Challenge

Ovarian cancer is one of the deadliest cancers; no screening, no early detection, vague symptoms, and often diagnosed too late.

Today, humans don't have the knowledge to detect it, which is why we ask someone who knows better than us for help

DOGS!

OVARIAN
CANCER
ACTION

NZ Ovarian Cancer Sniffing Dogs Set To Receive Significant New Funding Boost

Monday, 10 March 2025, 8:54 am
Press Release: Royal Canin

Canine discrimination of ovarian cancer through volatile organic compounds

S A Kane [1], Y E Lee [2], J L Essler [1], A Mallikarjun [1], G Preti [2], V L Plymouth [1], A Verta [1], A DeAngelo [1], C M Otto [3]

Affiliations + expand

Cancer odor in the blood of ovarian cancer patients: a retrospective study of detection by dogs during treatment, 3 and 6 months afterward

György Horvath [1,✉], Håkan Andersson [2], Szilárd Nemes [3]

▸ Author information ▸ Article notes ▸ Copyright and License information

Dogs sniff out ovarian cancer in new study
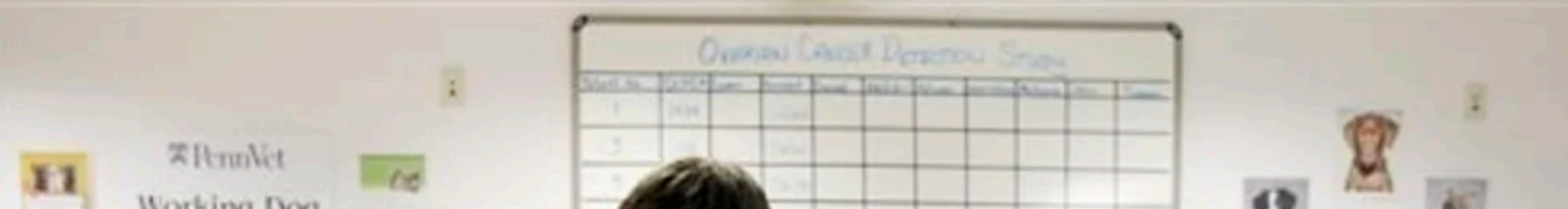
Studies show that dogs can detect ovarian cancer with an accuracy of up to 90%, surpassing current diagnostic methods.

Horvath, G., Andersson, H., & Nemes, S. (2013). Cancer odor in the blood of ovarian cancer patients: a retrospective study of detection by dogs during treatment, 3 and 6 months afterward.

