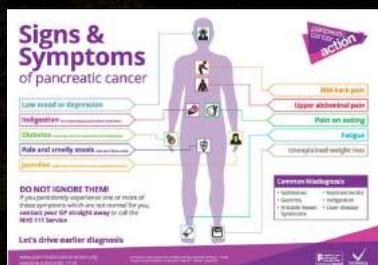


Turn It Purple™



In November

shine a light on pancreatic cancer



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Contact us

Call us:
0303 040 1770

Email us:
enquiries@panact.org

Visit our website:
pancreaticcanceraction.org

Join us on social media:
facebook.com/pancreaticcanceraction
twitter.com/officialpca
youtube.com/PanAct



At Pancreatic Cancer Action we strongly believe that raising awareness of pancreatic cancer and its signs and symptoms can save lives.

More than 50% of patients have never heard of pancreatic cancer before their own diagnosis and half the population cannot name a single symptom of pancreatic cancer – that's why raising awareness is so vital!

This magazine is packed with ideas and tips for getting the UK to **turn it purple™** during November and give pancreatic cancer the attention it so desperately needs.

In addition to the tips, ideas and resources you'll find in this magazine and the **turn it purple™** pack, we have got lots of free materials, including balloons, banners and information for you to order.

With your help, we can get even more people talking about pancreatic cancer!

Thank you!

The Pancreatic Cancer Action team

Turn It Purple™



November is Pancreatic Cancer Awareness Month, and along with the global pancreatic cancer community, we are determined to raise awareness of this terrible disease in any way we can.



The **turn it purple™** campaign calls for businesses and individuals to highlight the fifth deadliest cancer in the UK by embracing the colour purple, which is the symbolic colour for pancreatic cancer.

Each year, iconic landmarks, workplaces, schools and individuals worldwide have joined the fight against pancreatic cancer. By illuminating buildings, or decorating their shop, workplace or school in purple during the month of November, they have helped put a bright spotlight on pancreatic cancer.

Whether it's arranging for a local landmark to be lit up, dressing up in purple, making some purple cupcakes, planting

pansies or sharing information about pancreatic cancer, you can take part in **turn it purple™**, and help us raise awareness across the UK this November. Read the following pages for more information.

Did you know?
Awareness campaigns encourage more people with symptoms to go to their GP.



turn it purple™ 2015

- Over 50 landmarks, monuments and buildings lit up purple in November
- Our World Pancreatic Cancer Day video 'Friday 13th' went viral with over 197,000 views
- Over 17,000 Twibbons were added to Facebook and Twitter profile pictures
- Over 400 action packs were sent out
- Dozens of offices and hospitals held purple days



Top tips

Below you will find easy steps to follow when trying to get a local landmark or building lit up for Pancreatic Cancer Awareness Month.



Write a list of the possible local landmarks, monuments, buildings and venues that could light up purple.



For each possibility, identify the person who can grant permission to light the building or monument and/or the person who is technically responsible for lighting.



Tailor our draft letter to suit your needs and e-mail or send to your chosen location.



Follow up your request by phone or e-mail. Remind them of the reasons why they should light up and mention the other landmarks.



If they agree to light up, find out their plans for lighting up. Some buildings may have lit up for other occasions while for others, it may be the first time. You can provide them with our advice for buildings taking part or ask us to get in touch with them.

Template letter

I'm writing to you as a local resident of [insert town/city name] to ask you if you could support Pancreatic Cancer Awareness Month, which takes place in November.

Every hour someone dies of pancreatic cancer, which has a survival rate of just 4%, and without any early detection method on the horizon early diagnosis is the only way this dreadful survival rate can improve.

Sadly, I have personal experience of the devastating impact of this disease which is why I feel it's so important to raise awareness and understanding about the condition in my area.

