



# Pancreatic Cancer Academy

**Advocacy Workstream: 30th November 2019**

**Activities and Progress in Scotland**

**Fiona Brown, Development Manager**

**Pancreatic Cancer Scotland**



» I have no commercial disclosures

# Introduction

- Overview of Pancreatic Cancer Scotland (PCS)
- Our Journey since 2010 – activities & progress
- Our 2020 Vision
- The importance of collaboration

# Overview of PCS

Formed in 2010 by a group of patients, carers, nurses and doctors in Scotland to **share hope, knowledge and action** in the battle against pancreatic cancer.

2 of our founding trustees are still very involved with the charity



**Ross Carter,**  
**Pancreatic Surgeon**  
based in the West  
of Scotland  
Pancreatic Unit in  
Glasgow Royal  
Infirmary.



**Graham Carson,**  
**Pancreatic Cancer**  
**Survivor**  
(diagnosed  
August 2005)

# Our Journey ...



Dedicated to the people of **Scotland** whose lives have been touched by **pancreatic cancer and associated tumours**, we are committed to raising **awareness**, and improving **education, healthcare, research** and **support** for patients and families in Scotland.

# Fantastic fundraisers & volunteers



Together we can make a difference.





# Incredible Fundraising in 2015



# November 2016 Awareness Campaign

Video  
Campaign  
Real People  
Real Stories

<https://youtu.be/E9-sqFltaWc>






# November 2016 Awareness Campaign

**'We can improve survival rates – if we catch it sooner': Surgeon aims to raise awareness of life-threatening symptoms to diagnose cancer early**

As Pancreatic Cancer Awareness month draws to a close, Ross Carter wants more Scots to recognise the signs of the disease before it's too late.



Ross Carter is a consultant gastroenterologist and founder of Pancreatic Cancer Scotland.

- **11 Best Practices of Programmatic Advertising**
- **A game that changes the way you bank at strategy**

Get daily updates directly to your inbox

Pancreatic cancer has one of the lowest survival rates of any cancer. As the 10th most common cause of death from cancer in men and women in Scotland, only 13 per cent of those diagnosed will survive past five years.

**'I found out on Friday and had surgery on Tuesday – I didn't even have time for it to sink in': Inspiring cancer survivor defies the odds after diagnosis**

Julie Millgate was just 35 when doctors discovered a tumour in her bile duct. Now on this World Pancreatic Cancer Day, she wants to raise awareness of the telltale symptoms.



Julie is a keen hiker and enjoys seeing panoramic views from her village apartment.

- **This game kills boredom once and for all**
- **3 reasons why you should start banking health**

Get daily updates directly to your inbox

Life most unexpected the first few months of marriage are better, happy and unified, as they are healthier. Take together.

**'If we had known the signs maybe we could have done something sooner': Granddaughter aims to raise awareness of cancer that struck her family**

As one of Scotland's biggest killers, Cancer Fitness wants more people to know the symptoms and signs of pancreatic cancer to help more families secure an early diagnosis.



Members of our great 'tag-teams' by pancreatic cancer.

- **This game kills boredom once and for all**
- **3 reasons why you should start banking health**

Get daily updates directly to your inbox

PROSTATE cancer is the 10th most common cause of death from cancer in men and women in Scotland, and only 13 per cent of those diagnosed will survive past five years.

But for North-East Cancer Fitness, these words couldn't be more than just numbers on a page – they represent the all too real 'great' pain and loss she has suffered at the hands of a fast-moving and vicious disease.



# 2017: New staffing structure to strengthen and support development

Fiona Brown – Development Manager

Part time Development Officer

Supporter Relations Co-ordinator



# Continued voluntary support

## PCS Trustees



Ross Carter



Graham Carson



Lorraine Stirling



Alison Clancy

## PCS Committee



Professor Clem Imrie



Frank Buckley



Eileen Campbell



Elsbeth Cowan





# Organic Press Coverage – Nov 17

News Glasgow News In the News

## Here's why Glasgow landmarks turned purple last night

The act of lighting up a focal point in a village, town or city symbolises for many a way to remember loved ones.



By Jennifer Russell  
09:35, 17 NOV 2017



Glasgow Cathedral

## Scottish Field



Glasgow Home  
Care Service

The Queen's Awards

Home News Articles & Issues Competitions Food & Drink Property Shop Photos Advertise



### Iconic Scottish sites to turn purple for World Pancreatic Cancer Day

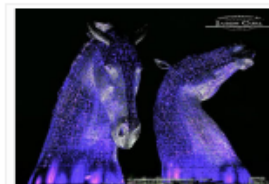
Posted on November 16, 2017

Famous Scottish landmarks are turning purple today to mark World Pancreatic Cancer Day.

The one-day campaign demands a focus on earlier detection to improve survival rates.

People around the world are uniting to 'Demand Better' for patients and survival. The annual one-day campaign is an initiative of the World Pancreatic Cancer Coalition, which is comprised of more than 60 organizations from 27 countries on six continents, to raise awareness and inspire action.