Kane, S. A., Lee, Y. E., Essler, J. L., Mallikarjun, A., Preti, G., Plymouth, V. L., Verta, A., DeAngelo, A., & Otto, C. M. (2022). Canine discrimination of ovarian cancer through volatile organic compounds.
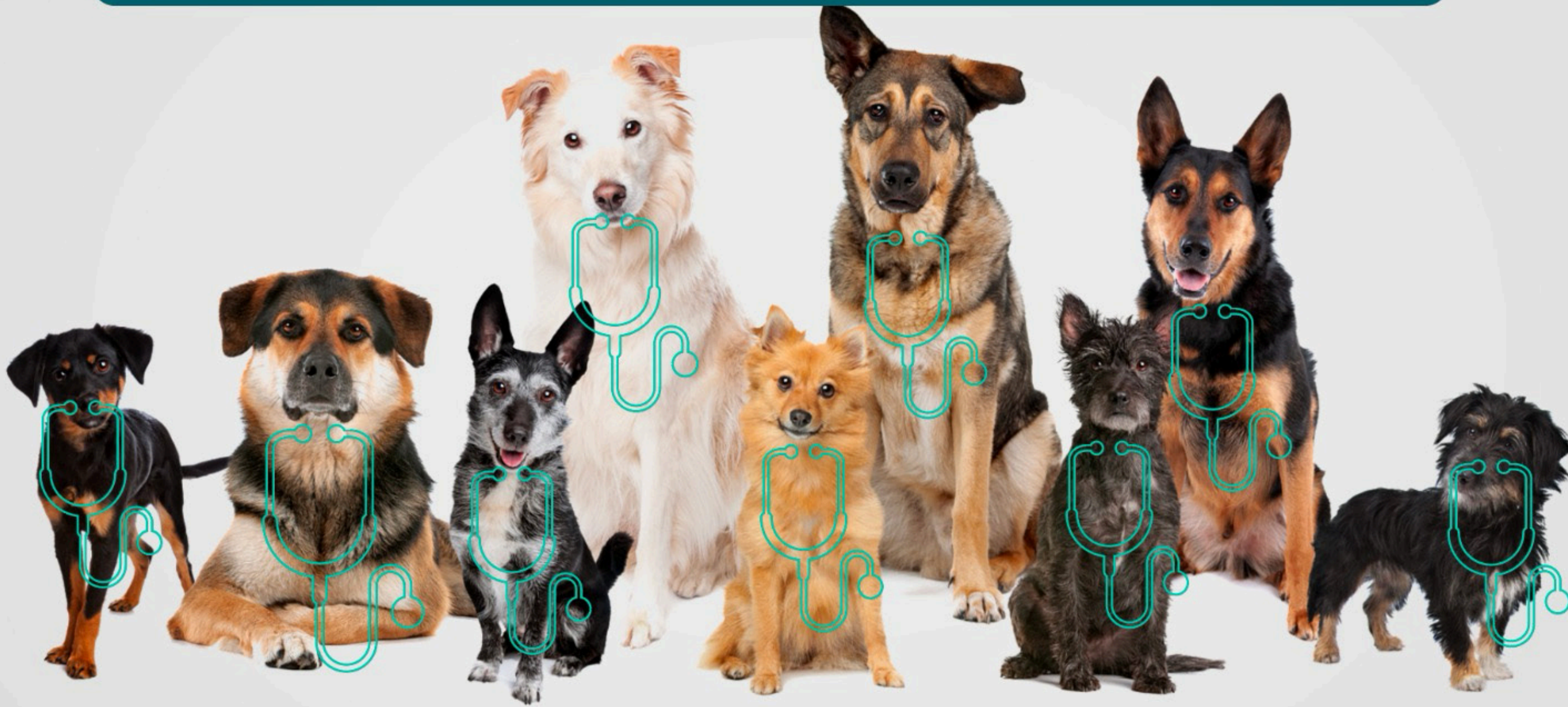
So until science can catch up, we put dogs to solve a problem humans can´t.

ADOPT A DOGTOR

TRAINING SHELTER DOGS TO DETECT OVARIAN CANCER.
AS MORE DOGS ARE ADOPTED, DETECTION AND AWARENESS GROW WITH THEM.

OVARIAN CANCER ACTION

Where early detection fails, Dogtors step in.

1. Map the need

We identify regions with the highest ovarian cancer mortality and lowest early detection access (London, New York City, LA)

2. Build local partnerships

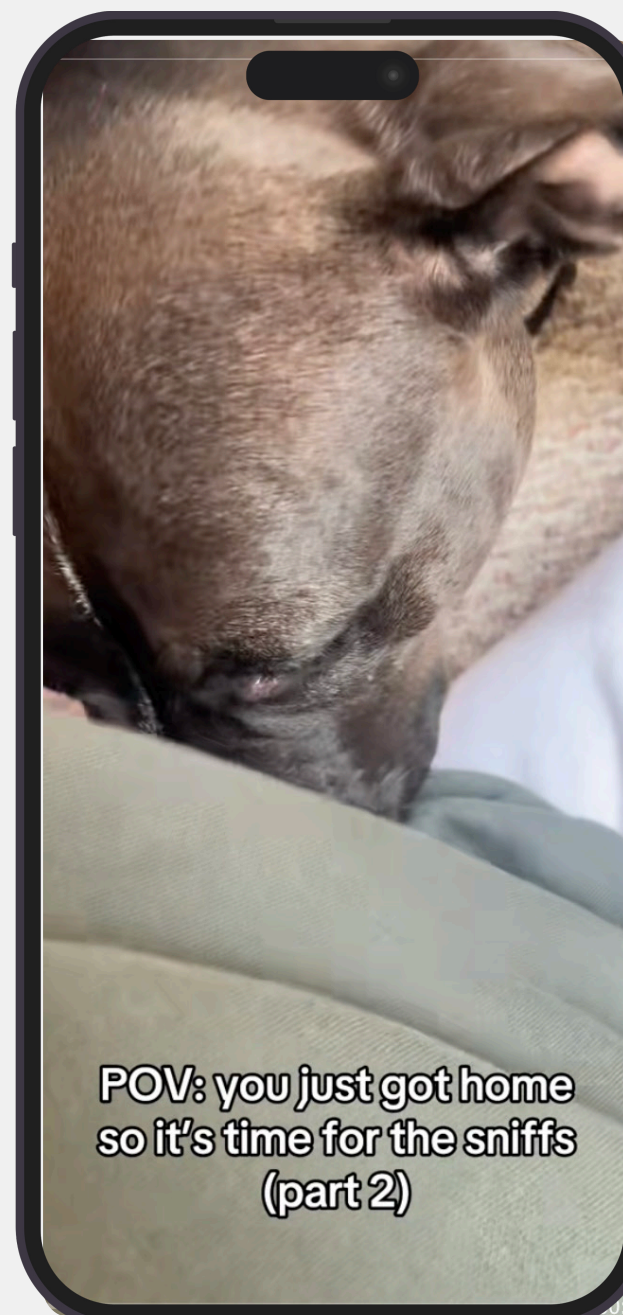In those areas, we partner with ovarian cancer orgs and shelter networks to launch localized Adopt a Dogtor programs.
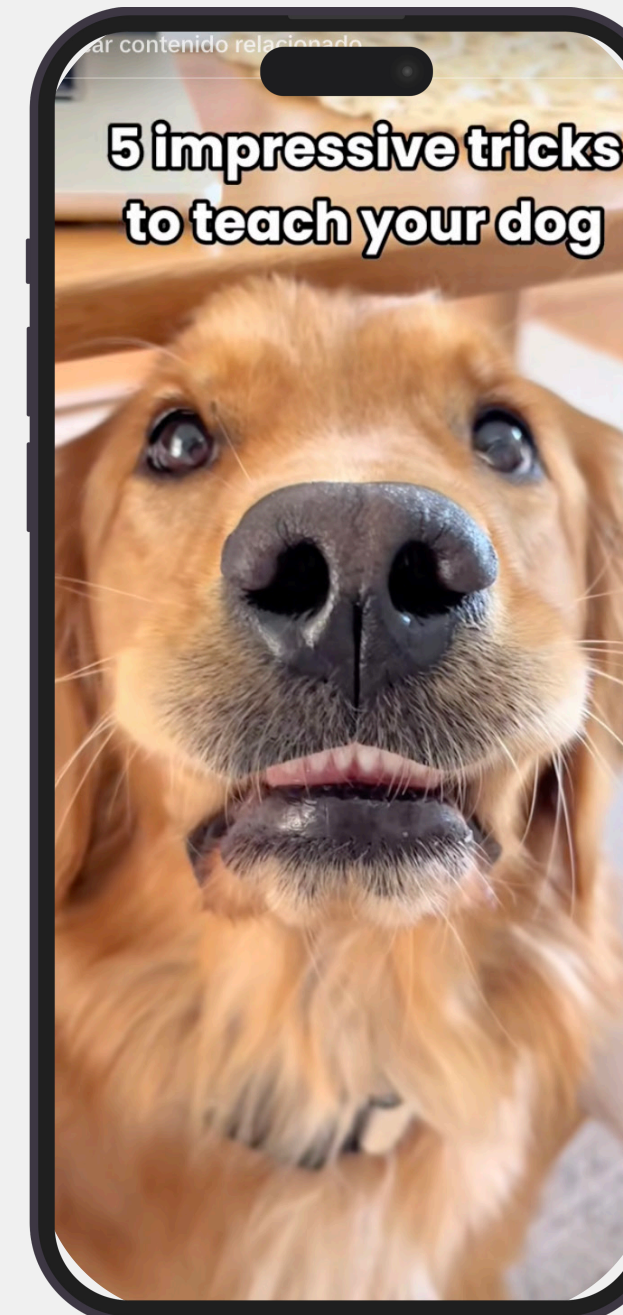
3. Train to detect

Dogs are trained by medical detection orgs to identify early-stage cancer samples.

