



WORLD PANCREATIC CANCER DAY 2021 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 November 18th, **it's about time**.

- **It's about time** you start a conversation with your family and friends to learn more about this disease.
- **It's about time** you share your story about pancreatic cancer — or read one of our stories and share that.
- **It's about time** you got to know your pancreas better. For you and for your loved ones.
- **It's about time** you learned the risks and symptoms of pancreatic cancer — there is currently no early detection test, so pay attention to your body. Every moment matters.
- **It's about time** you raised your voice to advocate for more attention, more patient support, and more research.

On World Pancreatic Cancer Day 2021, it's about time that we all work together to make a difference. The [World Pancreatic Cancer Coalition](#), consisting of more than 99 organizations from 40 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 NOVEMBER 18, 2021

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 November 18, including:

- **Submit your stories!** Our 2021 GLOBAL WPCD campaign will be 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.”

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- ➡ To inspire and encourage you to submit **at least one** story from your organization, we are offering the chance to **win a US\$ 2,000.00 paid Facebook and Instagram advertising campaign in your country** for the WPCD campaign this November. Every Coalition member who submits a story starting this month will be entered to win.
- ➡ **Submit your stories [here](#).**
- ➡ You can also give families, survivors, caregivers associated with your organization an opportunity to share directly with us. **They can submit stories [here](#).**
- 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 2021 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](#)
 - ➡ Instagram [@worldpancreatic](#)
 - ➡ Twitter [@worldpcc](#)
- 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.
- 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 [2021 WPCD campaign poster](#) and take it to your General Practitioner to make sure s/he helps 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:

SEPTEMBER 22

- The 2021 Campaign Preview was presented to attendees of the WPCC Annual Meeting in September. You can watch the presentation [here](#).

SEPTEMBER 29

- 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 2021 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 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.
- Light It Purple Guide. Instructions for how to request that public clock towers, buildings or landmarks be lit up purple.
- WPCD 2021 Media Toolkit. Media material templates and assets to download, customize and use for outreach:
 - ➔ Celebrity/influencer [engagement guide](#)
 - ➔ 2021 World Pancreatic Cancer Day [Proclamation](#)
 - ➔ 2021 Campaign Poster that shows pancreatic cancer symptoms that can be printed and shared with medical professional and other supporters.

OCTOBER 15

- New Websites for WPCC and WPCD Landing Page will go live.
- The URL for private access to the initial campaign downloads will go live. <http://worldpancreaticcancercoalition.org/2021-downloads/>

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- **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.
- **“It’s About Time” Animated Video.** An illustrated video that promotes the critical importance of time in knowing the symptoms and risks of pancreatic cancer and the importance of early detection.
- Four individual symptom GIFs.

NOVEMBER

- **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.