

World Pancreatic Cancer Coalition 2019

Jessica Abelsohn

Co-Founder,
#PurpleOurWorld (Australia),
Chair, WPCD Committee

Larry Krutchik

Managing Director,
Hill+Knowlton Strategies

Megan Castilla

Principal,
Hill+Knowlton Strategies



WORLD **PANCREATIC**
CANCER COALITIONSM

Goals



Raise awareness of pancreatic cancer symptoms and risks



Mobilize people to join and share in the movement to accelerate progress



Utilize WPCD to build capacity and momentum for WPCC (the "Coalition")



Demand BetterSM
For Patients. For Survival.

WPCD 2017

Highlights


WPCD 2017

Content to Educate

PANCREATIC CANCER HAS THE
LOWEST SURVIVAL RATE
OF ALL MAJOR CANCERS

Don't let someone you love get diagnosed too late.
Know the symptoms, share the symptoms.

 ABDOMINAL PAIN	 MID-BACK PAIN
 YELLOW SKIN OR EYES	 NEW-ONSET DIABETES (NOT ASSOCIATED WITH WEIGHT GAIN)

 WORLD PANCREATIC
CANCER COALITION


Know the symptoms & risks
OF PANCREATIC CANCER

PANCREATIC CANCER
**HAS THE
LOWEST
SURVIVAL RATE**
.....
AMONG ALL MAJOR CANCERS.¹

EVERY DAY MORE THAN
1,000
PEOPLE WORLDWIDE
.....
WILL BE DIAGNOSED WITH
PANCREATIC CANCER²

By 2020, an estimated

418
THOUSAND
new cases will be diagnosed.

 WORLD PANCREATIC
CANCER COALITION

WPCD 2017

Content About the Coalition







Content That Surrounds You Westfield Digital Displays

Westfield shopping centers aired WPCD graphics in the UK, US and Australia reaching a total of **12.4M viewers**.



WPCD 2017

Light It Purple



More than 150
landmarks around the world
displayed purple lights.
Images of these landmarks
were shared on social media.

Landmarks included:
Trafalgar Square, The Sydney
Opera House, Niagara Falls

WPCD 2017

Highlights



“At The Doctor” Video

Viewed **142,000** times on Facebook



Know the Symptoms

Infographic

Reached more than
665,000 users on Facebook

WPCD 2017

864 million earned media impressions

Almost 400,000 social media engagements
(likes, clicks, comments and shares)

More than 800 media placements worldwide

Potentially 11.7 million shoppers viewed the *Demand Better* infographic on mall display screens throughout the U.S.

Google Search Trends

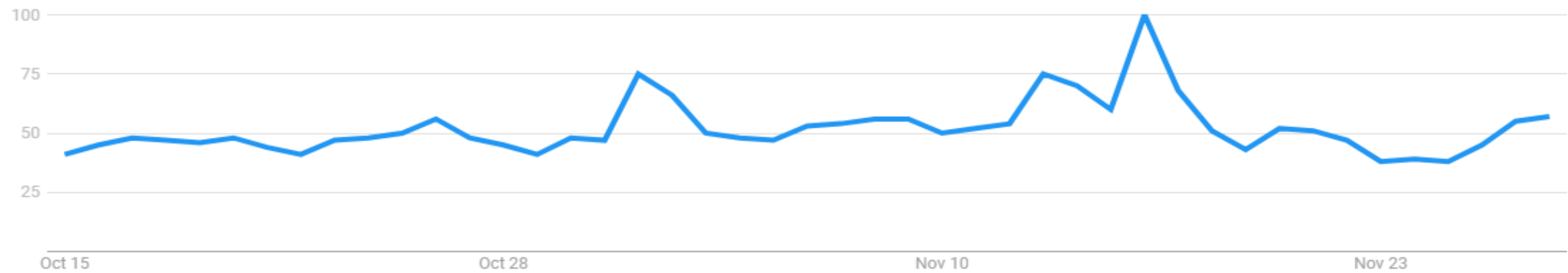
17% increase in global search popularity of “pancreatic cancer” from week of WPCD 2016 to week of WPCD 2017