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Every trained dog sparks a new ovarian cancer conversation - because nothing spreads faster online than a good dog(tor).
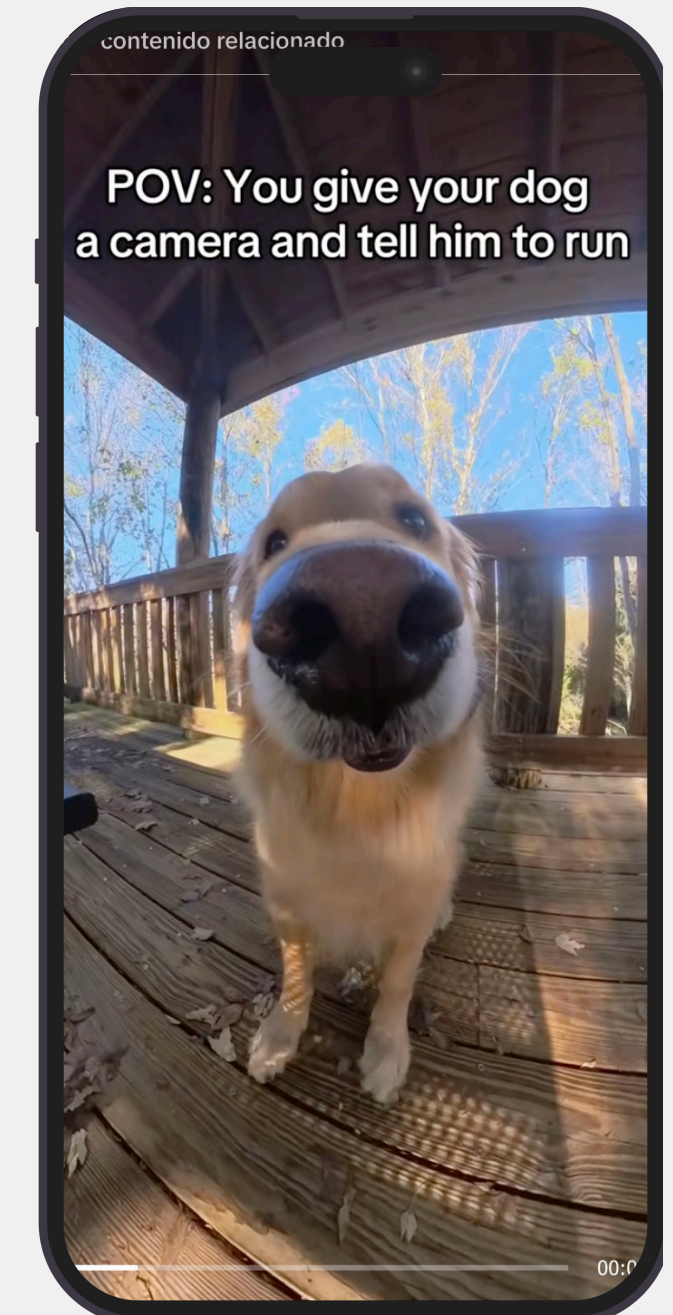
Virality turns into sustained traffic converting traffic into donations directly funding detection training, research, and ovarian cancer awareness.

POV: you just got home so it's time for the sniffs (part 2)

Dogtor ASMR

5 impressive tricks to teach your dog

Dogtor Tricks

POV: You give your dog a camera and tell him to run

Dogtor POV

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Let's make ovarian cancer unmissable, one Dogtor at a time.

OVARIAN CANCER ACTION

ADOPT A D🐾GTOR

Until science catches up, they sniff it out.

INSIGHT

Dogs can detect ovarian cancer with up to 90% accuracy, outperforming many existing diagnostic methods, as shown by studies from the University of Pennsylvania and the University of Gothenburg. It raises a stark question: why are dogs closer to detecting this than our healthcare systems? Until science catches up, dogs are doing what humans couldn't.

IDEA

We train rescue dogs to detect early signs of ovarian cancer and with each adoption, they become ambassadors for awareness. It's a health solution and a cultural wake-up call. As these dogs find homes, they also spark headlines, fuel conversations, and reframe how we talk about a disease often ignored.
Each dog is a media moment: emotional, surprising, and impossible to scroll past.

MECHANIC

We partner with canine scent detection programs and shelters in high-incidence cities to train rescue dogs to detect early signs of ovarian cancer. Once adopted, each dog becomes part of a growing awareness network — both hero and messenger.

"A genius media play — rescue dogs trained to detect ovarian cancer turned awareness into headlines."

AdAge

"Adopted dogs sniffing out ovarian cancer? It's the kind of bold, brilliant storytelling brands wish they'd thought of."

FAST COMPANY

"Giving ovarian cancer a surprising new face and nose. Shelter dogs stole the story."

The Guardian

♥VARIAN CANCER ACTION