

**NET Cancer Day**  
10 November 2022

# 2022 Campaign Toolkit

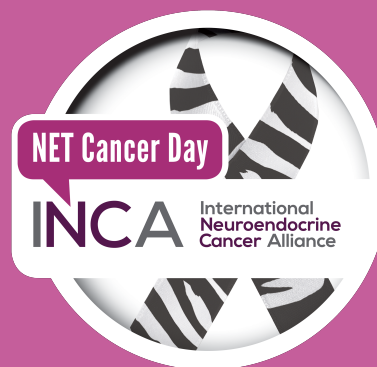
**Know the symptoms. Push for diagnosis.**

#LetsTalkAboutNETs #NETCancerDay

[incalliance.org/ncd-2022/](https://incalliance.org/ncd-2022/)

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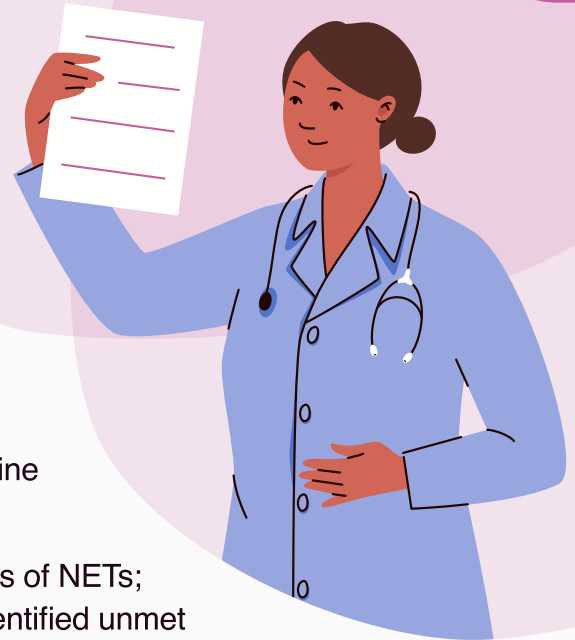
# Background

## 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 32 patient advocacy organizations from 26 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.

Common persistent symptoms could be:

- Flushing of the skin and face
- Digestive problems
- Abdominal pain
- Diarrhea
- Shortness of breath, cough, chest pain
- Hypoglycemia (low blood sugar) or hyperglycemia (high blood sugar)
- Heavy sweating for no known reason

# Know the symptoms. Push for diagnosis.

The focus of NET Cancer Day this year is symptom awareness and earlier diagnosis. The incidence of neuroendocrine tumors (NETs) is **STILL** on the rise and symptom awareness is key to earlier diagnosis and ultimately better outcomes.

It's more common than brain, ovarian and cervical cancer, yet misdiagnosis is **STILL** common, and we need your help to change these statistics.

**This NET Cancer Day, help us to raise awareness of the signs and symptoms of NETs with the public and health services to encourage earlier diagnosis.**

This year we have included healthcare provider specific messaging to ensure the right message reaches the right audience to increase awareness of NETs.



## The Aim of NET Cancer Day 2022

To raise awareness of NET symptoms amongst the general public and the medical community globally, aiming to improve diagnostic times and patient outcomes.

We're **STILL** asking you to help us spread the word:  
**Know the symptoms. Push for diagnosis.**  
#LetsTalkAboutNETs #NETCancerDay

## On NET Cancer Day 2022 we want to:



Raise awareness of NETs amongst health professionals and the general public, to improve quality of life and prognosis for NET patients.



Reduce misdiagnosis and improve diagnostic times.



Provide a unified voice for all NET patients on November 10.



Focus on NETs to bring hope and information to people living with NETs, their caregivers and families.



Ensure access to care and treatment for NET patients around the world.



Encourage more funds for research, treatments, patient support and resources for NETs.



# Key Messages 2022

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 targeting the general audience are available in **10 different languages**. Head to our [website](#) to download a copy.



# Healthcare Provider Messages

These messages target healthcare providers who may not be familiar with the disease. Share on social media and tag hospitals, health-related organizations or a clinician you want to educate on neuroendocrine tumors and ask them to help spread the word.

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 #NETCancerDay**



NETs are more common than brain, ovarian and cervical cancer.



NETs can mimic irritable bowel syndrome, gastritis, anxiety & asthma.



NET incidences are on the rise.



Almost half of NET patients are initially misdiagnosed, for many the NET has spread.



About a third of NET patients are diagnosed by pure chance, while checking for another condition.



3 specialists on average are involved in the correct NET diagnosis.



On average, it STILL takes 5 years from initial symptoms to actual diagnosis of NETs. Symptom awareness is vital.



Half of NET patients are diagnosed when their cancer has already spread. Early diagnosis is key.

# Campaign Material

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 continue our theme from last year's tremendous success, because symptom awareness is **STILL** key and early diagnosis is **STILL** vital.

**Know the Symptoms. Push for Diagnosis.**

Share the following materials to help 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 #NETCancerDay

Campaign messages for Healthcare providers are also available in English.



## 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, customizable poster that you can use to help spread the word. Head to our [website](#) for more information.  
#LetsTalkAboutNETs #NETCancerDay



## 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 #NETCancerDay



## 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 #NETCancerDay

# 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 STILL 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



## Step 1: Follow Us

 Facebook @netcancerday

 Instagram @netcancerday

 Twitter @netcancerday

 LinkedIn @inca-alliance



## 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 #NETCancerDay



## 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. 5) and use quotes from experts to support your message.
- Reach out to local media and share local stories.

## On November 1st

- 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 #NETCancerDay



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  
#NETCancerDay

# Member Organizations



With thanks to our member organizations:

