimated 50 meaningful one-to-one conversations with members of the public

Several women said they intended to visit their GP after learning more about ovarian cancer symptoms.



The QR code to the This is GO campaign generated **30+** clicks, encouraging people to seek further information.



Key First Hand Insight:

- The activation helped dispel misconceptions, including confusion around hysterectomies and cervical smear tests
- The most commonly misunderstood symptoms were bloating and difficulty eating or feeling full quickly.



Around **400 samples and goodie bags** were handed out. All goodie bags were fully distributed before the end of the campaign, demonstrating strong public interest.



PHOTOCALL IMAGES ●



COVERAGE SUMMARY ●

35
Earned and Social
Pieces Secured

Number of Online
Pieces
7
Total Potential Reach of
2,167,083

Number of
Broadcast Pieces
8
Total Potential Reach of
376,000

Number of Print
Pieces
7
Total Potential Reach of
568,260

Number of Social
Pieces
14
Total Potential Reach of
1,488,480

COVERAGE SNAPSHOT ●

Total Overall Potential Earned Media Reach: 2,851,516.75
Total Overall Potential Social Reach: 1,876,490
Total Combined Overall Reach: 4,728,006.75

PRINT COVERAGE●





RTE Guide
Readership: 129,585



Know the signs

World Orange Cancer Day, which takes place every May, is an opportunity for patient organisations, health care professionals and advocates around the world to raise awareness of various cancers, improve understanding of symptoms, support women affected by the disease and highlight the urgent need for action.

The Irish Network for Gynaecological Oncology (INGO) is a voluntary and independent body of over 50 of Ireland's leading gynaecological cancer specialists, researchers and patient advocates. They are committed to educating the public on prevention, symptoms, early diagnosis and treatment.

INGO has outlined key research, which reveals significant gaps in awareness and understanding of various cancer symptoms among women in Ireland. Less than one in three women (33%) had considered they would recognise the symptoms of ovarian cancer and only 17% of women are aware of the BLOT warning signs, which represent the best symptoms of ovarian cancer:

- Bloating that is persistent and doesn't come and go
- Feeling full and finding food seems quickly
- Abnormal and pelvic pain not related to sex
- Urge to urinate or bowel habits

If these symptoms occur frequently, are persistent and represent a change from what is normal for women, medical advice should be sought.

Cooperation around the national screening programme, Cervical Check, remains a priority. While 74% of women currently identify Cervical Check as reducing the risk of cervical cancer, 10% believe it covers all gynaecological cancers. This ongoing misunderstanding is significant as there is no screening programme for ovarian cancer, highlighting the importance of symptom awareness and prompt action.

The World Orange Cancer Day team (which any day), women are encouraged to learn the symptoms, share the BLOT message and support others to support awareness and education around

