

Helping us raise more awareness for pancreatic cancer A guide to sharing your story through local media

Thank you for your part in helping change the story for Australians affected by pancreatic cancer by taking part in Remember September 2023.

Pancreatic cancer is a national health problem that can only be solved with a united voice and collective effort. This is why advocating to your own local networks can be an incredibly powerful way to help change outcomes for Australians affected by the disease.

Cancer advocates can work on a local or national level, raising public awareness of the disease to help advance cancer research, improve the quality of cancer care, or address legislative issues.

Outreach to your local media outlet is a good place to start. Local media love to cover powerful stories of people in their community, especially when they have a story to tell that is relevant to a national health issue.

Tips for talking to local media:

Research your local media outlets online. They usually have a general email or newsroom email. If you have connection that is even better, and a much easier way to start a conversation.

If contacted, make yourself available and let them know the best times to talk to you.

Be prepared to share your personal story of how pancreatic cancer has affected you and your family. This can sometimes be confronting but stick to sharing only what you are comfortable with. You may be asked to be in a photo or share historical photos to go along with the story.

An official media release was also provided with this guide and contains all the information to share with the media contact about PanKind and Remember September.

The following key points **can also be included in any media interviews:**

- Pancreatic cancer is now the 3rd biggest cancer killer of Australians.
- The Australian five-year survival rate for pancreatic cancer is only 12.2%, compared with breast and prostate cancer that have survival rates in excess of 90%. The survival rate for Australians diagnosed with the disease living in rural/regional areas falls to approx. 6%
- Median life expectancy after diagnosis of pancreatic cancer is less than 12 months for 80 per cent of people diagnosed

- Early-stage pancreatic cancer rarely causes signs or symptoms, which can make it difficult to diagnose.

About PanKind:

- PanKind is exclusively dedicated to pancreatic cancer with a mission to triple the survival rate 2030.
- PanKind has invested over \$12 million into pancreatic cancer research since 2018, funding some of Australia's top research talent to find a cure.
- The PanKind research strategy focuses on funding ground-breaking research in the areas of early detection and new treatments.
- The *National Patient and Carer Support Hub* connects patients and carers to credible information, support, available trials, and pancreatic cancer experts across Australia.
- PanKind is the voice of the people, advocating for the best possible outcomes for pancreatic cancer patients and their families.

The PanKind website is www.pankind.org.au