- 6% increase in the United States
- 49% increase in the United Kingdom
- 30% increase in Canada
- 1% increase in Australia
- 33% increase in South Africa

These search terms had the biggest increases in search frequency from 10/15/17 – 11/27/17

Search Terms	Search Increase
Pancreatic Cancer Month	850%
Pancreatic Cancer survival rates	600%
Symptoms of Pancreatic Cancer in men	300%
Pancreatic Cancer symptoms in females	250%
What are the symptoms of Pancreatic Cancer	250%

Pancreatic Cancer Search Popularity (10/15/17 – 11/30/17)





Silver Anvil Winner

in Global Communications

Award of Excellence

in the Observances category

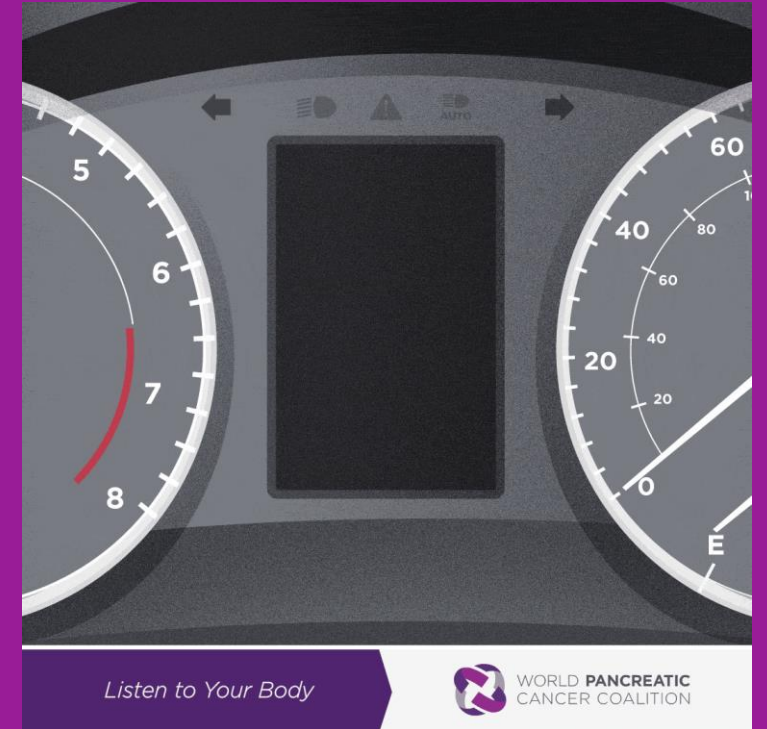
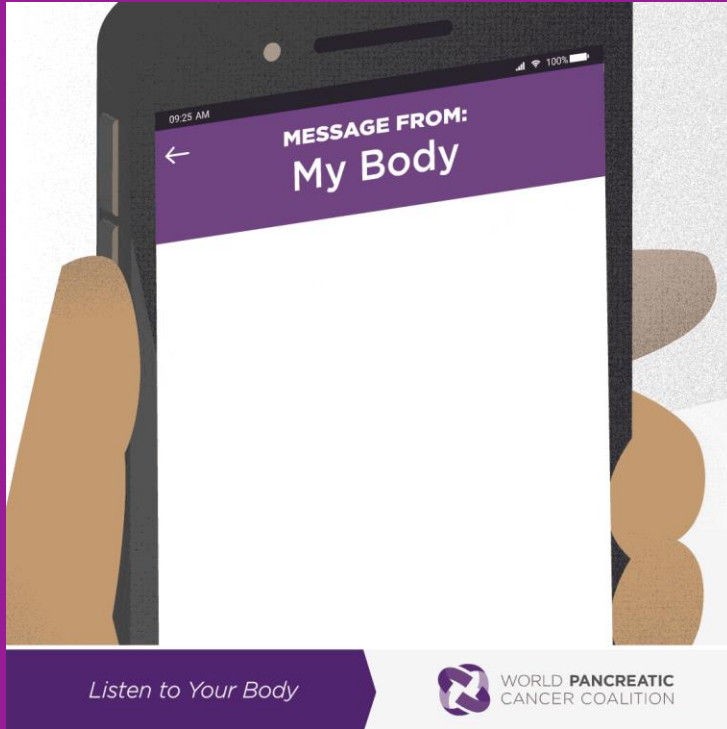