COVERAGE – PRINT



Irish Sun x2
Readership: 94,044

Say B.E.A.T it to ovarian cancer

LET'S BEAT DISEASE
Miriam and Minnie saved the BEAT bench in Dublin

300
Sadly around 300 women in Ireland die each year due to ovarian cancer

BEAT
EATING DIFFICULTY
TOILET CHANGES

AS a gynaecological oncologist working, I see first-hand the impact ovarian cancer can have. Not just physically, but emotionally and socially. What makes this disease particularly challenging is not only its biology, but how easily it can present. This is why awareness, especially around symptoms, is one of our most powerful tools. Ahead of World Ovarian Cancer Day we share from the Irish Network for Gynaecological Oncology highlights a concerning reality: fewer than one in three women feel confident they could recognise the symptoms of ovarian cancer. This statistic is striking but, sadly not surprising. Ovarian cancer is often referred to as a 'silent' disease, but in truth, it does bleed – persistent, not occasional. Eating difficulties – feeling full quickly or appetite loss. Abdominal or pelvic pain. Toilet changes – such as needing to pass urine more often or bowel habit changes. Despite how central these symptoms are, awareness remains low, with only one per cent of women familiar with the BEAT acronym. While most women recognise pain as a potential warning sign, fewer associate ovarian cancer with bloating and changes to bowel habits, and there is a significant drop in those who associate it with eating loss and feeling full quickly. There is a gap in understanding matters, because recognising the symptoms can lead to earlier diagnosis. Timing is another critical issue while it's natural to hope that symptoms will pass beyond the ovaries. At this stage, treatment becomes more complex. In contrast, when ovarian cancer is detected early, outcomes are significantly better, and treatment can be less extensive. This is why awareness is not just helpful – it is lifesaving. Another important point is clarity in screening. Many women in Ireland are familiar with CervicalCheck, our national cervical screening programme. However, sadly not in the women mistakenly believe it screens for all gynaecological cancers. It does not. **No screening** Currently, there is no screening test for ovarian cancer. This makes symptom awareness and early presentation even more crucial. In Ireland, approximately 800 women are diagnosed with ovarian cancer each year, and sadly, around 300 die from the disease. It is the most leading cause of cancer death in women. Behind each of these numbers is a person Every woman deserves to recognise the signs of ovarian cancer and feel empowered to seek help. As clinicians, we strongly encourage women not to dismiss persistent symptoms. You are not waiting anyone's time by seeing your GP if you have these symptoms. In fact, early consultation allows us to rule out serious conditions – or, if necessary, begin investigations promptly. Most symptoms will turn out to be due to non-malignant causes, but the small number that are not need to be identified as early as possible. Public initiatives, such as awareness campaigns and installations like the BEAT bench, are valuable in sparking conversations and bringing this message into everyday spaces. But the real impact comes from individuals lowering the symptoms, sharing them with friends and family, and then acting on them when needed. If there is one message I would emphasise, it is this: ovarian cancer does not have to be a silent disease.

WARNING SIGNS TO WATCH OUT FOR

EVERY year in Ireland over 2,000 women are diagnosed with gynaecological cancer. But the symptoms of ovarian, uterine, cervical, vaginal and vulvar cancer can often be vague, easy to miss or mistaken for other conditions. TV's Miriam O'Callaghan unveiled the BEAT bench, designed by artist Chloe Mowlds, at Dundrum Town Centre in south Dublin this week. BEAT is an acronym for the most common symptoms of ovarian cancer and the idea behind the bench is to encourage the public to "take a seat" and learn the life-saving BEAT warning signs. Here, CLAIRE THOMPSON, a consultant gynaecological oncologist at Dublin's Mater Misericordiae University Hospital and Rotunda Hospital, explains the key symptoms to watch out for on World Ovarian Cancer Day today. And when to seek medical help.

SUPPORTER ...
TV star Minnie

AWARENESS ...
Dr Claire Thompson





Liffey Champion
Readership: 22,500



TV presenter Miriam O'Callaghan who unveiled the BEAT bench at Dundrum Town Centre last week to mark World Ovarian Cancer Day.

Less than one in three women feel they would recognise the symptoms of ovarian cancer

by Aileen Saffron

WORLD Ovarian Cancer Day took place on Friday, 8th May when patient organisations, healthcare professionals, and advocates around the world united to raise awareness of ovarian cancer.

The day was also aimed at improving understanding of symptoms, supporting women affected by the disease, and highlighting the urgent need for earlier diagnosis, as ovarian cancer continues to be one of the most challenging cancers to detect early.

The **Irish Network for Gynaecological Oncology (INGO)** is a voluntary co-ordination body of over 30 of Ireland's leading **gynaecological** cancer campaigners, researchers, and patient advocates.

Committed to educating the public on prevention, symptoms, early diagnosis, and treatment, **INGO** launches an annual campaign each year to coincide with **World Ovarian Cancer Day**.

INGO has released new research which reveals significant gaps in awareness and understanding of ovarian cancer symp-

oms among women in Ireland.

Less than one in three women (28%) feel confident they would recognise the symptoms of ovarian cancer, and only 2% of women are aware of the BEAT acronym, which represents the key symptoms of ovarian cancer:

- Bloating that is persistent and doesn't come and go
- Eating less and feeling full more quickly
- Abdominal and pelvic pain you feel most days
- Toilet changes in urination or bowel habits

If these symptoms occur frequently, are persistent, and represent a change from what is normal for someone, medical advice should be sought.

Early detection significantly improves outcomes, making awareness and timely action critical.

