

# UROLOGY WEEK 2016

26-30 SEPTEMBER



**Step Up,**

Join the Campaign!

Our mission,  
your Quality of Life

#urologyweek

[www.urologyweek.org](http://www.urologyweek.org)

**eau** European  
Association  
of Urology

# What is Urology Week?

Urology Week is an initiative of the European Association of Urology. It unites urological national societies, urology practitioners, urology nurses and patient groups to spread awareness of urological conditions among the general public.

With urology continuing to be on the forefront of medical innovations – robot surgery, personalised medicine and the use of antibiotics – these new developments (among many others) need to be known. Urological care should be a household term.

This year's theme is the **Quality of Life**. The enrichment of the Quality of Life is becoming as significant as increasing life expectancy.

#urologyweek

I support

UROLOGY WEEK 2016

## How can I contribute?

Sharing is caring. You can:

- Take a selfie next to the Urology Week image and share it via social media with the hashtag #UrologyWeek.
- Take a photo of what you value the most and include the phrase **"Quality of Life"** then share it via social media. Remember to use the hashtag #UrologyWeek.
- Join the Thunderclap campaign. Thunderclap is a tool to disseminate the main message of Urology Week as one massive wave of posts on the social media accounts of supporters.

### Or start an initiative yourself!

- Start and/or participate at a local event in the name of Urology Week 2016.
- If you're a urologist, organise an "Open Day" at your clinic and get the residents and doctors involved.
- If you're a journalist, you can visit clinics or report about the local events.
- As a national society, your profile can help you gain publicity and reach larger audiences.

**There are many ways to help! Every effort counts!**

Want to know more? → Visit [urologyweek.org](http://urologyweek.org)