

# Contacting Your Local Press: Top Tips



**Contacting your local press is a great way to let people know your pharmacy is taking part in our Turn it Purple Pharmacy Award competition.**

**Here are some tips on the best way to get your local press to run your story:**

## Reach out

The first thing to do is to think about which publications you would like to run your story and find a contact email address. You can usually find contact details on publication websites, which you can find on a search engine such as Google.

Initially, send an email introducing yourself and how your pharmacy is taking part in Pancreatic Cancer Action's Turn it Purple campaign. It is always great to include some key facts and statistics (which you can find below) in the email to highlight the importance of the cause.

If you don't hear anything back within a week then you could follow up with a phone call and explain why your story is important.

## Social Media

If your pharmacy has a social media account, it is always great to follow the person/paper you are targeting on social media platforms. Twitter is great for directly asking publications to help you promote your awareness and fundraising activities.

Social media is also a good way to advertise that you are taking part in Turn It Purple to all your followers and rally up support. You can download our Social Media Guide: [www.panact.org/TIPPharmAward](http://www.panact.org/TIPPharmAward)



## Be Prepared

Once you contact your local press they may want to run your story or get you on their local radio station. They may want to come into the pharmacy and take some photos or interview you.

## Photos

A journalist is more likely to publish your story if you have a high-quality image to go alongside it. A great image idea would be for you and your team to dress up in purple clothes, wear PCA t-shirts, use our purple props. You can then share the image alongside your story.

**Below is some information that you can use about the charity, along with the facts and statistics about pancreatic cancer.**

### **About Pancreatic Cancer Action**

Pancreatic Cancer Action are a national UK charity with the mission of improving the survival rates of pancreatic cancer by improving early diagnosis. We do this by:

- Funding research into developing an early detection method to improve early diagnosis of pancreatic cancer.
- Launching innovative and creative awareness campaigns to raise awareness of the signs and symptoms of pancreatic cancer.
- Developing and promoting medical, educational e-learning modules to improve awareness of pancreatic cancer among healthcare professionals.
- Providing patients and healthcare professionals with information they can trust.

### **Pancreatic cancer key information**

- Each year, almost 10,000 people are diagnosed with pancreatic cancer in the UK.
- Every day, 24 people will die of pancreatic cancer – that's more than the number who will die in road traffic accidents.
- Less than 7% of people diagnosed with pancreatic cancer will survive for more than five years – this is because the cancer is often very advanced when diagnosed. Unlike other cancers, this figure has not changed significantly in over 40 years.
- If patients are able to have surgery and diagnosed early, 5-year survival increases to 30%
- There is no early detection test for pancreatic cancer.
- The UK has one of the lowest survival rates for pancreatic cancer in the world.
- Just under half of patients are diagnosed after admission to A & E.

### **Signs and Symptoms of Pancreatic Cancer**

- Unexplained weight loss - weight loss without trying
- Upper abdominal pain or discomfort which may radiate to the back
- Indigestion that's not responding to medication
- Yellowing of the skin and/or eyes, dark urine or very itchy skin (Jaundice)
- Changes in the way you poo
- Mid-back pain or discomfort where a bra strap would sit and may be eased by leaning forward.

