WORLD PANCREATIC CANCER COALITION A MODEL OF ADVOCACY COLLABORATION



WORLD PANCREATIC CANCER COALITIONS

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

+ 864 million earned media impressions

2017 AWARENESS CAMPAIGN **BY THE NUMBERS**

 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.

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

- + At the Doctor video was viewed **142,000** times on Facebook
- Know the Symptoms infographic reached more than 665,000 users on Facebook



GOAL

PANCREATIC

CANCER DAY

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



Infographic: 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)