The clear message is that if a woman experiences any of these symptoms for three weeks or more, she should contact her GP.

The research also underlines disparities in recognition of individual symptoms.

Continued on page 26





Irish Medical Times
Readership: 23,091

B.E.A.T. Ovarian
cancer by knowing
the symptoms

There is no effective screening for Ovarian Cancer, writes **Terence Cosgrave** which is why a diagnosis usually only happens after the cancer has spread through the body

Ovarian cancer remains one of the most serious and difficult cancers affecting women in Ireland, with healthcare professionals warning that greater awareness and earlier diagnosis are critical to saving lives. Ahead of **World Ovarian Cancer Day 2026**, campaigners, doctors and patient advocates are calling on women to learn the symptoms of the disease and seek medical advice if changes persist for more than three weeks.

Each year, around 400 women in the Republic of Ireland are diagnosed with ovarian cancer, while almost 300 die from the disease. In Northern Ireland, more than 200 women are diagnosed annually and approximately 120 die. Ovarian cancer is now the fourth leading cause of cancer death among women in Ireland, after lung, breast and colorectal cancer.

One of the greatest challenges is that ovarian cancer is often diagnosed too late. According to Consultant **Gynaecological Oncologist Ms Claire Thompson** of the Mater Misericordiae University Hospital and Rotunda Hospital, three out of four women are diagnosed only after the cancer has already begun to spread. Unlike cervical cancer, there is currently no screening programme for ovarian cancer, making symptom awareness vital.

To improve public understanding, the **Irish Network for Gynaecological Oncology (INGO)** has launched a nationwide awareness campaign centred on the "B.E.A.T" acronym, which

highlights the four key symptoms of ovarian cancer:

- Bloating that is persistent and does not come and go
- Eating less and feeling full more quickly
- Abdominal and pelvic pain felt most days
- Toilet changes in bowel habits or urination

Medical experts stress that women should contact their GP if these symptoms are new, persistent, and continue for three weeks or more.

Each year, around 400 women in the Republic of Ireland are diagnosed with ovarian cancer

New research released by **INGO** shows that awareness of ovarian cancer symptoms remains worryingly low in Ireland. Less than one-in-three women feel confident they could recognise the symptoms, while only two per cent were aware of the B.E.A.T acronym before the campaign. Although most women recognised abdominal or pelvic pain as a symptom, fewer understood that changes in appetite or feeling full quickly could also be warning signs.

The research also revealed widespread confusion around cervical screening. While most women correctly understand that CervicalCheck



Mater Hospital Foundation's third annual Marilyn's Mater Paddle event takes place on Sunday May 24 at the Shoreline Hotel and Balcarrick Beach, Donabate

screens for cervical cancer, almost one-in-five mistakenly believe it screens for all **gynaecological** cancers, including ovarian cancer.

World Ovarian Cancer Day 2026 carries the theme #NoWomanLeftBehind, highlighting the importance of ensuring all women, regardless

care I received at the Mater was exceptional," she said. "The nurses and doctors provided constant reassurance and answered every question I had"

Now Nikki is giving back by taking part in Marilyn's Mater Paddle in Donabate later this month, an event raising funds for women's cancer care



COVERAGE – SOCIAL ●



RSVP Magazine
Readership: 117,003

Due in July

**ONLINE
COVERAGE.**



COVERAGE - ONLINE ●



Irish Independent
Potential Reach:
1,457,153.75

‘Tomorrow isn’t guaranteed for any of us’ – Carlow woman’s ovarian cancer initially dismissed by doctors as trapped wind

After being misdiagnosed by doctors multiple times, Linda Callinan was eventually diagnosed with ovarian cancer and is now sharing her story to raise awareness of its symptoms to help other women



COVERAGE - ONLINE ●

INGO

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Gynaecological Oncology



The Sun
Potential Reach:
480,191.50

SAY BEAT IT Bloating, toilet changes & abdominal pain...4 key symptoms of 'silent' killer cancer as 2k Irish women diagnosed yearly

Claire Thompson

Published: 07:00, 8 May 2026





RSVP

Potential Reach:
117,003

Key signs of ovarian cancer that can be mistaken for digestive issues

Friday 8th of May is World Ovarian Cancer Day and less than one in three women feel confident that they would recognise the signs of ovarian cancer - they can be easily mistaken for other issues





