The World Pancreatic Cancer Coalition is a collaborative effort of pancreatic cancer advocacy nonprofit groups. Through global collaboration, members are able to raise awareness of pancreatic cancer and strengthen the individual efforts of all member organizations.

MISSION
To drive transformational change for all those affected by pancreatic cancer

CURRENT MEMBERSHIP
72 organizations in 31 countries on 6 continents

EFFORTS
• Annual meeting where members share experiences to learn from each other
• World Pancreatic Cancer Day—major collaborative awareness initiative

GOAL
To raise global awareness of pancreatic cancer and highlight the need for more funding to accelerate research progress

2017 AWARENESS CAMPAIGN
BY THE NUMBERS

- **864 million** earned media impressions
- **Almost 400,000** social media engagements (likes, clicks, comments and shares)
- **More than 800** media placements worldwide
- **Over 150** landmarks around the world displayed purple lights. Images of these landmarks were shared on social media.
- Potentially **11.7 million** shoppers viewed the Demand Better infographic on mall display screens throughout the U.S.
- At the Doctor video was viewed **142,000** times on Facebook
- Know the Symptoms infographic reached more than **665,000** users on Facebook

WPCC’s efforts show that collaboration among advocacy organizations is a very effective way to raise awareness of pancreatic cancer globally.

www.worldpancreaticcancercoalition.org  |  www.worldpancreaticcancerday.org

2017 WORLD PANCREATIC CANCER DAY
Demand Better
For Patients. For Survival.

Infographics: Know the Symptoms
Video: At the Doctor

Assets created for members to share with traditional media (television, radio, newspapers) and digital media (online publications, social media)