

SIGN THE PLEDGE FOR CCA FEB 16

THE GLOBAL CHOLANGIOCARCINOMA ALLIANCE CAMPAIGN



WORLD CHOLANGIOCARCINOMA WEEK
SUNDAY FEBRUARY 12, 2023 – SATURDAY FEBRUARY 18, 2023
WORLD CHOLANGIOCARCINOMA DAY
THURSDAY FEBRUARY 16, 2023





The Global Cholangiocarcinoma Alliance (GCA) has a shared vision to improve prevention, survival, and the quality of life of people living with cholangiocarcinoma (CCA) globally.

In 2023, our key focuses will be:

- Continuing to address educational gaps in CCA
- Utilizing the alliance to promote developments in CCA
- Growing our steering committee
- Growing our community of alliance members

WORLD CCA DAY/WEEK 2023

We want to connect members of the community and grow our network of advocates to help us achieve our vision, and so, all activities undertaken as part of World Cholangiocarcinoma Day/Week 2023 will support this goal.

World CCA Day was previously held on February 12, however from 2023 the awareness day will take place on the third Thursday of each February (February 16, 2023). To ensure everyone can take part in raising awareness of cholangiocarcinoma in 2023, the GCA will also be recognizing World CCA Week from February 12, 2023–February 18, 2023.

This guide has been developed to outline how you can get involved and help raise awareness on World CCA Week and beyond.



WORLD CHOLANGIOCARCINOMA DAY



FROM FEBRUARY 12, 2023–FEBRUARY 18, 2023
WE WANT THE WORLD TO COME TOGETHER AND

PLEDGE FOR

CCA

**...TO SHOW THEIR COMMITMENT TO RAISING AWARENESS
AND INCREASING UNDERSTANDING OF CCA.**



WORLD CHOLANGIOCARCINOMA DAY



Global
Cholangiocarcinoma
Alliance

OUR CAMPAIGN

Raising awareness and increasing understanding of CCA is our key priority, to help drive earlier diagnosis and improve patient outcomes.

Advocates play an important role in this, by providing education on CCA within their community and working to ensure patients with CCA receive the best possible care.

For this year's campaign, our goal is to build our bank of advocates for CCA to support our shared vision to raise awareness of CCA globally, and ultimately improve prevention, survival and the quality of life of CCA patients globally.

To do this, we will be encouraging potential advocates (patients, caregivers, the CCA community, supporters and HCPs) to Sign the Pledge to show their commitment.



WORLD CHOLANGIOCARCINOMA DAY



WHAT IS #PledgeforCCA?

The Global CCA Alliance want to grow the network of dedicated advocates who share our vision to improve the quality of life for people living with CCA. To do this, we are asking people to commit to three simple pledges to show their support to the GCA:

I pledge to support the GCA, by:

- ✓ **SHOWING:** Help 3 people to learn about the signs and symptoms of CCA by printing and sharing with them the CCA Signs and Symptoms factsheet [here](#) to drive earlier detection and diagnosis, and take a selfie together
- ✓ **TELLING:** Tag 3 other people in a post on social media encouraging them to sign the CCA pledge at the following link to show their commitment to raising awareness and increasing education of CCA: <http://bit.ly/3HvXtcP>
- ✓ **SHARING:** Share a photo on social media with a friend or family member who has learnt about CCA and/or share a social media post [here](#) highlighting why you are raising awareness
- ✓ **AMPLIFYING:** Don't forget to post all of your activity with the hashtags **#PledgeforCCA** and **#WorldCCADay** on your social media channels so we can grow the community and others can see your support!



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CAMPAIGN DETAILS

Goal

- Highlight CCA amongst audiences with some existing knowledge, to encourage them to become advocates

Target audiences

Primary audience:

- Those with some existing knowledge of CCA, including patients, caregivers, the CCA community, supporters and HCPs

Secondary audience:

- The general public

Dates

- **World CCA Week:** February 12, 2023–February 18, 2023
- **World CCA Day:** February 16, 2023

Call-to-action

- Sign the CCA pledge
- Share and engage with assets on social media to raise awareness of CCA

Measurements for success

Primary measurement:

- Number of pledge sign ups

Secondary measurements:

- Social media post engagement (including posts, retweets, impressions etc.)
- Pictures shared with us and on social media



WORLD CHOLANGIOCARCINOMA DAY



HOW TO GET INVOLVED WITH AND
PLEDGE FOR

CCA

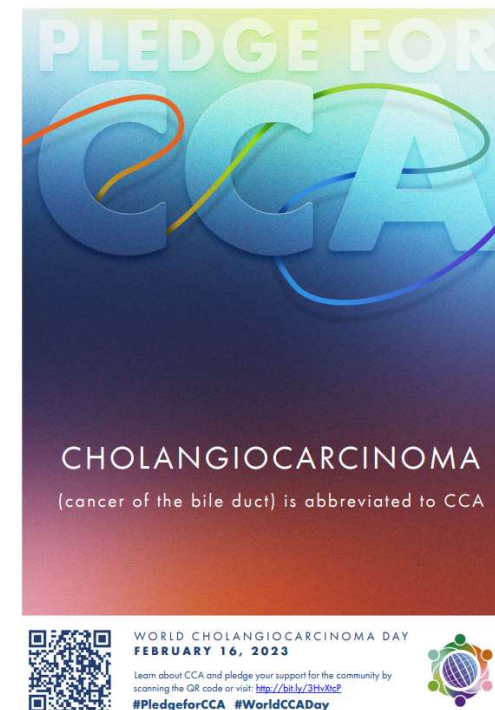


DOWNLOAD AND SHARE

EXAMPLE ASSETS



WORLD CHOLANGIOCARCINOMA DAY



HOW TO GET INVOLVED



DOWNLOAD OUR ASSETS

- Download our editable posters and social media assets [here](#)
- *If you require the design files, please get in touch and we can share these with you*



PLEDGE FOR CCA

- Sign the CCA pledge and encourage others to sign both on social media and in person: <http://bit.ly/3HvXtcP>



SHARE ON SOCIAL MEDIA

- Share posts on social media using the World CCA Day assets and the hashtags #WorldCCADay and #PledgeforCCA
- When sharing on social media, please include the link in the caption to direct people to the World CCA Day pledge: <http://bit.ly/3HvXtcP>



TAKE A PICTURE

- Print out posters and share pictures of you and/or your team raising awareness on World CCA Day/during World CCA week [here](#)



WORLD CHOLANGIOCARCINOMA DAY



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WEBSITES AND SOCIAL MEDIA



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www.worldccaday.org



[@worldccaday](https://www.facebook.com/worldccaday)



[@WorldCCADay](https://twitter.com/WorldCCADay)



[@worldccaday](https://www.instagram.com/worldccaday)



worldcholangiocarcinomaday.org/get_involved



worldccaday@axon-com.com



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www.globalccaalliance.com



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[@CCA_Alliance](https://twitter.com/CCA_Alliance)



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[Global Cholangiocarcinoma Alliance](https://www.linkedin.com/company/global-cholangiocarcinoma-alliance)



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THANK YOU

OUR SUPPORTERS

AstraZeneca 



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