



# WORLD PANCREATIC CANCER DAY 2020 KEY MESSAGES

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KEY MESSAGE	<p><b>On World Pancreatic Cancer Day, people around the world will come together to raise awareness about pancreatic cancer. When it comes to this deadly disease IT'S ABOUT TIME</b></p>		
SUPPORTING MESSAGES AND PROOF POINTS	<ul style="list-style-type: none"> <li>• The World Pancreatic Cancer Coalition consists of 93 organizations from 35 countries and six continents, raising awareness and inspiring action on World Pancreatic Cancer Day.</li> <li>• For too long, pancreatic cancer was a neglected cancer, but that's changing now with initiatives such as World Pancreatic Cancer Day that bring greater attention, stronger awareness and, ultimately, better outcomes, to this deadly disease.</li> <li>• On World Pancreatic Cancer Day (Nov.19) – we want people to take action to raise awareness about pancreatic cancer, the symptoms and risks of this disease, and the urgent need for earlier detection. <b>On WORLD PANCREATIC CANCER DAY 2020 – IT'S ABOUT TIME.</b></li> </ul>		
CORE MESSAGES	<p><b>Pancreatic cancer is one of the world's deadliest cancers, and we need more attention, awareness and progress to help patients fight and survive this disease.</b></p>	<p><b>Better progress starts with early detection. And a key to early detection is knowing the symptoms and risks for pancreatic cancer.</b></p>	<p><b>On World Pancreatic Cancer Day (Nov. 19), take action to help us raise awareness about the urgent need for earlier diagnosis.</b></p>
SUPPORTING MESSAGES, PROOF POINTS AND STORIES	<ul style="list-style-type: none"> <li>• Pancreatic cancer has the lowest survival rate among all major cancers.</li> <li>• In nearly every country, pancreatic cancer has the lowest survival rate of all major cancers (8-14%). <a href="#">Source</a></li> <li>• Every day, more than 1,257 people worldwide will be diagnosed with pancreatic cancer, and an estimated 1,184 will die from the disease. <a href="#">Source</a></li> <li>• It is estimated that in 2025, 557,688 cases will be diagnosed globally. <a href="#">Source</a>.</li> <li>• While death rates are declining for many other cancers, death rates are increasing for pancreatic cancer. For example, in [insert country] pancreatic cancer is now the [insert statistic] leading cause of cancer death among adults.</li> <li>• [Insert your most compelling local statistics].</li> <li>• [Insert local stories or anecdotes to bring these statistics to life].</li> </ul>	<p>The pancreas is found behind the stomach and in front of the spine. It produces digestive enzymes that help the body use and store energy and also regulates blood sugar levels. Pancreatic cancer occurs when abnormal cells develop and grow out of control, causing tumors.</p> <p><b>Symptoms</b></p> <ul style="list-style-type: none"> <li>• Can you name the symptoms of pancreatic cancer? Most people can't. If we knew the symptoms, we might have a better chance of survival. It's About Time you knew.</li> <li>• Currently, there is no screening test or early detection method for pancreatic cancer. Some are in development – another sign of the progress happening in the field that needs greater attention and funding support.</li> <li>• Common symptoms of pancreatic cancer include: abdominal or mid-back pain, unexplained weight loss, jaundice, loss of appetite, indigestion, changes in stool and new-onset diabetes. These symptoms are often vague and generally initially attributed to other less serious and more common conditions.</li> <li>• Patients diagnosed in time for surgery are more likely to live five years and beyond. The sooner you are diagnosed, the sooner you can receive treatment, have potentially lifesaving surgery, enroll in a clinical trial and get the support you need to fight and survive this disease.</li> <li>• Early diagnosis is vital, so listen to your body and don't ignore the signs. If you have symptoms, speak to your healthcare provider right away.</li> </ul> <p><b>Risks</b></p> <ul style="list-style-type: none"> <li>• The cause of the majority of pancreatic cancer cases is unknown. There is evidence that <b>age, smoking, being overweight, a family history of pancreatic cancer, pancreatitis, and diabetes</b> may increase your risk of pancreatic cancer.</li> </ul>	<p>There are many ways to show your support and take action:</p> <ul style="list-style-type: none"> <li>• First, know the symptoms and risks of this disease. Go to our website <a href="http://worldpancreaticcancercoalition.org">worldpancreaticcancercoalition.org</a> for information to help you identify the symptoms and risks of pancreatic cancer. Our website also has useful resources and links to pancreatic cancer organizations in your country/region.</li> <li>• Spread the word and share our materials to help educate your family, friends, coworkers and social media followers about the symptoms and risks and what to do to support earlier diagnosis.</li> </ul> <p><b>Here are other ways to get involved:</b></p> <ul style="list-style-type: none"> <li>• Follow us on social media:             <ul style="list-style-type: none"> <li>➔ <b>Instagram:</b> @worldpancreatic</li> <li>➔ <b>Facebook:</b> @worldpancreaticcancerday</li> </ul> </li> <li>• Temporarily change your Facebook or Instagram profile picture to support WPCD and post using hashtag <b>#WPCD</b> and <b>#ItsAboutTime</b> (primary), and/or <b>#PancreaticCancer</b> and <b>#PancreaticCancerAwareness</b></li> <li>• Wear purple on WPCD (Nov. 19).</li> <li>• Light clocks, buildings, monuments and homes purple.</li> <li>• Ask your public officials to support more government funding of pancreatic cancer research.</li> <li>• [Insert local WPCD activity or event in your country/community, if appropriate].</li> </ul>