WPCD 2018

Highlights



WPCD Animated Social Graphics



Unresponsive, Procrastination, and Check Engine received more than **430,000** views on Facebook

LISTEN TO YOUR BODY

Don't Play Games
With Your Health

KNOW THE SYMPTOMS

The symptoms of pancreatic cancer are often vague and may at first appear to be associated with other less serious and more common conditions.



These symptoms may not all occur at once so consult your doctor and ask to be checked for pancreatic cancer if you notice one or more of the symptoms listed.

Yellow Skin or Eyes



Loss of Appetite



There is no standard screening test for pancreatic cancer, which makes it vital for people to know the signs and symptoms of the disease.



Mid-Back Pain



Abdominal Pain



Digestive Problems



Change in Stool



Unexplained Weight Loss



New-onset Diabetes

Know your body. Listen to your body.
Don't ignore the warning signs!



WORLD PANCREATIC
CANCER COALITION

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

WPCD 2018

“Light It Purple”

World Pancreatic
Cancer Day
at the Kelpies
Thursday
15th Nov 2018



More than 230
landmarks and buildings
around the world displayed
purple lights. Images of
these landmarks were
shared on social media.

WPCD 2018

997 million earned media impressions

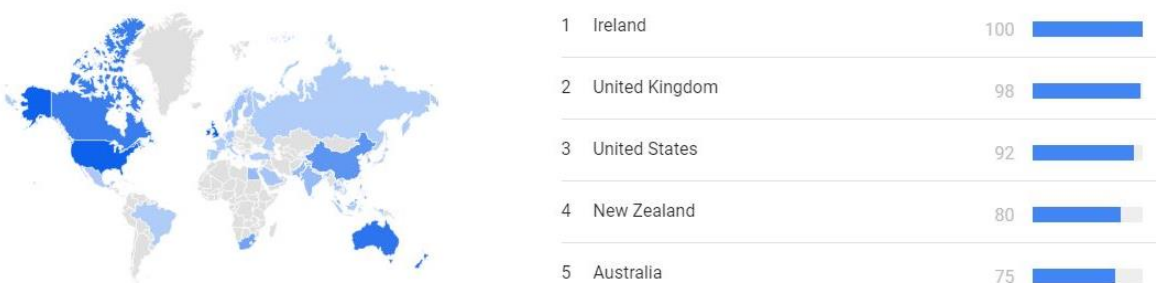
Almost 1.4 million social media engagements
(likes, clicks, comments and shares)

More than 800 media placements in 38 countries worldwide

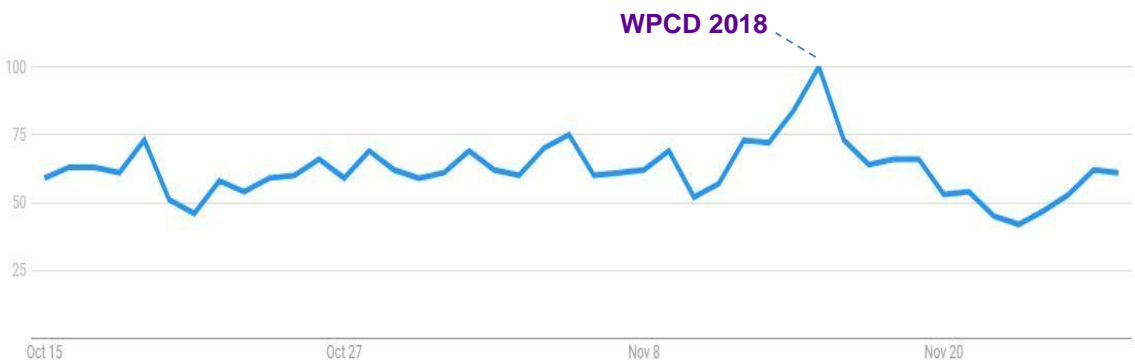
Google searches for “Pancreatic Cancer Month” increased 400%,
“Pancreatic Cancer Survival Rates” increased 250%, and
“What are the symptoms of Pancreatic Cancer” increased 100%

