

WORLD PANCREATIC CANCER DAY 2020 POLAND



We wanted to make a difference. This year, **EuropaColon Poland**, led by Vice-President **Iga Rawicka**, joined the **World Pancreatic Cancer Day Committee** to support the efforts of the **World Pancreatic Cancer Coalition** in creating a far reaching global event with focus on bringing attention to pancreatic cancer and highlighting the need for greater awareness of this deadly disease.

EuropaColon Poland followed the guidelines that had been set for the WPCD and utilized provided to us videos, infographics, icons, logos and other materials, which had been translated beforehand into Polish. We reinforced the **"It's About Time"** theme for the 2020 campaign.

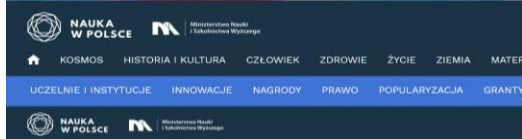
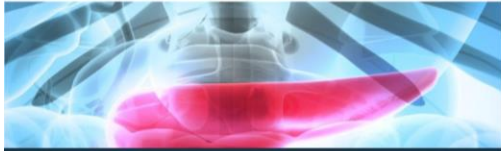
WPCD - PRESS RELEASE

One of the very important steps in our local campaign was to prepare a press release that would generate interest and publicity, and forward the article to multiple press organizations and media outlets. Our article highlighted the challenges surrounding pancreatic cancer, its symptoms, risk factors, treatment and an urgent need for early detection. The importance of the content was additionally reinforced by the message from **Julie Fleshman**, President and CEO of the **Pancreatic Cancer Action Network** and chair of the **World Pancreatic Cancer Coalition**.

We received a wonderful response from numerous news/media outlets, with various publications and organizations posting the article, or its summary, on their websites or Facebook pages on or around November 19, 2020, spreading awareness about pancreatic cancer and the **World Pancreatic Cancer Day "It's About Time"** campaign among public and medical community.



Eksperci: jedynie wczesna diagnoza pozwala skutecznie leczyć raka trzustki



Rak trzustki ma najniższy wskaźnik przeżycia wśród często występujących nowotworów złośliwych, jedynie wczesna diagnoza pozwala skutecznie go leczyć – alarmują specjaliści z okazji przypadającego 19. listopada Światowego Dnia Raka Trzustki.

„Jest bardzo pilna potrzeba wczesnego rozpoznania raka trzustki. Nie ma wprawdzie testu wykrywającego go na wczesnym etapie. Jeśli jednak coraz więcej ludzi pozna czynniki ryzyka i objawy raka trzustki, pacjenci będą mieli więcej czasu, aby poddać się skutecznemu leczeniu i otrzymać wsparcie, dzięki któremu będą mogli podjąć walkę z chorobą” – przekonuje w informacji przekazanej PAP Julie Fleshman, prezes Światowej Koalicji Raka Trzustki (World Pancreatic Cancer Coalition WPCC).

Some of the outlets participating in spreading the word were:

www.poradnikzdrowie.pl

<https://pulsmedycyny.pl>

www.tvp.info.pl

<https://5mindlzdrowia.pl>

www.czasdlaseniora.pl

www.liderzyinnovacyjnosci.com

<https://naukawpolsce.pap.pl>

www.wroclaw.wp.pl

<https://radiolublin.pl>

<https://zdrowie.dziennik.pl>

www.portalsamorzadowy.pl

www.razemztoba.pl

www.mp.pl

www.msn.com

<https://trojmiasto.wyborcza.pl/trojmiasto>

and others.....

RAPORT KORONAWIRUS: MAPY, STATYSTYKI, PORADY

Rak trzustki nie poczeka. Ma najniższy w

EN, KOAL 19.11.2020, 08:18 / aktualizacja: 10:04



Kampania edukacyjna Światowej Koalicji Raka Trzustki, realizowana jest również w Polsce (fot



TVP INFO



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ENGAGEMENT FROM MEDICAL COMMUNITY

We were presented with a very significant support for our local Polish campaign by a well-respected specialist in clinical oncology, **Dr. Lucjan Wyrwicz, Head of the Oncology and Radiotherapy Clinic and a Professor at the National Oncology Institute im. Marii Skłodowskiej-Curii, the National Research Institute in Warsaw**, a member (among others) of the ESMO Faculty and of the European Organization on Research and Treatment of Cancer (EORTC). Dr. Wyrwicz agreed to a short recorded interview, which was carried out on the ISBNews.TV platform.



