

PANCREATIC CANCER AWARENESS MONTH 2017

SOCIAL MEDIA INSTRUCTIONS

PANCREATIC
CANCER
ACTION
NETWORK

Demand Better on Digital: Spread Awareness via Social Media

Spreading awareness about risk factors and symptoms associated with pancreatic cancer can be super easy online! Whether on Facebook, Twitter or Instagram, we encourage you to post about pancreatic cancer and raise awareness!

What to Do

We encourage you to do at least one of the below, but feel free to do them all – or more!

- Print out the “Signs & Symptoms” poster (below) and take a selfie with it! Share on your social channels, with the suggested language:
 - Can you recognize the signs & symptoms of #pancreaticcancer? Join me and @PanCAN in raising awareness this November! pancan.org/demandbetter #PANCaware
- Print out the “Demand Better” sign (below), fill it out with who or why you Demand Better (e.g. “my mom”, “patients”, “pancreaticcancer survival”) and take a selfie with it! Share on socials with the suggested language:
 - I Demand Better for “_____.” Be #PANCaware for Pancreatic Cancer Awareness Month this November! pancan.org/demandbetter
 - We also suggest that you share more about your personal connection if you have one, especially on channels like Facebook and Instagram.
 - You can also touch on the single-digit survival rate of 9%, which is the lowest of all major cancers, and the need for better treatment options and early detection methods.
- Take a selfie wearing purple and share on socials, with the suggested language:
 - I’m wearing purple to raise pancreatic cancer awareness! DYK (did you know) pancreatic cancer has only a 9% survival rate? Join me as we Demand Better! pancan.org/demandbetter #PANCaware
- Share the Signs & Symptoms infographics (found on pancan.org/demandbetter) on your social channels! Recommended copy will be included on site.

Things to Consider

- Don’t forget to tag PanCAN’s social channels!
Facebook @JointheFight
Twitter @PanCAN
Instagram @PanCAN
- Utilize our hashtags when possible!
#PANCaware (main hashtag)
#WageHope (secondary hashtag)
#pancreaticcancer (recommended)
#WPCD (for World Pancreatic Cancer Day)



**DEMAND
BETTER**
FOR PATIENTS. FOR SURVIVAL.

ABOUT PANCREATIC CANCER

SYMPTOMS

Pancreatic cancer may cause only vague symptoms. If you are experiencing one or more of these unexplained symptoms, the Pancreatic Cancer Action Network urges you to see your doctor.



Abdominal or mid-back pain



Loss of appetite



Jaundice



Weight loss



Nausea



Change in stool



Recent onset diabetes

RISK FACTORS

The exact causes of pancreatic cancer are not yet well understood, but research studies have identified certain risk factors.



Family History

Risk increases if multiple first-degree relatives had the disease, or any were diagnosed under 50.



Diet

A diet high in red and processed meats may increase risk. A diet high in fruits and vegetable may decrease risk.



Obesity

Obese people have a 20% increased risk of developing the disease compared to people of a normal weight.



Race

African-Americans and Ashkenazi Jews have a higher incidence of pancreatic cancer.



Smoking

Smoking may cause about 20-30% of all exocrine pancreatic cancer cases.



Gender

Slightly more men are diagnosed with pancreatic cancer than women.



Age

The chance of developing pancreatic cancer increases with age.



Diabetes

Long standing (over 5 years) diabetes increases risk.

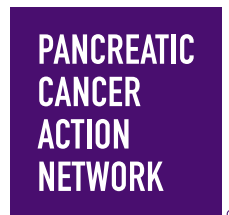


Pancreatitis

Chronic pancreatitis increases risk. Risk is even higher for people with hereditary pancreatitis.

Learn more about pancreatic cancer by visiting pancan.org/demandbetter

I DEMAND BETTER FOR



Be #PANCaware for Pancreatic Cancer Awareness Month this November!

pancan.org/demandbetter