World Pancreatic Cancer Day Campaign will Raise Awareness of the

Need for Early Detection of World’s Toughest Cancer

More than 95 organizations from 35 countries to advocate for greater understanding of pancreatic cancer symptoms & risks on Thursday, Nov. 19

City, State [or City, Country if outside the U.S.] – (date) – Pancreatic cancer has the lowest survival rate among all major cancers because few people know the risks and symptoms and are subsequently diagnosed at an advanced stage. On World Pancreatic Cancer Day (WPCD), Thursday, Nov. 19, advocates around the world will unite to raise awareness of the most common symptoms and risks of the disease. The annual one-day campaign is an initiative of the World Pancreatic Cancer Coalition (WPCC), which is composed of more than 95 organizations from over 35 countries on six continents. The campaign theme in 2020 highlights early detection and will encourage everyone to make time to learn the symptoms and understand the risks of pancreatic cancer.

In nearly every country, pancreatic cancer has the lowest survival rate of all major cancers (8-14%). While death rates are declining for many other cancers, death rates are increasing for pancreatic cancer. Every day, more than 1,257 people worldwide will be diagnosed with pancreatic cancer, and an estimated 1,184 will die from the disease. More attention, awareness, and progress are needed to help patients fight and survive this disease. Better progress starts with early detection. It’s about time. A key to early detection is knowing the risks and symptoms, which are often vague and incorrectly attributed to other less serious and more common conditions.

It’s about time. Early detection matters. Common symptoms include mid-back pain, unexplained weight loss, jaundice, and persistent stomach pain. While the cause of most pancreatic cancer cases is unknown, there is evidence that smoking, being overweight, a family history of pancreatic cancer, and chronic pancreatitis may increase an individual’s risk of developing the disease. Because there is currently no screening test for pancreatic cancer, the WPCC is championing a global campaign that encourages people to make time to know the symptoms. It’s about time. Anyone experiencing one or more persistent symptoms should mention pancreatic cancer to their healthcare provider immediately. Patients that are diagnosed at an earlier stage when surgery is an option are more likely to live five years and beyond.

“On World Pancreatic Cancer Day, we unite as a global movement to raise awareness and visibility about one of the world’s deadliest cancers,” said Julie Fleshman, JD, MBA, WPCC Chair. “There is an urgent need for earlier diagnosis of the disease. There is no early detection test for pancreatic cancer, but if more people understand the risks and symptoms of pancreatic cancer, patients can have more time to receive treatment and get the support they need to fight it.”

[Insert additional local organization quote]

On Nov. 19, the WPCC encourages people to help raise awareness of the risks and symptoms by making time to visit worldpancreaticcancercoalition.org and sharing campaign videos and graphics to educate family, friends, coworkers and social media followers. Other ways to get involved include:

* Posting on social media using the hashtags #WPCD and/or #ItsAboutTime
* Following WPCD on social media:
  + Instagram: @worldpancreatic
  + Facebook: @worldpancreaticcancerday
  + Twitter: @worldpcc
* Wearing purple on World Pancreatic Cancer Day (Nov. 19)
* Asking your public officials to support more government funding for pancreatic cancer research
* [insert local WPCD activity or event in your country/community, if appropriate]

Go to worldpancreaticcancercoalition.org for more information, useful resources and links to pancreatic cancer organizations in your country/region.

About World Pancreatic Cancer Day

World Pancreatic Cancer Day (WPCD), a day dedicated to raising global awareness of pancreatic cancer, occurs on the third Thursday of November during Pancreatic Cancer Awareness Month. WPCD is an initiative of the World Pancreatic Cancer Coalition, bringing together more than 95 organizations from over 35 countries on six continents to raise awareness and inspire action. The goal of WPCD 2020 is to create urgency and an appreciation of TIME. It’s About Time we work together to drive awareness of the critical importance for early detection. Only through more widespread awareness of the symptoms and risks of pancreatic cancer can we effect earlier diagnoses that will improve patient outcomes and put time on your side.

[Insert boiler plate from local organization]