*It would be wonderful if you could show your support for Pancreatic Cancer Action's **turn it purple** campaign by turning [insert landmark name] purple at some point in November.*

Last year, over 65 places across the UK, including Tower 42, The Blackpool Tower and Spinnaker Tower, took part in the campaign to raise awareness of pancreatic cancer. It would be fantastic if you could join the campaign which will raise awareness in the local community and get people talking about the disease, which could ultimately save a life.

If you are able to light up purple, the charity would also be happy to publicise your participation on their website and on social media.

Light It Purple

Lighting up iconic landmarks, communities and homes across the UK by shining purple in honour of the thousands of individuals and families affected by pancreatic cancer. A beautiful way to raise awareness of pancreatic cancer in November

Promote it

If you have successfully got a landmark to take part in turn it purple in November, make sure you tell as many people about it in your local area and beyond. This will highlight the reasons for the building lighting up purple and raise more awareness of pancreatic cancer.

Get in touch with your local media to let them know when it's happening.

Invite friends and family along on the night. Let your MP and mayor know too.

Use our **turn it purple** poster to let your local community know about the landmark lighting up purple

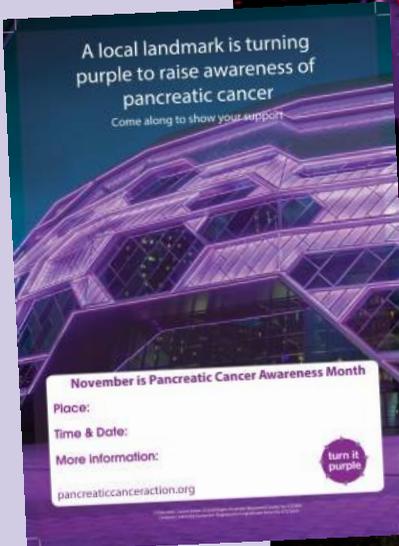
Beverley Minster to turn purple for pancreatic cancer campaign



Light up your home

As well as, or instead of, lighting up one of your local landmarks, you can always show your support by lighting up your home. You could:

-  Display indoor or outdoor purple fairy lights.
-  Tint windows with purple gel sheets.
-  Cover existing fixtures with purple filters.
-  Hold an event in your garden and supply everyone with purple glowsticks.



Whether you've successfully got a local landmark to agree to light up purple or decided to hold an event a home or both, we'd love to hear about your plans. You can contact Natasha on comms@panact.org or 0303 040 1770.

Wear It Purple

Why not have fun with friends by wearing purple during the month of November?

You can go all out with a fabulous purple outfit or simply highlight your outfit with purple accessories.

Get Involved



Purchase one of our supporter packs and raise awareness wherever you go - wear it, show it, share it!



Hold a Purple Day in your office, school or with friends. Get people to donate money to wear a purple outfit.



Contact a local shop or cafe and ask if they could decorate their business to highlight PCAM.



Play our **turn it purple** game which is a great opportunity to have fun and raise money.



turn it purple game

How to play

1. Pay to play the game.
2. Choose an item to wear.
3. Wear it on the chosen day.
4. Winner chosen by organiser.

Half of the money raised will go to the winner, the rest to Pancreatic Cancer Action.

Organiser: Entry fee:
turn it purple on:



How it works:

Participants

- pay to play.
- choose an item to wear.
- wear it on the chosen day

The winner is chosen by organiser.

pancreaticcanceraction.org

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Share It Purple

In your community

Online

Talking about pancreatic cancer, sharing posters and facts are great ways to raise awareness in November.



Share our posters, graphics and news on social media.

Take photos and videos of all the turn it purple action and share with us on @officialpca or facebook.com/pancreaticcanceraction.

Make sure you use the hashtag #turnitpurple on social media.

Take a look at our YouTube channel and share videos with your network.

Add our twibbon to your social media profiles.



Order one of our FREE action packs and distribute awareness materials wherever you can. For example, information about pancreatic cancer can be posted up in workplaces, libraries, community centres and shops.