Cork Beo
Potential Reach:
70,779

SAY BEAT IT Bloating, toilet changes & abdominal pain...4 key symptoms of 'silent' killer cancer as 2k Irish women diagnosed yearly

Claire Thompson

Published: 07:00, 8 May 2026



COVERAGE - ONLINE ●

IRISH COUNTRY
MAGAZINE

Irish Country Magazine
Potential Reach:
21,051

Two in three Irish women don't feel confident identifying the signs of ovarian cancer

by EMacdonagh — May 22, 2026

AA





[Stellar.ie](https://stellar.ie)
Potential Reach:
17,780

Most Irish Women Wouldn't Recognise The Symptoms Of Ovarian Cancer

Women in Ireland are not confident they would notice the symptoms.

New research, commissioned by the Irish Network for Gynaecological Oncology (INGO) to mark World Ovarian Cancer Day, has highlighted that only one in three women (29%) are confident they would notice a symptom of ovarian cancer.

Paula explains that she had never heard of ovarian cancer before, "They have this acronym – BEAT – and I didn't recognise that that was what my symptoms could be. I don't think a lot of people are familiar with it."

The BEAT symptoms are:

- Bloating that is persistent and doesn't come and go
- Eating less and feeling full more quickly
- Abdominal and pelvic pain you feel most days
- Toilet changes in urination or bowel habits

"I had an operation called a total abdominal hysterectomy," says Paula, "and in my case, there was a mass and it had grown from quite small in June to very big by the

COVERAGE - SOCIAL ●



Dublin Gazette
Potential Reach:
3,125

@Gazette Reporter May 7, 2026

World Ovarian Cancer Day 2026



**BROADCAST
COVERAGE.**



COVERAGE – BROADCAST ●



Lunchtime Live
Listenership:
116,000



Classic Hits
14:00 News
Listenership:
90,000



Classic Hits
16:00 News
Listenership:
100,000

-



COVERAGE – BROADCAST ●



Todayfm:
Listenership: 20,400



Beat 102 - 103:
Listenership: 31,000

COVERAGE – BROADCAST ●



CRC FM
Listenership:
5,000

-



C103 FM
Listenership:
24,000

-



C103 FM
Listenership:
10,000

-



SOCIAL COVERAGE (GIFTING).



