



2022 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 17 November, **it's about time**.

- **It's about time** to know the symptoms and risks of pancreatic cancer — most pancreatic cancer diagnoses happen during Stage 3 or Stage 4. Knowing the signs and symptoms can help with early detection and better outcomes.
- **It's about time** to know your options — know the best way to communicate with a doctor to figure out what's best for you.
- **It's about time** to know the stories of pancreatic cancer — hear others' stories to learn more about pancreatic cancer and share your own stories online to raise awareness about the disease.

On World Pancreatic Cancer Day 2022, **it's about time** that we all work together to make a difference. The [World Pancreatic Cancer Coalition](#), consisting of over 100 organizations from 37 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 17 NOVEMBER 2022?

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 17 November, including:

- **Submit your stories!** Our 2022 GLOBAL WPCD campaign will continue celebrating pancreatic cancer stories. Your stories. Your organization's stories, stories about patients, caregivers, and family members. And we need them from all around the world – specifically, stories centered around “the value of time.”
 - ➔ You can also encourage families, survivors and caregivers associated with your organization an opportunity to share directly with us.
 - ➔ **Anyone can submit a story [here](#).**
- Download and share our **WPCD PATIENT GUIDE** sheet to help increase knowledge and confidence for those experiencing symptoms of pancreatic cancer.

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- Take time to learn more about your pancreas and understand the symptoms of this disease.
- Visit 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.
- Spread the word and share our 2022 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](https://www.facebook.com/worldpancreaticcancerday)
 - ➔ Instagram [@worldpancreatic](https://www.instagram.com/worldpancreatic)
 - ➔ Twitter [@worldpcc](https://twitter.com/worldpcc)
- Create a FREE **Canva Pro** account as a non-profit organization to best utilize all of the WPCD social media assets. Click [here](#) to learn more.
- 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 in September as well as a tutorial to show you how to overlay them on your profile picture using Canva.
- 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 [2022 WPCD campaign poster](#) and take it to your General Practitioner to make sure they help support pancreatic cancer awareness.

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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:

17 AUGUST

- **Links to the Light It Purple Guide & Letter, Proclamation Guide & Letter, and the WPCD Planning Guide** are also included in the August newsletter.

27 SEPTEMBER

- **Brand Guidelines.** Updated WPCD/It's About Time logos and brand usage.
- **Social Media Cover Images.** For use on Facebook, Twitter, and YouTube
- **Facebook Frame.** Download our WPCD 2022 Facebook filter to use on your profile photo. Because Facebook has changed the way this works, you will need to combine our frame with your photo using Canva and then upload.
- **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.
- **WPCD 2022 Media Toolkit.** Media material templates and assets to download, customize and use for outreach:
 - [Celebrity/influencer engagement guide](#)
 - [2022 Campaign Poster](#) that shows pancreatic cancer symptoms that can be printed and shared with medical professional and other supporters.

6 OCTOBER

- The 2022 Campaign Preview will be presented to attendees of the WPCD Annual Meeting in September. You will be able to watch a recording of the presentation following the Annual Meeting in October.

7 OCTOBER

- **New WPCD Landing Page** will go live with all previously mentioned assets available to download.

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19 OCTOBER

- **Social Graphics.** Final social graphics outlining four main symptoms of pancreatic cancer.
- **Social Media Field Guide.** Guidelines and best practices for WPCD social media engagement, including a timeline, sample responses, cover photos and additional resources. This includes a link to our Social Media Editorial Guide that will help you plan your WPCD posts.
- Overview of the schedule for social media posts that members can use on their social channels.
- **All New 2022 It's About Time Editable Video.** The editable version of our "It's About Time" animated video will be available for organizations to add their own logos and translate.
- Four new individual symptom GIFs.

NOVEMBER

- **"It's About Time" Animated Video.** The new video will highlight the critical importance of time in knowing the symptoms and risks of pancreatic cancer and the importance of early detection. The English version will premier online on **1 November**.
- **WPCC Website Translations.** The website will feature three new languages, alongside English.
- **Social Media Advertising campaign** will launch in 2 waves across 5 countries.
- **Final Instructions.** Any last-minute updates or ideas for maximizing awareness and action around WPCD.

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