Google Search Trends

The following graphic indicates the countries with the most searches for the term “pancreatic cancer” from **10/15/18 to 11/30/18**. The high search volume in Ireland and the UK indicates the power of one story (i.e. Eimear, an Irish survivor’s story)



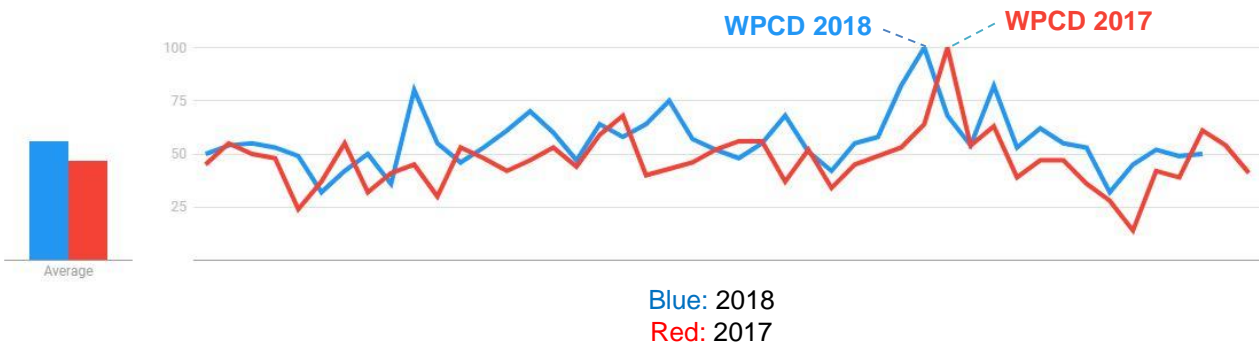
The following chart indicates the increase in “pancreatic cancer” searches from **10/15/18 to 11/30/18**, peaking on World Pancreatic Cancer Day.



This chart reflects the global increase in volume for the following search terms from 10/15/18 to 11/30/18.

Search Terms	Search Increase
Pancreatic Cancer Month	+400%
Pancreatic Cancer survival rates	+250%
Symptoms of Pancreatic Cancer in men	+200%
Pancreatic Cancer symptoms in females	+130%
What are the symptoms of Pancreatic Cancer	+100%

This graph compares year over year searches for “pancreatic cancer symptoms.” (e.g. **10/15/18 to 11/30/18** and **10/15/17 to 11/30/2017**) The 2018 campaign saw a higher volume of searches for “pancreatic cancer symptoms” overall.



WPCD Video



2018 Video: “Check Engine”
Total Views: 403,169



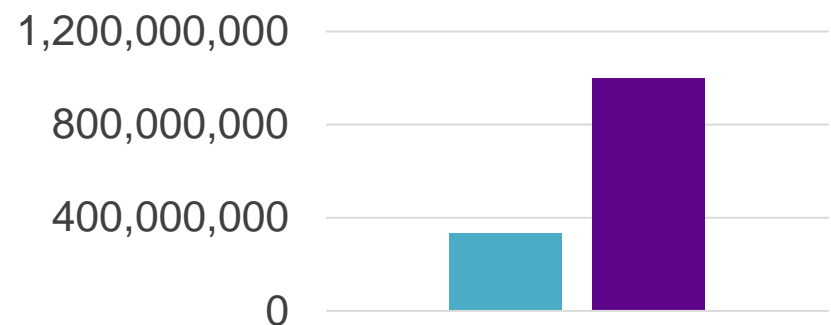
2017 Video: “At the Doctor”
Total Views: 142,000

