

Thank you for downloading our 'People of PanCan: Get Started' pack. Your support in raising awareness of pancreatic cancer by sharing your story is invaluable and we can't wait to work with you to raise the profile of this devastating disease.



What is #PeopleOfPanCan

People of PanCan is our Pancreatic Cancer Awareness Month campaign, aiming to raise the profile of pancreatic cancer by sharing the true stories of people affected by the disease. By showing the world that there are real people out there who in some way have had their lives changed, we want to personify the disease and put a human face to the story.

Whether the faces show sadness, hope, feeling lucky as a survivor, desperation, motivation or even pride for finishing a fundraising event, we want our supporters' content to change the way people look at the disease. From extremely negative (considering the facts and statistics) to hopeful, understanding, celebrating life and realising just how many people have had their lives changed by pancreatic cancer. Essentially, People of PanCan is a new way for people to share their stories.

Who can get involved?

Anybody and everybody. We are encouraging people to take part from all walks of life. Whether you've been diagnosed, are a survivor, are a family member, friend, carer, supporter, nurse, doctor, neighbour... Everybody is welcome to take part and talk about how the disease has affected them.

How do I get started?

We need **2** things from you in order to successfully share your story as part of our campaign.

1. Photograph OR Video

We need one close up, portrait photo **OR** video of you that reflects the emotion conveyed in your short story.

- Selfies are okay as long as they are portrait
- Try to look into the lens of the camera
- Try to have a muted, less busy background.
- If you are submitting a video, it must not exceed 60 seconds

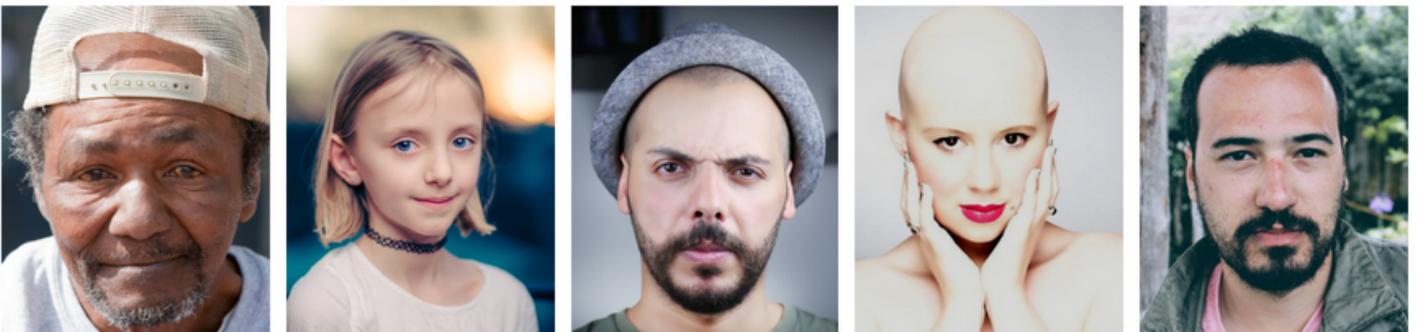
2. Your experience

(if submitting a photo)
We need you to share your experience with pancreatic cancer in preferably no more than 150 words.

If you can, try to talk about:

- Your relation to the disease
- Your experience with health care professionals/ support systems
- How you are currently feeling.

Example Images



Example text - 132 words

I started working at Pancreatic Cancer Action in February 2018 but before then, I'm ashamed to say that I didn't know much about the pancreas. As each week went by, I found myself becoming closer to our amazing supporters, hearing their stories and experiences with the disease as well as providing emotional support to those currently dealing with this unwelcome intruder in their lives. Part of my role is to raise awareness of the signs and symptoms across our public facing materials and this includes understanding the facts and statistics surrounding the disease. I now feel like a well armoured soldier, ready to battle this monster by raising awareness of the signs and symptoms and ultimately saving lives by improving early diagnosis.

How do I spread the word?

Once you've sent your entry to **turnitpurple@panact.org**, you can also share your image and story on any of your own social media using the official hashtag #PeopleofPanCan **from November 1st 2018**. You can also ask others to get involved and direct them to our web-page to download this 'Get Started' pack.

Contact us:

If you have any questions on how to get started please do get in contact with us by emailing turnitpurple@panact.org or calling 0303 0401 770 ext 3.

Thank you for all your support and for
taking part in our campaign.

Team PCA xx