2021 Campaign Toolkit

Know the symptoms. Push for diagnosis.

#LetsTalkAboutNETs

incalliance.org/ncd-2021/
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Who is behind NET Cancer Day?

NET Cancer Day is coordinated by the International Neuroendocrine Cancer Alliance (INCA) – the home of NET Cancer Day. INCA is the global voice in support of patients with neuroendocrine tumors (NETs) and genetic syndromes (GenNETs).

INCA’s mission is to: raise awareness about all types of NETs; push for scientific advancements with a focus on identified unmet needs; and to provide a platform for global collaboration to address the many challenges NET patients and the medical community face, in securing a timely diagnosis and accessing optimal treatment, support and care.

INCA represents 28 patient advocacy organizations from 24 countries around the globe.

What is NET Cancer Day?

NET Cancer Day is an annual event held on the 10th of November, created to increase awareness of neuroendocrine tumors around the globe. NET Cancer Day is about drawing attention to a group of less common cancers with increasing numbers being diagnosed and starting a global conversation amongst communities, medical professionals and governments.

Why NET Cancer Day Matters

Neuroendocrine tumors (NETs) are frequently misdiagnosed and early detection is key. 46% of patients have advanced stage neuroendocrine cancer by the time they are correctly diagnosed and for many of these patients, a cure is not possible.

NETs are more common than brain, ovarian and cervical cancer and incidence is on the rise.

Frequently misdiagnosed with conditions such as: anxiety, menopause, irritable bowel syndrome (IBS), asthma or diabetes, a greater awareness of NETs amongst the community and medical profession is needed.
Know the symptoms. Push for diagnosis.

The focus of NET Cancer Day this year is symptom awareness and earlier diagnosis. We want to educate the wider community on NET symptoms and encourage people to push their doctor for further testing if something doesn’t feel right.

On November 10 help us raise awareness for NETs by using your social media account to contribute to the global conversation and help us spread the word.

The Aim of NET Cancer Day 2021:

To raise awareness of NET symptoms amongst our global community, improving the quality of life for NET patients and improving diagnostic times. We’re asking you to help us spread the word: Know the symptoms. Push for diagnosis. #LetsTalkAboutNETs

On NET Cancer Day 2021 we want to:

1. Raise awareness of NETs amongst health professionals and the general public, to improve quality of life and prognosis for NET patients.
2. Reduce misdiagnosis and improve diagnostic times.
3. Provide a unified voice for all NET patients on November 10.
4. Focus on NETs for a day to bring hope and information to people living with NETs, their caregivers and families.
5. Ensure access to care and treatment for NET patients around the world.
6. Encourage more funds for research, treatments, patient support and resources for NETs.
Consistency is important to help raise awareness on NET Cancer Day. The focus of this year’s campaign is to educate the general public and all healthcare professionals to Know the symptoms. Push for diagnosis.

We have developed some key messages to help get you started, now we need your help to shout them from the rooftop (or just post them on social on November 10)!

These messages are available in 10 different languages. Head to our website to download a copy.
Quick Facts

The incidence of neuroendocrine cancers is on the rise and symptom awareness is the key to earlier diagnosis.

Below are some quick facts* to help support your NET Cancer Day messages on November 10.

Know the symptoms. Push for diagnosis #LetsTalkAboutNETs

*Data source:  Survey of Challenges in Access to Diagnostics and Treatment for NET Patients (SCAN), INCA, 2019
NET Cancer Day has been designed to start a conversation about NETs with the public and medical professionals around the world in order to raise awareness about the key issues faced by NET patients.

This year we are asking everyone to **Know the symptoms. Push for diagnosis** and we have created the following material to help you spread the word.

**Campaign Messages**

Campaign messages have been created in 10 different languages for use across social media and can be downloaded directly from our [website](#).  
#LetsTalkAboutNETs

**Custom Posters**

Want to add a personal touch to the message **Know the symptoms. Push for diagnosis**? We’d love that! This year we have created an online, customisable poster that you can use to help spread the word. Head to our [website](#) for more information.  
#LetsTalkAboutNETs

**Campaign Videos**

We have created campaign videos that include this year’s message **Know the symptoms. Push for diagnosis**. Help us spread the word on November 10 and share our videos across social media.  
Head to our [website](#) for more information.  
#LetsTalkAboutNETs

**Patient & Healthcare Professionals Stories**

NET Cancer Day is about raising awareness of NETs around the world. This year we have compiled patient stories from different places around the world. Share someone’s story, or even better share your own! Head to our [website](#) for more information.  
#LetsTalkAboutNETs
Social Media Steps

Every year on NET Cancer Day the hashtag #LetsTalkAboutNETs reaches millions of people around the globe. It is our one chance to create a unified voice and raise awareness for NETs.

This year we are asking everyone to Know the symptoms. Push for diagnosis and one of the fastest ways to spread this message is via social media.

**NET Cancer Day official hashtags:** 
#LetsTalkAboutNETs  #NETCancerDay

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**Step 1: Follow Us**

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

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

Twitter [@netcancerday](https://twitter.com/netcancerday)

LinkedIn [@inca-alliance](https://www.linkedin.com/company/inca-alliance)

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**Step 2: Spread the word**

Spread the message far and wide
Know the symptoms. Push for diagnosis.

Tweet, post and hashtag the campaign messages in the lead up to and on November 10. #LetsTalkAboutNETs

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**Step 3: Tag Us**

Remember to tag us on social media so that we can help share your message far and wide! You can find us @netcancerday
October/November Timeline

It’s time to hit it hard! Let’s spread the message far and wide.

NET Cancer Day official hashtags: #LetsTalkAboutNETs #NETCancerDay

3 Weeks Out

• Reach out to patients and stakeholders via your newsletter or database and ask them to show their support or come forward with their stories. Include links to our website and include this years tagline, Know the symptoms. Push for diagnosis.

2 Weeks Out

• Prepare your media release, use patient stories (or choose one from our website), include stats (refer to the quick facts section of this toolkit on pg. 4) and use quotes from experts to support your message.
• Reach out to local media and share local stories.

1 Week Out

• Start sharing key messages daily via social platforms. And ask your followers to do the same
• Send out reminder newsletter to all patients and stakeholders
• Promote any upcoming events or fundraisers
• Follow up with any media that were interested
On NET Cancer Day

November 10

Know the symptoms. Push for diagnosis.
#LetsTalkAboutNETs

Share any events or fundraiser images.

Get social! And ask your followers to share your messages.

Re-engage with any media that showed interest, offer interviews and images.

Tag and Hashtag!!! @netcancerday
#LetsTalkAboutNETs
With thanks to our member organisations: