

WPCD 2019

Creative Concept



KNOW THE SYMPTOMS
MID-BACK PAIN
WORLD PANCREATIC
CANCER COALITION



KNOW THE SYMPTOMS
STOMACH PAIN
WORLD PANCREATIC
CANCER COALITION



KNOW THE SYMPTOMS
YELLOWISH SKIN AND EYES
WORLD PANCREATIC
CANCER COALITION



KNOW THE SYMPTOMS
UNEXPLAINED WEIGHT LOSS
WORLD PANCREATIC
CANCER COALITION

Annual Meeting Member Feedback



WORLD PANCREATIC
CANCER COALITION™

Necessary Changes

- Change shadowy creatures from black or brown to other color (e.g. shade of purple or alternative)
- Make Pancreatic Cancer stand out as much as possible; consider adding in “know the symptoms of pancreatic cancer” if it can conform to Facebook text rules
- Change the older woman in the unexplained weight loss graphic to an older man with expression of concern/befuddlement
- Remove the horns on the mid-back pain graphic and change the figure so it’s clearly focused on the mid-back area instead of the shoulders
- Switch the order from “yellowish skin and eyes” to “yellowish eyes and skin”; Make sure figure’s eyes are not almond shape

Changes for consideration

- The font – is there a similar but easier-to-read alternative?
- How to integrate/address risks?



KNOW THE SYMPTOMS
OF PANCREATIC CANCER

MID-BACK PAIN

 WORLD **PANCREATIC**
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STOMACH PAIN

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KNOW THE SYMPTOMS
OF PANCREATIC CANCER

YELLOWISH EYES AND SKIN

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KNOW THE SYMPTOMS
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WPCD Committee Final Feedback



WORLD PANCREATIC
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- **Mid-back pain:** Remove the tail wrapped around the arm and give the creature a spikey back. If possible, without it looking too awkward, try to adjust how the creature is attached to the back so it looks more like it's latched on to the mid-back and not the sides.
- **Stomach pain:** Darken the person's skin a bit more so they appear to be of a non-white ethnic background.
- **Yellowish skin:** Round the eyes on both the character and the person a bit more.
- **Weight loss:** Any way to make figure look more concerned? (perhaps you can increase the frown and downturned mouth a little more)
- **All:** please tweak the purple in the shadowy figures to make it a little lighter.

WPCD 2019

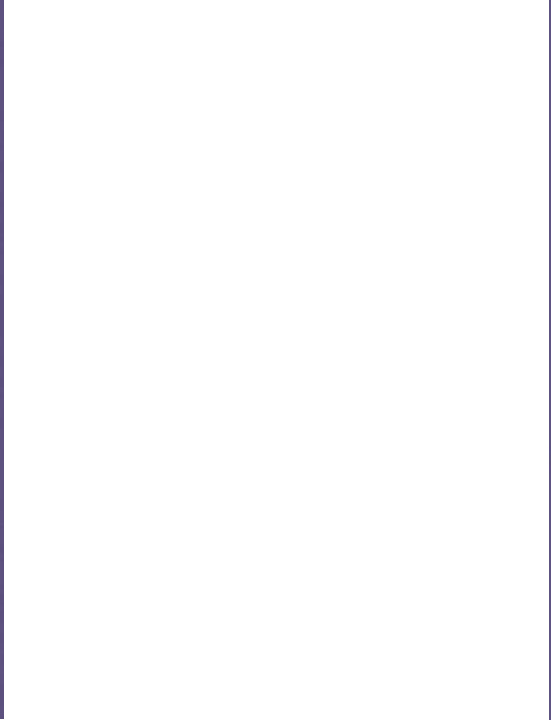
Final Creative Concept



KNOW THE SYMPTOMS
OF PANCREATIC CANCER

MID-BACK PAIN

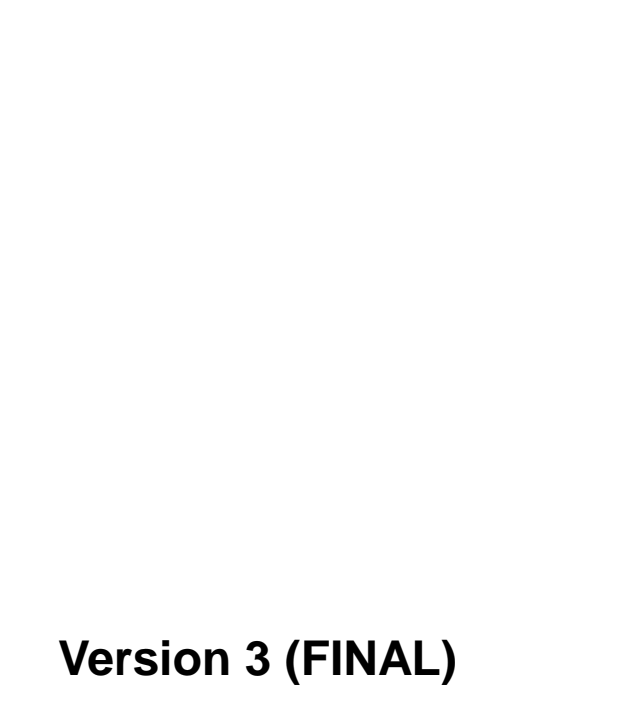
 WORLD **PANCREATIC**
CANCER COALITION



KNOW THE SYMPTOMS
OF PANCREATIC CANCER

STOMACH PAIN

 WORLD **PANCREATIC**
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KNOW THE SYMPTOMS
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YELLOWISH EYES AND SKIN

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WORLD PANCREATIC
CANCER COALITION™

- How to integrate/address risks? – *Will refer members to 2018 graphics and provide draft copy for use*

DON'T PLAY GAMES WITH YOUR HEALTH

KNOW THE RISKS OF PANCREATIC CANCER

Being Overweight			Family History
	Chronic Pancreatitis		
		Smoking	

Know Your Body

WORLD PANCREATIC CANCER COALITION

DON'T PLAY GAMES WITH YOUR HEALTH

KNOW THE RISKS OF PANCREATIC CANCER

Listen to Your Body

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Know the symptoms & risks
OF PANCREATIC CANCER

PANCREATIC CANCER HAS THE **LOWEST SURVIVAL RATE** AMONG ALL MAJOR CANCERS!

EVERY DAY MORE THAN **1,250** PEOPLE WORLDWIDE WILL BE DIAGNOSED WITH PANCREATIC CANCER!

EARLY DETECTION SAVES LIVES

SYMPTOMS		RISKS	
The symptoms of pancreatic cancer are often vague and may at first appear to be associated with other less serious and more common conditions:		The cause of the majority of pancreatic cancer cases is unknown. There is evidence that the following may increase your risk of pancreatic cancer:	
ABDOMINAL PAIN	MID-BACK PAIN	AGE	BEING OVERWEIGHT
UNEXPLAINED WEIGHT LOSS	JAUNDICE (Yellow Skin or Eyes)	PANCREATITIS	SMOKING
LOSS OF APPETITE, NAUSEA	INDIGESTION	DIABETES	A FAMILY HISTORY OF PANCREATIC CANCER