COVERAGE - SOCIAL ●

Her.ie
Potential Reach:
233,000



COVERAGE - SOCIAL ●

Irish Country Magazine
Potential Reach:
46,900



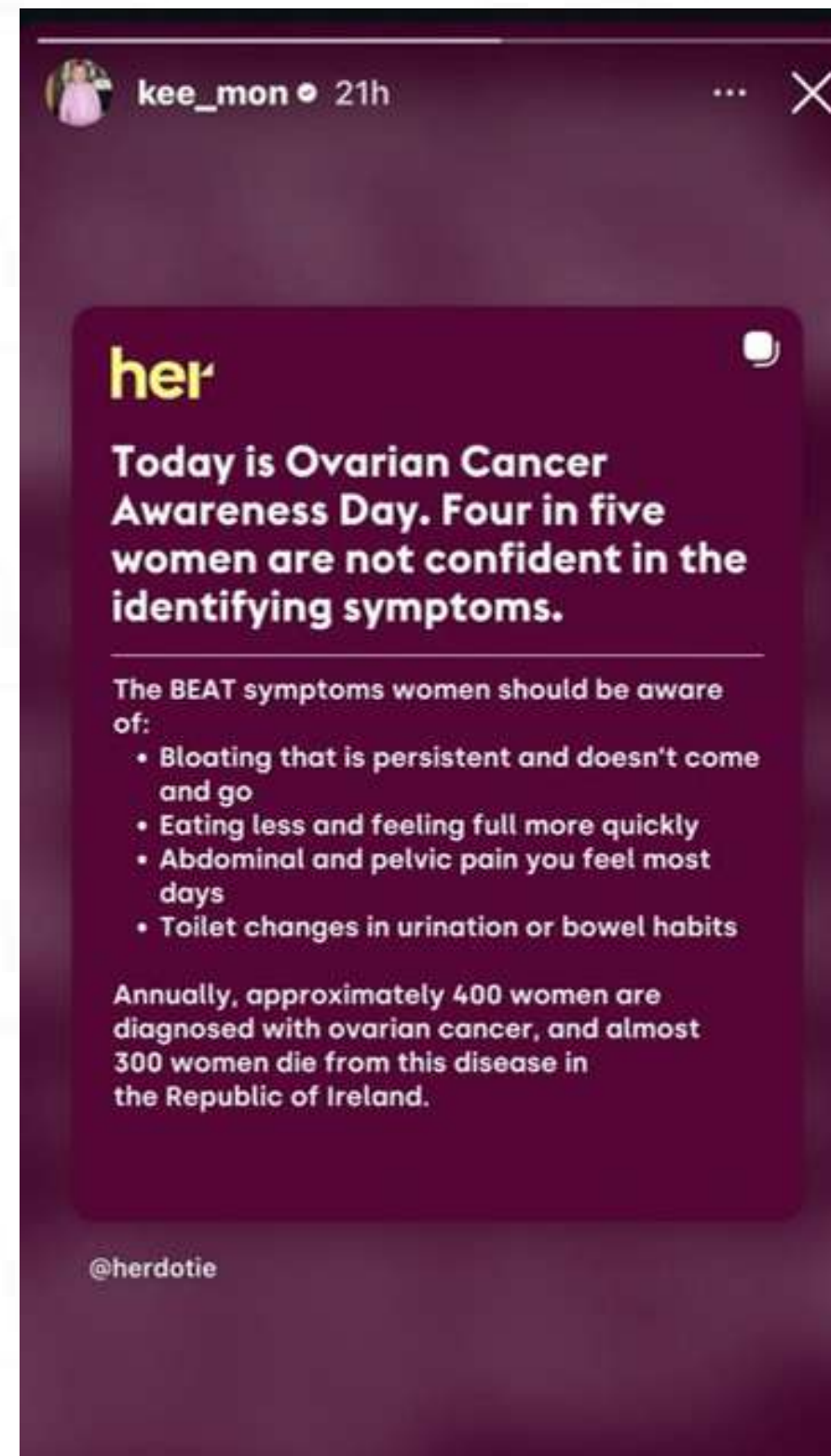
COVERAGE - SOCIAL ●

Miriam O' Callaghan
Potential Reach:
66,000



COVERAGE - SOCIAL ●

Keelin Moncrieff
Potential Reach:
124,000



COVERAGE - SOCIAL ● (GIFTING)

