

World Pancreatic Cancer Coalition Priority Messages 2019 – 2021

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Demand Better.
For Patients. For Survival.



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Priority Messages

- Early Detection
- Clinical Trials
- Nutrition Education/Information
- Access to Information about Resources & Support for Patients/Caregivers

Target Audiences

- General Public
- Patients/Families
- Healthcare Professionals
- Policy Makers
- Donors/Volunteers/Supporters
- Researchers

Who is our priority audience for messaging?



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Who is our priority audience for messaging?

What can we do better as a Coalition than we can do as individual organizations?

Where are the biggest communications gaps for patients to get the information they need?

Who else do we need to engage?



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What is the priority message for the audience you've selected?

- Early Detection
- Clinical Trials
- Nutrition Education/Information
- Access to Information about Resources & Support for Patients/Caregivers



Small Group Discussion

Next Steps



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- Take away and review your feedback
- WPCCC Steering Committee to review and approve priority audience and message
- Consult with WPCCC members on tools and resources that would be most useful