2017–2018 Campaign Growth

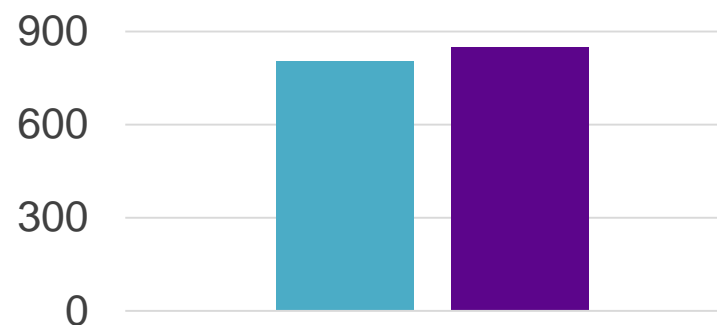


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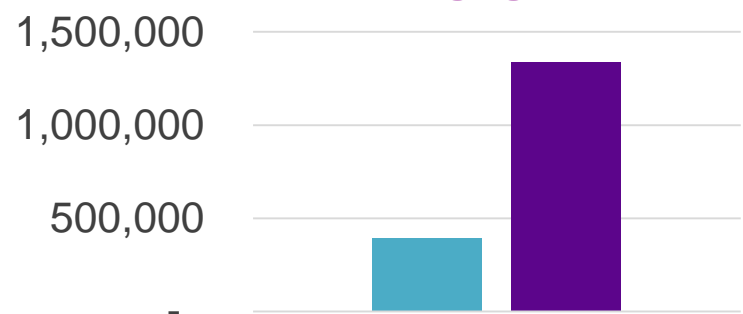
Impressions



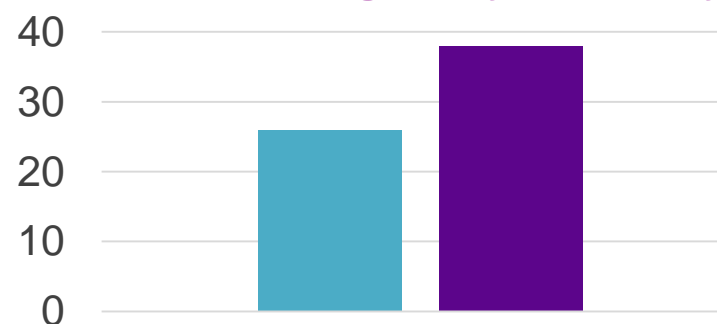
Media Placements



SM Engagements



Media Geography Diversity



 **2017**

 **2018**

No Brasil, 4% das mortes por câncer correspondem a pacientes com câncer de pâncreas. O diagnóstico difícil e tardio é um dos motivos para a baixa taxa de sobrevivência.

