



## WORLD PANCREATIC CANCER DAY 2020 Campaign Planning Guide

### WHAT IS WORLD PANCREATIC CANCER DAY?

World Pancreatic Cancer Day is a global day of awareness for the world's toughest cancer. This November 19th, **it's about time**.

- **It's about time** you got to know your pancreas better. For you and for your loved ones.
- **It's about time** you learned the risks and symptoms of pancreatic cancer — there is no early detection test, so pay attention to your body. Every moment matters.
- **It's about time** you talked to your family and friends about this disease.
- **It's about time** you raised your voice to advocate for more attention, more patient support and more research.

On World Pancreatic Cancer Day 2020, let's all work together to make time. To make a difference. The [World Pancreatic Cancer Coalition](#), consisting of more than 90 organizations from 35 countries and six continents, is here to help. We are elevating global awareness, inspiring action, bringing greater attention, advocacy, and better outcomes to this deadly disease.

### WHAT IS OUR "CALL TO ACTION" ON NOVEMBER 19, 2020

We need your help to spread the word and inspire people this November. Our mission is to raise awareness about the symptoms and risks of pancreatic cancer and the urgent need for earlier diagnosis. There will be many ways to get involved between now and November 19, including:

- Take time to learn more about your pancreas and understand the symptoms of this disease.
- Visit [worldpancreaticcancercoalition.org](http://worldpancreaticcancercoalition.org) for information that will help you identify the symptoms and risks of pancreatic cancer.
- Seek out our online resources and explore the links to pancreatic cancer organizations in your country/region.

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- Spread the word and share our 2020 World Pancreatic Cancer Day materials (including the video, infographics, social graphics, etc.) to help educate your family, friends, coworkers and social media followers about knowing the symptoms and risks.
- Follow us on social media and comment on, like or share posts:
  - Facebook @worldpancreaticcancerday
  - Instagram @worldpancreatic
  - Twitter @worldpcc
- Temporarily change your Facebook or Instagram profile picture in support of WPCD and post using hashtag #WPCD or #ItsAboutTime.
  - NOTE: We will provide social media cover images and profile pictures for download beginning October 1st.
- Wear purple on WPCD and post pictures of your beautiful “**purpleness**” - encourage your supporters to do the same.
- Light **clock towers** in your local market purple as a bold reminder that it's about time. Light buildings, monuments, bridges and even your homes purple as well.
- Ask your public officials to support more government funding of pancreatic cancer research.
- Print our [2020 WPCD campaign poster](#) and take it to your General Practitioner to make sure s/he helps support pancreatic cancer awareness

## WHAT MATERIALS WILL WE RECEIVE? AND WHEN?

Throughout the campaign, we will provide you with tools and guidance every step of the way. Here are some other key dates and what you can expect:

### SEPTEMBER 4

- **Brand Guidelines.** Updated WPCD/It's About Time logos and brand guidelines.
- **User-Generated Content Instructions.** Instructions for capturing user-generated videos and photos of survivors, caregivers and others in the pancreatic cancer community.
- **Messaging.** Updated World Pancreatic Cancer Day internal messaging guide to tighten your communications.
- **General FAQ.** Answers to frequently asked questions about pancreatic cancer and WPCD.
- **Light It Purple Guide.** Instructions for how to request that public clock towers, buildings or landmarks be lit up purple.

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## WHAT MATERIALS WILL WE RECEIVE? AND WHEN?

### SEPTEMBER 15

- WPCD 2020 Media Toolkit. Media material templates and assets to download, customize and use for outreach:
  - Celebrity/influencer engagement guide
  - 2020 World Pancreatic Cancer Day Proclamation
  - 2020 Campaign Poster that shows pancreatic cancer symptoms that can be printed and shared with medical professional and other supporters.
  - Digital Newsletter header/banner
- Campaign Webinar. Global webinar on September 15 to present and discuss campaign elements.
- The URL for private access to the initial campaign downloads will go live.
  - <http://wpcd.worldpancreaticcancercoalition.org/downloads/>

### OCTOBER 1

- WPCD Landing Page. New WPCD section of WPCD website will launch on October 1.
- Social Media Field Guide. Guidelines and best practices for WPCD social media engagement, including a timeline, sample responses, cover photos and additional resources.
- Social Graphics. Final social graphics outlining four symptoms of pancreatic cancer.
- "It's About Time" Animated Video. An illustrated video that promotes the critical importance of time in knowing the symptoms and risks of pancreatic cancer and the importance of early detection.
- Social Media Advertising. 2020 campaign details shared with WPCD Committee

### NOVEMBER

- Final Editorial Calendar. Overview of the schedule for social media posts that members can use on their social channels.
- Final Instructions. Any last minute updates or ideas for maximizing awareness and action around WPCD.

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