In the video, Dr. Wyrwicz presents a short overview of pancreatic cancer, emphasises the importance of early detection, stresses the value of consulting a family physician on any unusual symptoms and requesting a referral to an oncology clinic, if warranted. He also discusses the impact of COVID-19 on the process of diagnosis and treatment of pancreatic cancer. The article attached to the video further explores all the important issues related to pancreatic cancer, including statistical data, and a detailed description of symptoms and risk factors. (www.isbzdrowie.pl)

WPCD ON SOCIAL MEDIA IN POLAND

We cannot emphasize enough the support we received from various private, government, public and corporate entities **through their websites and social media platforms**. With names like SERVIER POLSKA, which posted about WPCD and the month of November (the company's LinkedIn, Facebook), or government offices and news outlets from some of the largest cities in Poland (WARSAW, WROCLAW, GDANSK), it felt like our campaign gained speed and recognition even beyond what we had anticipated. This certainly has given us hope that there is enough community support and willingness to turn this campaign into something even more brilliant, productive and further reaching in 2021.



EUROPA COLON POLAND AND WPCD IN SOCIAL MEDIA

On our part, we utilized most of the tools available to us to fill our social media pages as well as our website europacolonpolska.pl with purple logos, infographics, icons, etc., all translated into Polish to properly engage our local audience.



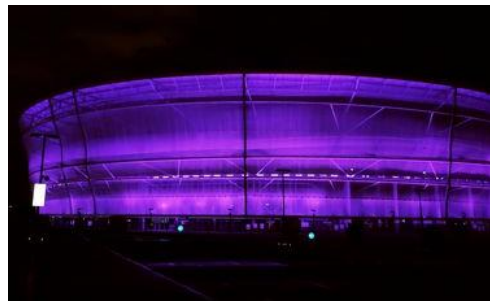
NEW INITIATIVE: PANCREATIC CANCER FACEBOOK PAGE

We are happy to announce, that in order to create a better platform for raising awareness and improve the quality of educating the public about pancreatic cancer, we have created a dedicated **Facebook page: RAK TRZUSTKI (eng. 'Pancreatic Cancer')**: <https://www.facebook.com/search/top?q=rak%20trzustki>, under the umbrella of EuropaColon Poland. This new platform will allow us to better cater to the needs of people affected by pancreatic cancer in any sort of way, to better provide accurate, factual and up-to-date information, to redirect them to a person/organization better qualified to address a specific issue, or simply offer our support.



'LIGHT IT PURPLE' CAMPAIGN

Probably just like in other locations around the world, 'Light It Purple' was the most spectacular and visually satisfying part of WPCD. Although overall modest in numbers, we were able to secure a few quite impressive landmarks in some of the largest cities in Poland: **Slasko-Dabrowski Bridge in WARSAW**, **Wroclaw Stadium in WROCLAW**, **Kosciuszki Overpass in GDANSK**, as well as the corporate building **WAGO in WROCLAW**. We actually had more sites that were willing to light up, but were not able to do so due to certain complex technical requirements or simply lack of access to a purple colour theme. Many of them warmly invited us to try again next year!



The photos of the landmarks were posted on various social media pages and websites, accompanied by relevant hashtags, tags and handles (in both Polish and English), to spread awareness about WPCD and give recognition to all entities participating in the campaign.

CONCLUSIONS AND FINAL THOUGHTS

EuropaColon Poland, as a patient advocacy organization, is extremely proud to be a part of such an impressive global effort to raise pancreatic cancer awareness and to be able to collaborate with numerous other organizations on the international level to support each other's commitments towards achieving a common goal.

We very much appreciate the assistance (tools, resources, guidance) of the WPCC to make the WPCD in Poland possible.

We consider the 2020 WPCD campaign in Poland a success. It may not have been on the same scale as the ones of our international colleagues, but to us it was yet another step towards establishing a permanent presence of the pancreatic cancer initiative. We **have worked towards this goal since 2017**, boosting our visibility in Poland one year, one step at a time. This year's effort certainly made us realize what is possible. We've learned a lot. Now we have a template to work with for years to come.

In many ways, preparations for the 2021 campaign have already started. With a new 'Pancreatic Cancer' Facebook profile, newly built relations and all the experiences of this month, we know where we are heading. We are hoping to engage more volunteers, gain more community support and more involvement from the medical experts. We are counting on further collaboration with the WPCC, the Pancreatic Cancer Action Network and all the affiliated organizations. We believe there is strength in numbers. We all share the common objective to raise public awareness about this deadly cancer by launching various initiatives to spread the word and to save lives.

We are here because we want to make a difference.

**IGA RAWICKA, Vice-President
EuropaColon Poland
Founder and President of The Blazej Rawicki Foundation**

Magdalena Slomkowska, Volunteer
EuropaColon Poland, The Blazej Rawicki Foundation

EuropaColon Polska is a member of :