#CâncerDePâncreas #Oncoguia
#VocêNãoEstáSozinho #WPCD
#WorldPancreaticCancerDay

Translate Tweet

Números do CÂNCER DE PÂNCR



TODO DIA MAIS DE
1.250 PESSOAS
NO MUNDO SÃO
DIAGNOSTICADAS



NO BRASIL
TEMOS 8.700
NOVOS CASOS
POR ANO



James @JamesUKLabour · Nov 15
Wonderful event at Parliament with @PancreaticCanU

TEB Selbsthilfe e.V.
@TEB_Selbsthilfe

Verbesserungen zu

atic Cancer Foundation

116 ·

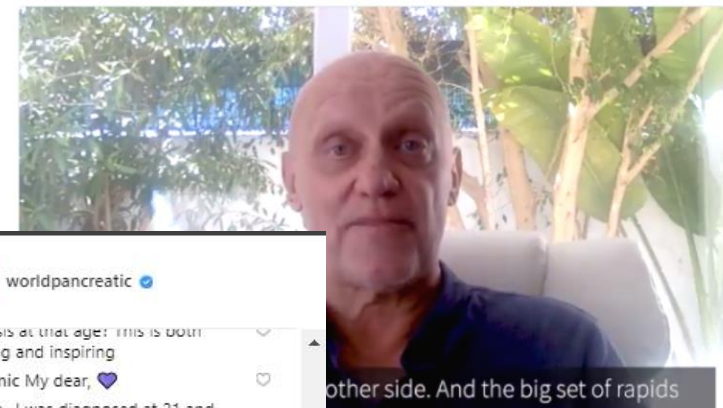
Cancer Day it's fitting to reflect back on those a
companies who have helped draw awareness
d Avner's Foundation's efforts to defeat it.

cerely thank all those who have through these
ed raise the \$2million that is being awarded in

Celgene Corporation ✓
@Celgene

Following

Watch to hear Colin's story and how he views
his #PancreaticCancer diagnosis, after being
diagnosed almost 2 years ago.
#DemandBetter #WPCD



worldpancreatic ✓
WPCD

diagnosis at that age: this is both
terrifying and inspiring
anto62nic My dear,
shatrice_ I was diagnosed at 21 and
love her story of survival
fabio_vee87
chimenej Yay! A good news story!
Wonderful!
the_little_piglet Wow 🙏. Prayers to
her and glad she's doing better!
joseph_a_pinto
tapcancerout
fl_pcc
larn36 So glad to see a survivor
kmm610
assyriand0117 You look beautiful and
healthy, sweet angel
lisadawn1970 I would love to hear



339 likes

4 DAYS AGO

Add a comment...



549 likes

NOVEMBER 15

Add a comment...



CANCER COALITION

2018 WPCD Campaign



WORLD **PANCREATIC**
CANCER COALITION™

“I think what we have developed into is amazing. I am honoured 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.”
(Anonymous WPCD survey feedback)

“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**.
Pernilla Askenbom, Palema (Sweden)

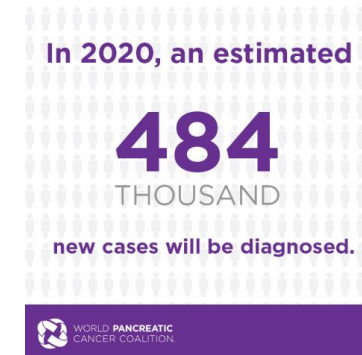
“The webinars were both very informative and we're so excited to have so much material to work with!! **As a smaller organization we would not have had the resources to prepare all of this.**”
Grace Saunders, JCM Foundation (USA)

WPCD 2018 – Member Participation



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- On the ground review reveals certain posts are more popular than others:
 - “Check Engine” video was extensively posted/shared
 - Posts with metrics were popular
 - Symptoms and risks assets were also popular
 - #WPCD and #DemandBetter got good use
- Some members didn’t use any of the assets
- Customization of assets into ‘montages’
- Social media training (summer 2019)
- **Steering & WPCD Committee – minimum commitment to share a single post on the day as part of the Coalition**



WPCD 2019

Creative Concept

Through our activities around World Pancreatic Cancer Day, we need to decide where we want to anchor our ideas on a scale.

From continuing to build awareness to driving action...





KNOW THE SYMPTOMS

MID-BACK PAIN



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KNOW THE SYMPTOMS

STOMACH PAIN



WORLD **PANCREATIC**
CANCER COALITION



KNOW THE SYMPTOMS

UNEXPLAINED WEIGHT LOSS



WORLD **PANCREATIC**
CANCER COALITION

KNOW THE SYMPTOMS

YELLOWISH SKIN AND EYES



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CANCER COALITION



Know Your Risk
Know Your Symptoms
Know Your Options



World Pancreatic Cancer Day

Sponsored

Like Page

Mid-back pain creeping up on you? It can be hard to recognize this sign of [#PancreaticCancer](#), but knowledge is power. Get the full story at bit.ly/symptomsrisks. We [#DemandBetter](#)



World Pancreatic Cancer Day

World Pancreatic Cancer Day is a chance for each of us to lend our voices and bring awareness to this disease. On [#WPCD](#), we will create a movement of hope for those diagnosed.

