

World Pancreatic Cancer Coalition 2018-2019

Julie Fleshman

Chair, WPCC,
President & CEO, PanCAN



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CANCER COALITIONSM



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WPCC Purpose

Through global collaboration, members are able to **raise awareness** of pancreatic cancer and **strengthen** the capacity and individual efforts of all member organizations.



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Ask me about

*our pancreatic
cancer support group* .



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We all have superpowers!
Tell us about the thing you
are most proud of.

Why are we here?



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- Every day, **more than 1,250** people worldwide will be diagnosed with pancreatic cancer, and an estimated **1,180 will die** from the disease
- Just **2-9 percent** of those diagnosed survive five years

History



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November 2014
Launched inaugural WPCD



May 2014
First European meeting in
Zurich, Switzerland



2014 & 2015
Meetings in Amsterdam,
Prague, Geneva, Brussels

July 2015
North American Pancreatic
Cancer Meeting



December 2015
Invitations go out to
potential WPCC members

November 2015
2nd WPCD



May 2016
Official launch and inaugural
Annual WPCC meeting

November 2016
3rd WPCD



May 2017
2nd Annual WPCC meeting

November 2017
4th WPCD



May 2018
3rd Annual WPCC meeting

November 2018
5th WPCD



May 2019
4th Annual WPCC meeting

WPCC Structure



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A collaborative effort of pancreatic cancer advocacy nonprofit groups

Coalition (not a legal entity)

Leadership provided by a Committee Structure

Efforts of the Coalition

Annual Meeting

Members share experiences and expertise to learn from each other and to strengthen the impact of all Coalition members

World Pancreatic Cancer Day (WPCD)

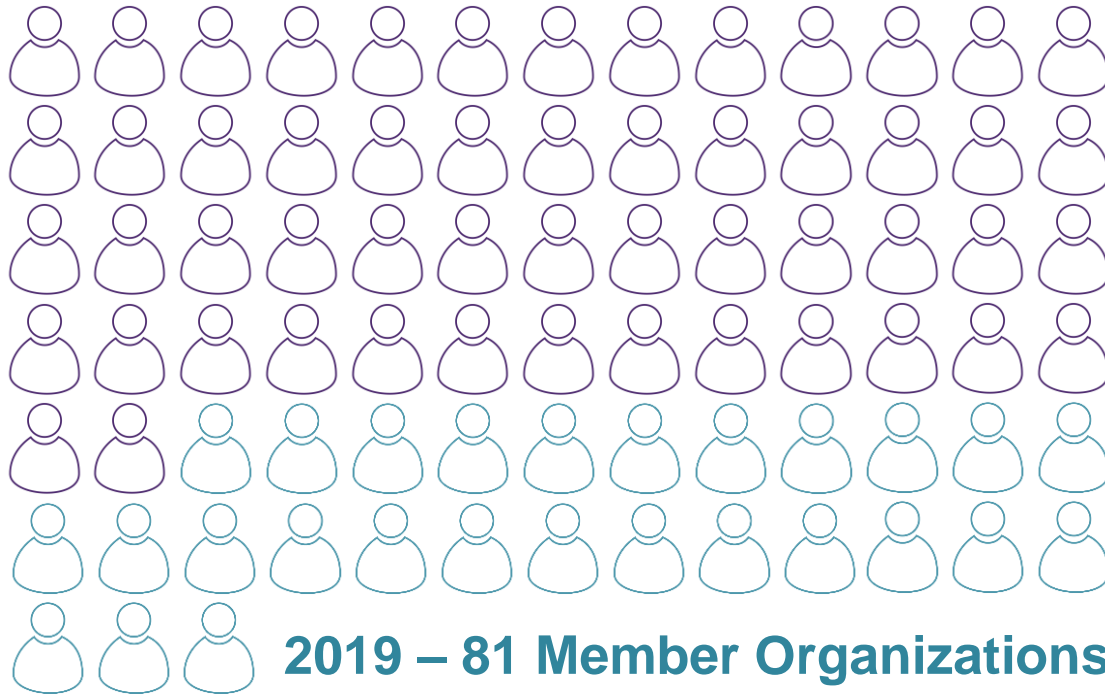
Global collaboration to raise awareness of pancreatic cancer to save lives

WPCCC Membership



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2016 – 54 Member Organizations



2019 – 81 Member Organizations

2016 – 24 Countries



2019 – 33 Countries



**2019 –
6 Continents**



WPCCC Membership

WPCCC Member Organization Activities



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Welcome New Members (since last year's meeting)



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1. EuropaColon Poland (Poland) July 2018
2. Korean Pancreatic Cancer Network (S. Korea) Sept 2018
3. Pancreatic Cancer Awareness Gibraltar (Gibraltar) Sept 2018
4. Elvin Howard, Sr. Pancreatic Cancer Advocacy Foundation (USA) Nov 2018
5. Europacolon Slovenia (Slovenia) Jan 2019
6. Pancreatic Cancer Cure Foundation (USA) March 2019
7. Northern Ireland Pancreatic Cancer (UK) March 2019
8. Dawn Hill Fight Foundation, Inc (USA) Oct 2018
9. Swiss Pancreas Foundation (Switzerland) Nov 2018
10. Purple Pansies, Inc (USA) Jan 2019

Attendance 2019: Coral Gables, FL

49 member organizations | 21 countries represented



WORLD PANCREATIC
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Australia

Austria

Canada

Cyprus

Czech Republic

Denmark

Greece

Hungary

Italy

Mexico

Norway

Poland

Portugal

Republic of Korea

Scotland

Slovenia

Slovakia

Sweden

Trinidad and Tobago

United Kingdom

USA

WPCC Steering Committee



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Julie Fleshman, Chair

Pancreatic Cancer Action Network (USA)