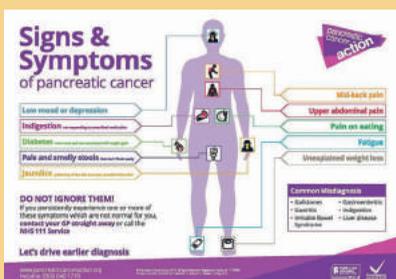
Visit your local supermarket, pharmacy or community centre to find out if they'd allow you to set up an awareness stand to enable you to distribute information. We can supply you with everything you need to do this.



One of the simplest and most effective ways to spread the word is to talk about pancreatic cancer with as many people as possible, because people know so little about it. If you feel confident you could organise a talk at your local community centre or other venue.

Order a FREE action pack, which is packed full of materials for you to raise awareness during November.

Free materials



Posters



Booklets



Leaflets



Banners

Make It Purple



Cupcake recipe

Ingredients:

Cakes:
(Makes 12 muffin size cupcakes)
125g softened butter
125g caster sugar
2 large eggs lightly beaten
1 tsp vanilla extract
125g self-raising flour
2 tbs milk

Buttercream icing:
75g butter
175g icing sugar
a few drops of milk
Sugar paste & purple food colouring

Method:

1. Preheat oven to 190C/375F/gas mark 5 and place cupcake cases in cupcake tin. In a bowl beat the butter and sugar until fluffy and pale in colour.
2. Whisk in half of the beaten eggs, then the rest of the eggs followed by the vanilla extract.
3. Sift the flour and add to the mixture a little at a time until totally combined. Now add the milk and stir.
4. Carefully spoon the cake mixture evenly into the cupcake cases and bake for about 15 minutes (or until they have risen with a light golden coloured top)

For the buttercream icing:

1. Beat the butter in a bowl until soft and gradually add the sifted icing sugar with the few drops of milk (for a flavoured buttercream, you can add a couple of drops of your favourite flavouring and to turn it purple, just add food colouring.
2. Best results are achieved using a mixer, as it gets the buttercream light and fluffy.



Crafts

If you're a dab hand with a set of needles, you could get knitting, sewing or crocheting for turn it purple. Why not make purple scarves and hats to sell during November?

You could also join the PCA yarn bomb (a form of street art where yarn of any form is attached to public objects). One of our supporters is planning to yarn bomb her local town and welcomes contributions. Contact us for more information.

Schools can take part in turn it purple by getting all arty-crafty.

If you're a teacher or a parent, why not hold a turn it purple competition?

To take part, children at the school are invited to draw a picture, create a mask or something purple to promote turn it purple. The winner receives a prize.

Share them with friends or why not organise a purple cake sale to raise funds?

The brilliant thing about cake sales is that they're quick and easy to organise and can bring in a lot of money.



Decide on a date and location

Select a date relevant to the cause (any time in November). Make sure the location of the cake sale is near a high-traffic area e.g. entrance, exit and lobbies.



Promote the cake sale

Put some posters up to advertise your cake sale. Also you can spread the word on social media to spread the word too!



Get baking

Ask if friends, families and colleagues can contribute to the bake sale. The cakes don't all have to be purple.



On the day

Enlist volunteers to help support you. Stick to a standard price for each bake. In order to raise awareness too, display information about pancreatic cancer too.

Plant It Purple

Plant a pansy

Whether you're a keen gardener or new to gardening, planting pansies is a simple and lovely way to show your support for **turn it purple**.

Pansies are easy to grow and you can sow seeds indoors 6 to 8 weeks before replanting them outside. Plant seeds in the early autumn for winter flowering.

Remember to water and deadhead regularly to encourage more flowers.

Make sure you send your pictures to comms@panact.org.

Why the pansy?

The pansy fits the purple theme rather nicely and what is even more special is that it flowers during November (the winter variety anyway).

However, while the pansy ticks the boxes on colour and flowering time, the most important symbol of the pansy is that it is a living thing. It therefore conveys a message of hope for all those diagnosed with pancreatic cancer.



Our purple pansy badges are available in our shop.

