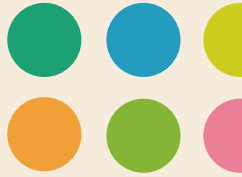




WORLD
PANCREATIC
CANCER DAYSM
21 NOV 2024



2024 Campaign Planning Guide



About the Campaign



Global

The World Pancreatic Cancer Coalition has over 100 member organizations across 39 countries on 6 continents. 2024 marks the 10 year anniversary of World Pancreatic Cancer Day. The impact of our annual campaign continues to grow because of your support. Let's raise our voices together again in November 2024!



November

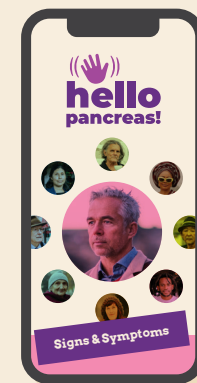
While WPCD is always on the 3rd Thursday in November (this year 21 November), our campaign will be activated over the whole month. The WPCC makes daily social media posts on all our platforms and will launch a global paid social media campaign starting on 1 November.



We expect that ALL 100+ Coalition members will also use the 2024 “Hello Pancreas” campaign materials to create awareness using your own social media and local events throughout November.

Themed

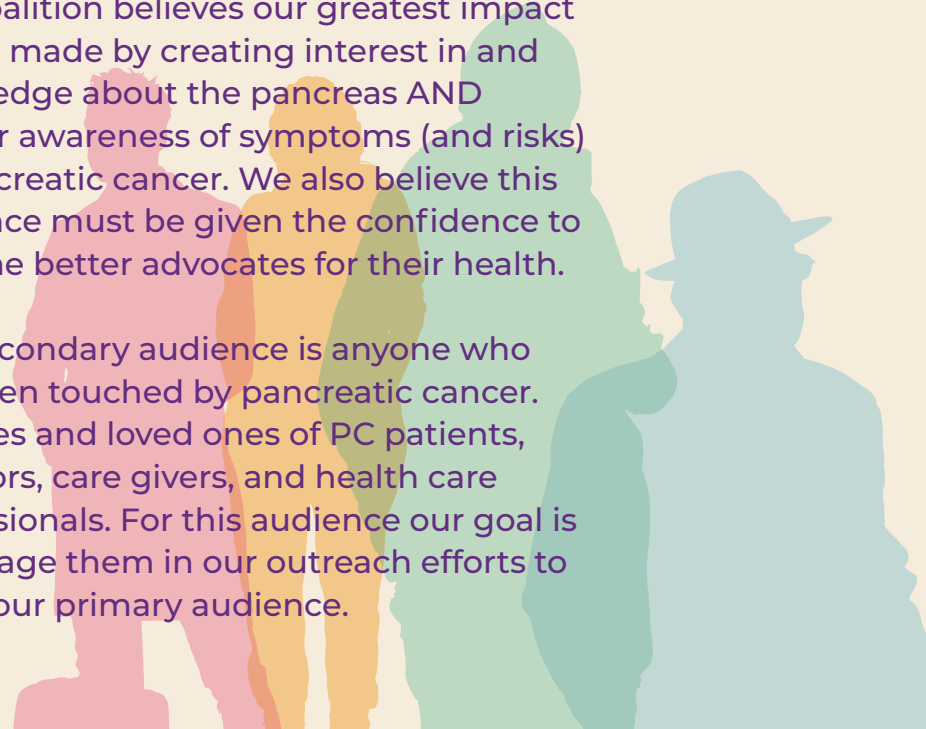
Every year, the WPCD campaign highlights a new theme focusing on a specific message we feel will make the most impact across our key audiences. In 2024, we are saying “Hello Pancreas” to continue our global conversation about this deadly disease.



Audience

The primary audience for our 2024 WPCD campaign is the global general public. The Coalition believes our greatest impact can be made by creating interest in and knowledge about the pancreas AND greater awareness of symptoms (and risks) of pancreatic cancer. We also believe this audience must be given the confidence to become better advocates for their health.

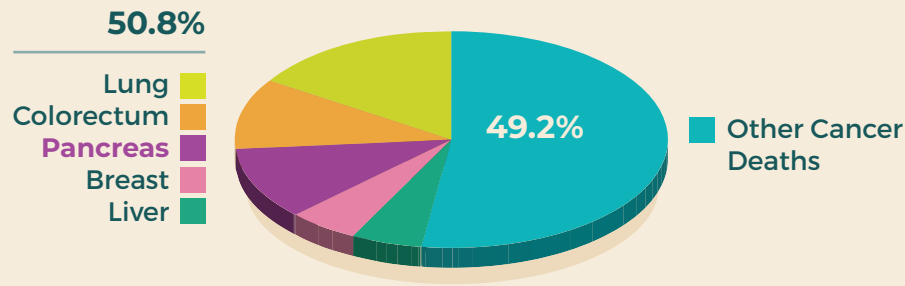
Our secondary audience is anyone who has been touched by pancreatic cancer. Families and loved ones of PC patients, survivors, care givers, and health care professionals. For this audience our goal is to engage them in our outreach efforts to reach our primary audience.



World Pancreatic Cancer Day

World Pancreatic Cancer Day is a global day of awareness for the world's toughest cancer. Across the world's "most highly developed nations" where WPCC Members are primarily based, pancreatic cancer is the 12th most common cancer, but has the **THIRD** highest death rate.

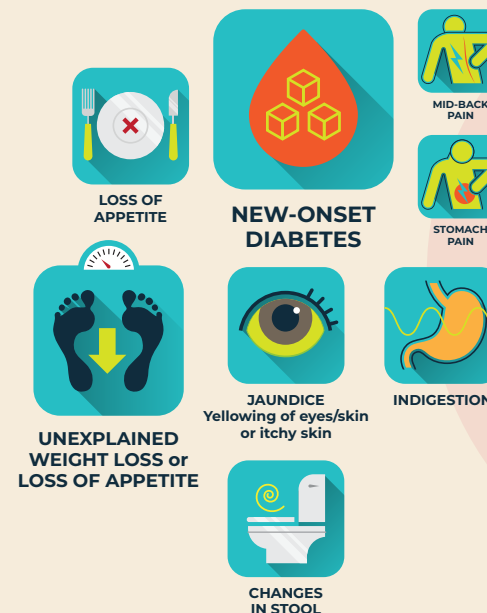
World Pancreatic Cancer Day is our global platform to speak with one voice and raise awareness together.



As a global Coalition, we agree this is unacceptable and we commit our energy in November and specifically on WPCD — 21 November — to encourage the whole world to say **“Hello Pancreas.”**

The reality is that most people are not familiar with their pancreas — what it does, where it's located or how to tell it's not functioning properly. By introducing the global general public to their pancreas we hope to further raise awareness about pancreatic cancer and convince more people to learn the symptoms and risks.

- Say **“Hello Pancreas”** to invite everyone to learn more about their pancreas and create a global conversation about pancreatic cancer.
- Say **“Hello Pancreas”** to know the symptoms and risks of pancreatic cancer which can help with early detection and better outcomes.



Key Messages

World Pancreatic Cancer Day is our worldwide platform to speak with one voice and raise awareness together. We can have the greatest global impact if we keep our communications focused on **3 Key Messages**.

Deadliest Cancer

- Pancreatic cancer has the lowest survival rate among all major cancers.
- Globally, almost 1 person per MINUTE will be diagnosed with pancreatic cancer — and approximately 53 people per hour will die.
- Pancreatic cancer is the 12th most common cancer, but has 3rd highest death rate globally*

Early Detection Matters

- Patients diagnosed in time for surgery are more likely to live five years and beyond.
- Early diagnosis is vital, so say “Hello, Pancreas” and don’t ignore the signs. If you have symptoms, speak to your healthcare provider right away.

