



Kidney Cancer Awareness Month is observed annually throughout March. In 2026, the campaign continues to focus on early detection, as kidney cancer is one of the top 10 most common cancers in the U.S. and often develops without early symptoms.



Key Initiatives & Events for 2026

- **#OrangeUp Campaign:** Orange is the official awareness color. Landmarks and buildings across the U.S. will be illuminated in orange throughout March.
- **KCA Challenge: 81K Strong:** This annual fundraiser by the [Kidney Cancer Association \(KCA\)](#) runs from March 1 through World Kidney Cancer Day on June 18, 2026. It honors the approximately 81,000–82,000 people expected to receive a diagnosis this year.
- **Spring Advocacy Days:** Held on March 9–10, 2026, this event brings together patients and advocates to push for sustained research funding.
- **Scientific Conferences:** The [American Association for Cancer Research \(AACR\)](#) is hosting a special conference on "Innovations in Kidney Cancer Research" from March 13–16, 2026, in Philadelphia.

How to Participate

- **Wear Orange:** Show support by wearing orange clothing or ribbons throughout the month.

- **Share Stories:** Use the hashtag #OrangeUp on social media to share personal experiences or honor loved ones.
- **Know the Signs:** Be aware of symptoms such as blood in the urine, persistent back or side pain, unexplained weight loss, and fatigue.
- **Support Research:** You can contribute to organizations like the [National Kidney Foundation](#) or the KCA to fund life-changing resources and clinical trials.

About 80,450 new cases of kidney cancer will be diagnosed in U.S. men and women in 2026, according to the [American Cancer Society](#).

The month of March is recognized as Kidney Cancer Awareness Month, a time to raise awareness, educate, and promote helpful tools to help people learn more about kidney cancer.

With this in mind, let's look at four free, easy-to-use resources to use and share during Kidney Cancer Awareness Month.

What is Kidney Cancer?

Kidney cancer is a disease where cells in the kidney grow out of control, according to [the CDC](#).

The main types of kidney cancer include renal cell cancer (RCC), transitional cell cancer (TCC), and Wilms tumor.

"RCC is the most common type of kidney cancer in adults. It forms in the lining of the tiny tubes in the kidney that return filtered substances that the body needs back to the blood and remove extra fluid and waste as urine," the [National Cancer Institute states](#).

In 2022, the kidney cancer rate per 100,000 population was higher in Latino men than men overall (25.6 to 23.6) and Latinas than all women (14.8 to 12.0), according to [federal data](#).

1. Resource: Kidney Cancer Association

Through the Kidney Cancer Association, patients and loved ones can access several resources based on

- Diagnosis and treatment
- Education and research

- Community and support
- Ways to get involved
- Providers and researchers

A [treatment center finder](#) and a [clinical trials finder](#) is available for those in need.

The organization also has opportunities to attend [educational events](#), [share personal stories](#), and [find support](#) with financial assistance, support groups, and more.

“Our mission is to be a global community dedicated to serving and empowering patients and caregivers, and leading change through advocacy, research, and education,” according to the [Kidney Cancer Association](#).

2. Resource: National Kidney Foundation

The National Kidney Foundation (NKF) is devoted to bringing fair, innovative treatment for kidney health to all patients through public action, advancing education, and accelerating change, according to [the NKF website](#).

Along with information on kidney health, the NKF give folks the opportunity to [assess their kidney health](#), treatment information, ways to [advocate for patients](#), and more.

Additionally, healthcare resources on insurance, self-care, and vaccines are made available through [NFK's website](#).

3. Resource: KidneyCAN

KidneyCAN provides kidney cancer education and tools for patients, caregivers, clinicians, researchers, and more.

“KidneyCAN is a patient-created and patient-driven movement, drawing energy and motivation from people all over the United States and the world whose lives are impacted by kidney cancer,” according to the [KidneyCAN website](#).

The organization provides a [resource center](#) that can help with [personalized treatment options for kidney cancer](#) and [understanding your diagnosis](#).

Ways to get involved like [advocacy days](#) and information on [becoming an advocate](#) is also available.

4. Resource: American Cancer Society

Through the American Cancer Society, many kidney cancer educational tools are available.

Online resources on [early detection, diagnosis, and staging](#) can help folks understand and answer questions related to detecting kidney cancer, survival, and stages.

Additionally, materials on [risk factors and prevention](#) can also be found.

A [quick guide](#) on navigating a kidney cancer diagnosis is also available, shedding light on what to expect following a diagnosis, treatment, and staying healthy.

“It’s important to have honest, open discussions with your cancer care team. They want to answer all your questions, so that you can make informed treatment and life decisions,” the [American Cancer Society](#) states.

Improve Health for All People in Your Community

Kidney health is important for your overall health.

But what about the health of your community?

Learn more by downloading a *Salud America!* [Health Report Card](#) for your town!

Enter your county name and get auto-generated local data with interactive maps and comparative gauges on several health indicators. This can help you visualize and explore local issues in education, housing, transportation, food, health, and more.

See how your county stacks up compared to the rest of your state and nation.

Then email the Report Card to local leaders to raise awareness, include the data in a presentation or grant proposal, or share it on social media to drive healthy changes in your community!