Lili Forbeg.
Potential Reach:
617,000

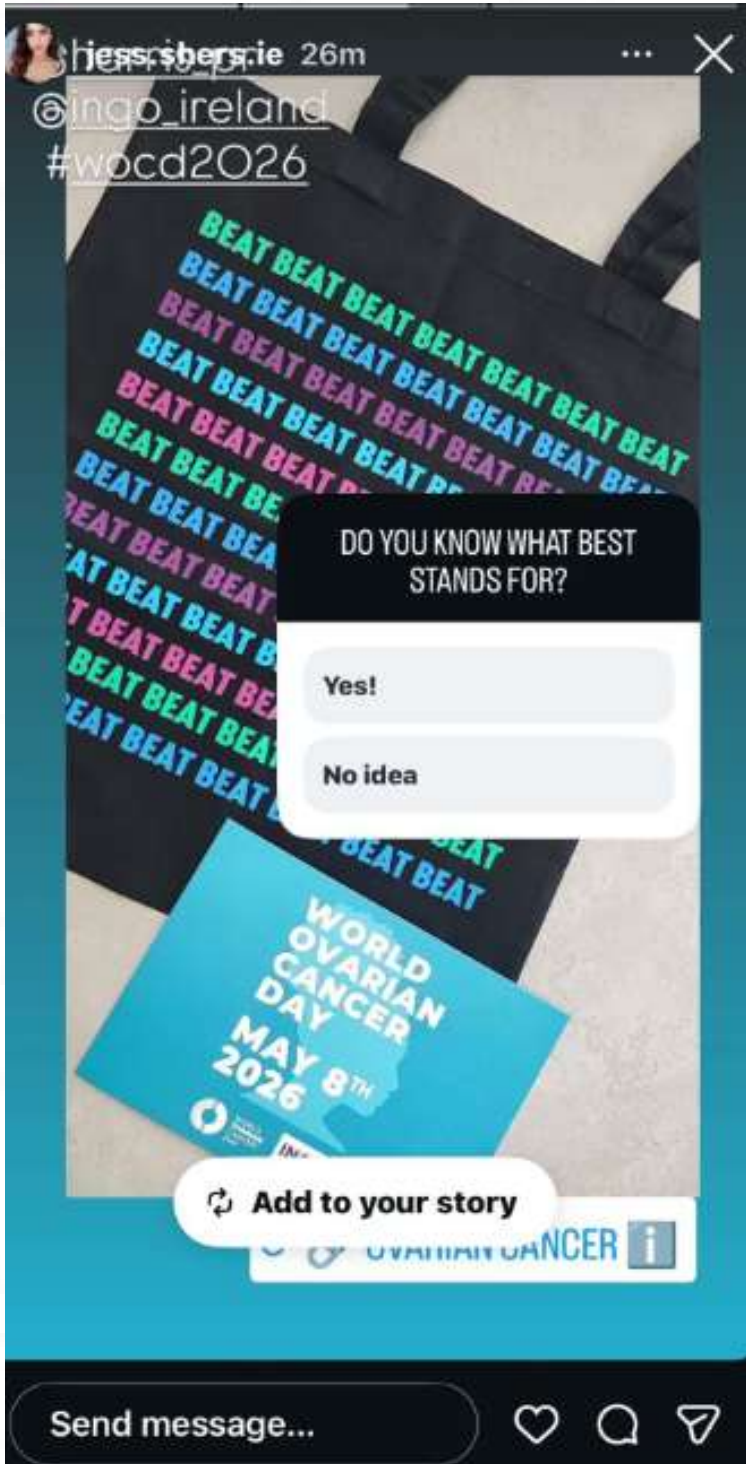


COVERAGE - SOCIAL ● (GIFTING)

Maria Byrne
Potential Reach:
171,000



Jess Shers
Potential Reach:
20,000



COVERAGE - SOCIAL ● (GIFTING)

Fionnuala Jay
Potential Reach:
69.700



COVERAGE - SOCIAL (GIFTING)

Stephanie Buckley
Potential Reach:
46.500



COVERAGE - SOCIAL ●

Dublin Gazette
Potential Reach:
8,380



KPR RECONCILIATION●

KPI: 6 Pieces of
Print Coverage

Achieved: 7

KPI: 8 Pieces of
Online Coverage

Achieved: 7

KPI: 3 Pieces of
Broadcast
Coverage

Achieved: 8

KPI: 3 -4
Interviews with
Case Studies

Achieved: 5

KPI: Potential
Reach of
250,000 in
Organic Social
Mentions

Achieved: 1.8m

KPI: 60%
Engagement
rate in Gifting
Outreach

Achieved:
41.67%

LEARNINGS & RECOMMENDATIONS ●

- The B.E.A.T bench activation worked particularly well due to its mobility and vibrancy. Following its successful stint in Dundrum, the bench has since featured at Croke Park and Bloom Festival, further increasing the visibility and impact of the campaign's meaningful message and allowing it to engage with wider audiences across Ireland.
- Public engagement demonstrated that misconceptions around ovarian cancer symptoms remain widespread, particularly regarding bloating, appetite changes and smear tests. This highlighted the continued need for simple, accessible symptom education campaigns centred around the BEAT messaging.
- Updated research findings provided a strong and credible news hook, reinforcing the importance of pairing awareness campaigns with timely data to secure meaningful media coverage and public conversation.
- While lived experience interviews added strong authenticity and emotional impact to the campaign, several case study participants had extensive prior media exposure, which limited opportunities for securing new Tier 1 interview opportunities. Future campaigns could benefit from identifying a broader mix of fresh voices and first-time spokespeople to maximise media interest and diversify storytelling angles.

THANK YOU!