Pansy tribute fund



Creating a Pansy Fund in support of Pancreatic Cancer Action is a special way to remember and celebrate the life of someone special.

Simple and free to set up, easy to use, your Pansy Tribute Fund can hold your photographs, thoughts, sounds and memories all in one place. Anyone can open a Pansy Fund and everyone can contribute, in any way they wish. For more information, visit <http://pansyfund.pancreaticcanceraction.org/>

Buy It Purple

We have a range of merchandise available in our shop to help you take part in turn it purple this November.

Merchandise

Our online shop has a selection of items, such as banners, flags, car stickers, pens, trolley keys, ribbons, badges and more. To see the available range please visit:

Visit www.pancreaticcanceraction.org/shop/ or call 0303 040 1770 to order online.



Aware Bear

Collection



If you would like to organise a collection during Pancreatic Cancer Awareness Month, we can supply you with free collection boxes and/or buckets. Please get in touch with fundraising@panact.org to order them.

Please note that it is illegal to carry out house-to-house or public street collections without a licence. Applications must be made at least 6 weeks in advance to your local authority.

And finally...

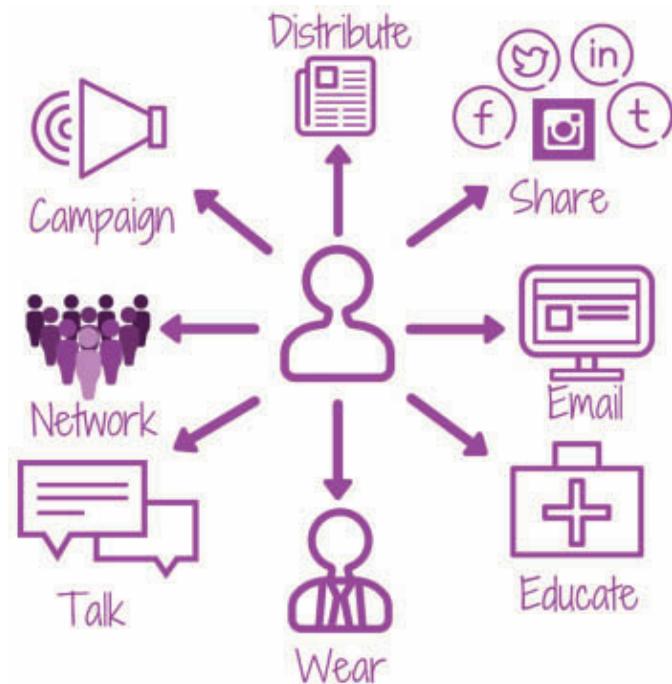
Hopefully with the advice and resources you have in your **turn it purple™** pack, you can help us raise awareness in November.

So here's a quick reminder of the sort of things you can do to get involved:

- › Get in touch with your local landmarks about turning purple.
- › Hold a Purple Day at your work, school or local clubs.
- › Share information online about pancreatic cancer and its symptoms.
- › Put posters up in community centres, GP surgeries and libraries during November.
- › Purchase one of our supporters packs and raise awareness everywhere you go.

While November is a great opportunity to spread the word about pancreatic cancer, it's important to keep shouting about pancreatic cancer and its symptoms throughout the year.

In fact, whatever time of year it is, YOU can make a real difference by raising awareness.



We can't thank our supporters and fundraisers enough for all they do. It's because of their participation that Pancreatic Cancer Awareness Month will become a success and more people will become aware.

Good luck!

Whatever you do to raise awareness and funds during Pancreatic Cancer Awareness Month, you'll be supporting our vital work to drive early diagnosis.

Please make sure you let us know what you are planning and we'll be happy to support you in any way we can.

Whatever you're planning, have fun! Thank you!

Ali Stunt, founder and CEO
or Pancreatic Cancer Action



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Thornes Park, Wakefield
4th September 2016

3km, 5km or 10km run or
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£10 Registration fee

Join us to honour all those
affected by pancreatic cancer.
To register, visit:
pancreaticcanceraction.org