We Must Increase Awareness

- Follow the plan on the next 2 pages of this guide to help spread the word and speak with one voice globally.
- Share our materials to help educate your family, friends, coworkers and social media followers about the pancreas AND the symptoms and risks in order to support earlier diagnosis.

Get Social

Follow and tag us in your posts!



[@worldpancreaticcancerday](https://www.facebook.com/worldpancreaticcancerday)



[@worldpancreatic](https://www.instagram.com/worldpancreatic)



[@worldpcc](https://twitter.com/worldpcc)



[@worldpancreatic](https://www.tiktok.com/@worldpancreatic)



[@worldpancreatic](https://www.youtube.com/@worldpancreatic)

Hashtags

#WPCD
#hellopancreas
#earlydetection
#pancreaticcancer
#WPCC

* In very high HDI countries

Your Plan of Action: GET STARTED EARLY



August

1. Register for the 2024 WPCD Campaign Preview Webinar on 17 September. Invite anyone in your organization or key volunteers to attend.
2. Start getting excited for the 2024 WPCD Campaign effort. Begin to explore new ways for raise awareness in November.
3. Download our **“Light it Purple”** Guide and reach out to iconic buildings, bridges, fountains, etc. in your community to start the process for turning them purple on WPCD. This can take a long time — so start now.
4. Have you thought about reaching out to your local government to have 21 November officially proclaimed “World Pancreatic Cancer Day?” Download the **Proclamation Guide and Letter Template** and get started.
5. Make sure everyone on your team is registered for the WPCC newsletter. [Get it here.](#)

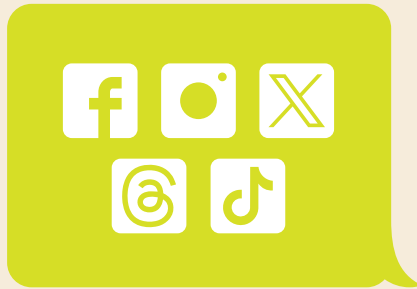
September

1. Attend the **17 September** campaign webinar.
2. **We Heard You!** All campaign creative assets will be delivered to you via the newsletter on 18 September so you have more time to customize you social media elements.
3. **New:** We are producing the 2024 Logo Lock Up and a **global** social media post in 20 languages to make it easier to simply download and use.
4. Create a **Free** Canva Pro account as a non-profit organization to best utilize all of the WPCD social media assets. Click [here](#) to learn more.
5. Download other WPCD guides for extra help in building your local campaigns.

October

1. Visit hellopancreas.com to further familiarize yourself with our 2024 campaign and messaging. Make sure your team members and others in your circle of influence take time to learn more about the pancreas and the symptoms of pancreatic cancer.
2. Spread the word and share our 2024 World Pancreatic Cancer Day materials (including the posters, video, social graphics, etc.) to help educate your family, friends, coworkers and social media followers about the power of the pancreas and what can happen when your pancreas stops working.
3. Reach out to your community to ask for pancreatic cancer stories that can be shared globally on the WPCC website. Anyone can submit a story [here](#).





Your Plan of Action: NOVEMBER + WPCD

November

1. Start building a buzz on social media
 - Temporarily change your social cover or profile images in support of WPCD
 - Share the WPCD videos from your accounts
 - Post using hashtag #WPCD or #HelloPancreas
2. Change your smartphone homepage wallpaper to the Hello Pancreas logo. Show it to your friends and tell them to visit hellopancreas.com
3. Share the link to our WPCD [Patient Guide](#) sheet on your socials to help increase knowledge and confidence for those experiencing symptoms of pancreatic cancer.
4. Print the 2024 WPCD campaign flyers and distribute them at events or at medical offices.

21 November

1. Wear purple on WPCD and post pictures of your beautiful “purpleness” - encourage your supporters to do the same.
Tell People Why!
2. Like, share and comment on the social posts from WPCC on your social media.
3. Share the 2024 Global Campaign in your newsletters and email outreach.
4. Share stories about how pancreatic cancer has touched your life and encourage everyone to say “Hello Pancreas” and learn the symptoms.