Daniel Goulburn

#PurpleOurWorld (Australia)

Kathi Apostolidis

European Cancer Patient Coalition (Belgium)

Diana Jupp

Pancreatic Cancer UK (UK)

Michelle Capobianco

Pancreatic Cancer Canada (Canada)

Barbara Kenner

Kenner Family Research Fund (USA)

Stefanie Condon-Oldreive

Craig's Cause for Pancreatic Cancer Society (Canada)

Tomáš Kruber

Onkomajak (Czech Republic)

Cindy Gavin

Let's Win! Pancreatic Cancer (USA)

WPCD Committee



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Jessica Abelsohn, Chair

#PurpleOurWorld (Australia)

Louis Baldachino

Pancreatic Cancer Awareness Gibraltar (Gibraltar)

Kate Elliot

Craig's Cause Pancreatic Cancer Society (Canada)

Louise Ellis

Pancreatic Cancer UK (UK)

Lu Constable

Pancreatic Cancer Action (UK)

Federica Valsecchi

Nadia Valsecchi Foundation (Italy)

Kerry McKean Kelly

Kelly's Heroes (USA)

Annual Meeting Working Group



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Cindy Gavin, Chair

Let's Win! Pancreatic Cancer (USA)

Michelle Capobianco

Pancreatic Cancer Canada (Canada)

Lisa Ghany

John E. Sabga Foundation for Pancreatic Cancer (Trinidad & Tobago)

Special Thanks!

Clara MacKay

WPCC Project Lead

Jenny Isaacson

VP Strategic Partnerships and Projects, PanCAN



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Accomplishments

2018

WPCC Annual Meeting 2018

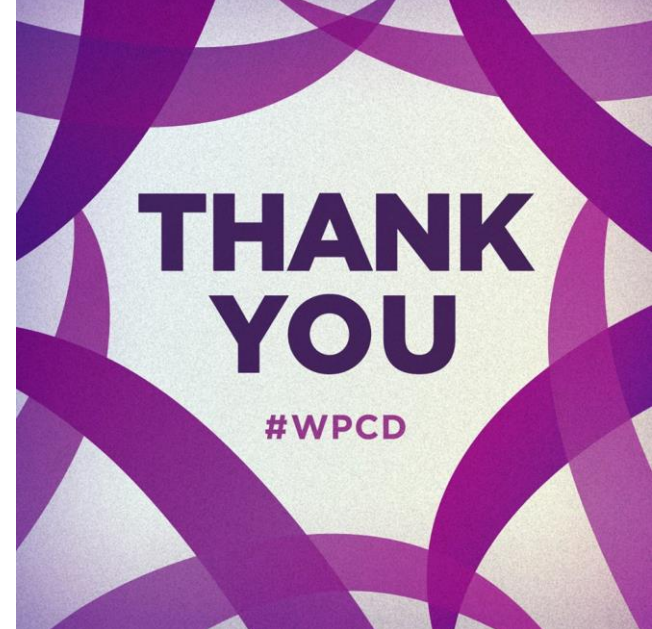


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- Held in Coral Gables, FL
- 40 organizations attended, representing 22 countries
- The program, content and venue received approval ratings of 98% - 100%

WPCD 2018

- Almost **1.2 million** total views of all WPCD videos
- More than 849 media placements and **997 million impressions** (a 200% increase from 2017)
- Almost **1.4 million** social media engagements (likes, clicks, comments and shares)
- Google searches for pancreatic cancer-related terms soared!
 - *pancreatic cancer month* increased 400%
 - *pancreatic cancer survival rates* increased 250%
 - *What are the symptoms of pancreatic cancer* increased 100%
- More than **230** landmarks and buildings around the world turned purple
- **38** countries participated (compared to 26 countries in 2017)



Other Highlights



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- WPCD 2017 “Demand Better” campaign won the Public Relations Society of America Silver Anvil award in Global Communications
- 30+ strategic planning interviews with WPCC members and external representatives
- 2 webinars to support WPCD 2018
- 3 member surveys
- 38 pancreatic cancer awareness social media posts to use year-round on Facebook and Twitter
- WPCC story bank of 100+ stories to support media outreach for WPCD 2018, and share year-round
- A WPCC presentation and a scientific poster to showcase the history, initiatives and accomplishments of the Coalition
 - *Used by members at three scientific meetings and at the 2018 Annual Meeting*
- A November #PancChat with WPCC members

WPCC Budget

	<i>Actual 2018</i>	<i>Goal 2019</i>
Total Sponsorship Support	\$430,000	\$510,000
Expenses	<i>Actual 2018</i>	<i>Budget 2019</i>
Annual Meeting	\$225,727	\$218,554
WPCD	\$251,000	\$251,000
Coalition Consultant	\$30,000	\$30,000
Website Hosting, Analytics	\$1,688	\$1,688
Project Management (marketing, development, meeting planning, governance)	\$80,000	\$80,000
Total Expenses	\$586,415	\$581,242
Net (PanCAN Donation)	\$(156,415)	\$(71,242)

Member Quotes

“I am honored to be a part of this campaign. I feel that this is the best year, by far. We truly represented the global coalition that we are, through the use of videos and graphics that were translated in so many languages and visual representations from around the world. Truly impressive.”

"The resources you provide are tremendous. Thank you!"

“It’s very inspiring and heart-warming to follow and see all the activities and energy around the world, thanks to your work. I hope we may see some breakthrough in early detection and treatments soon.”

"The webinars were both very informative and we're so excited to have so much material to work with!! As a smaller organization we would not have had the resources to prepare all of this."

**THANK YOU
TO OUR 2019
SPONSORS**





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Thank you!



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CORAL GABLES, FLORIDA | 2019