[#DEMANDBETTER @ WORLDPANCREATICCANCERDAY.ORG](#)

Learn More

214

303 Comments 425 Shares

Like Comment Share



World Pancreatic Cancer Day

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Symptoms of [#PancreaticCancer](#) can be vague, like stomach pain – but you should listen to your body. Be prepared and read the facts at bit.ly/symptomsrisks. We [#DemandBetter](#)



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[#DEMANDBETTER @ WORLDPANCREATICCANCERDAY.ORG](#)

Learn More

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214 Comments 206 Shares

Like Comment Share



World Pancreatic Cancer Day

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Jaundice is just one of the signs of [#PancreaticCancer](#). Learn more about the symptoms and risks at bit.ly/symptomsrisks. We [#DemandBetter](#)



World Pancreatic Cancer Day

World Pancreatic Cancer Day is a chance for each of us to lend our voices and bring awareness to this disease. On [#WPCD](#), we will create a movement of hope for those diagnosed.

[#DEMANDBETTER @ WORLDPANCREATICCANCERDAY.ORG](#)

Learn More

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303 Comments 425 Shares

Like Comment Share



World Pancreatic Cancer Day

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Unexplained weight loss can be caused by many things, but it's also a sign of [#PancreaticCancer](#). Make sure you're well-informed: bit.ly/symptomsrisks. We [#DemandBetter](#)



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Learn More

214

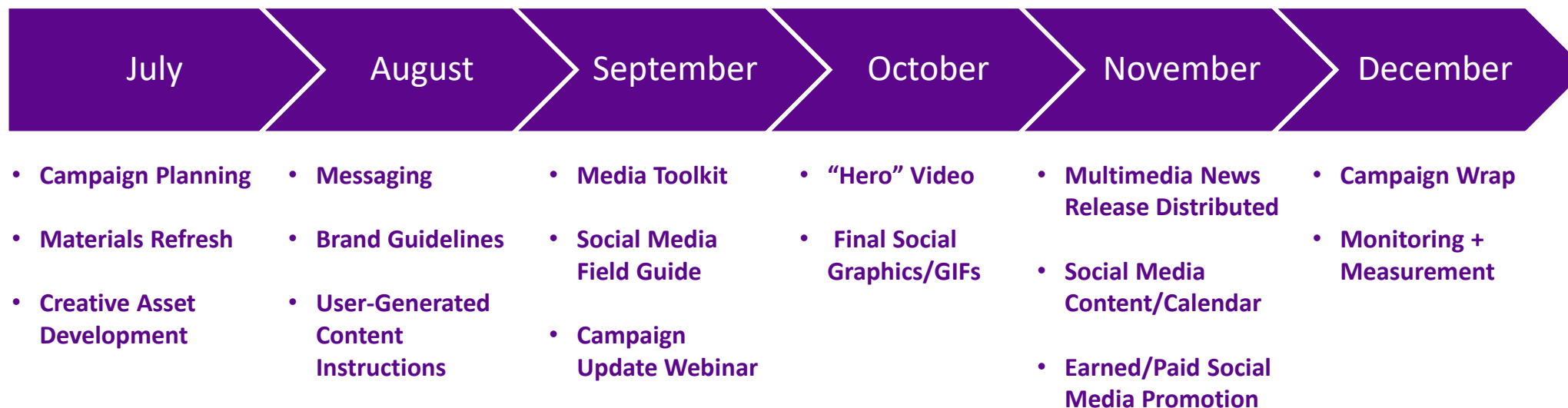
303 Comments 425 Shares

Like Comment Share

High-Level Timeline



WORLD **PANCREATIC**
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Small Group Discussions



KNOW THE SYMPTOMS

YELLOWISH SKIN AND EYES

 WORLD **PANCREATIC** CANCER COALITION



Report Outs



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CORAL GABLES, FLORIDA | 2019