Pancreatic Cancer Scotland are honoured to be part of this global movement and throughout Scotland various landmarks and buildings are lighting purple to show support as people around the world take action to highlight the need for greater awareness, funding and research for pancreatic cancer, and to Demand Better in the fight against the world's toughest cancer. Landmarks & buildings turning purple in Scotland include:



The Kelpies turn purple for World Pancreatic Cancer Awareness Day



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CECOG ACADEMY



# November 2018 Awareness Campaign, new branding & increased activities



**KENNY RELIVES PANCREATIC CANCER FIGHT**

# I'M ONE OF LUCKY FEW TO SURVIVE

**PCS PANCREATIC CANCER SCOTLAND**

**Early detection led to surgical success**

It was a really tiring time but I got through it and I'm so grateful. Now awareness is so important

Where is the pancreas? Know the signs of pancreatic cancer

Share on Facebook | Share on Twitter | Share on LinkedIn | Share on WhatsApp

Share your opinion for local news and life.

Share your opinion

Share your opinion

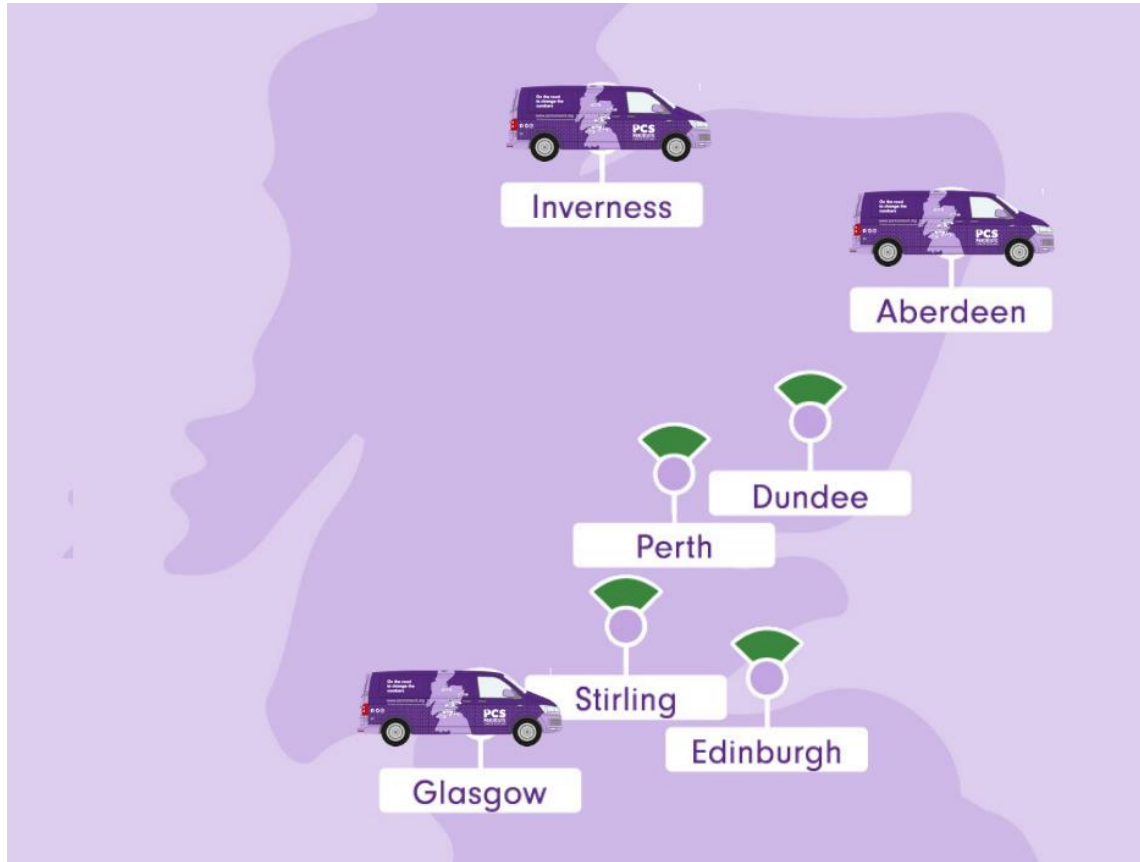




# Pan Can Van from Arnold Clark Car & Van Rental



# PCS Thistle Stop Tour of Scotland



Raising  
Awareness  
& Education  
with more  
videos of  
Real People  
Real Stories

[https://www.pancanscot.org/about-  
pcs/our-activities/](https://www.pancanscot.org/about-pcs/our-activities/)



# Our supporters continue to inspire us



# Our team continues to grow stronger

## Team PCS



Fiona Brown  
Development  
Manager



Dionne Denovan  
Supporter Relations  
Co-ordinator



Kimberley Booth  
PCS Precision-Panc,  
Pancreatic Cancer  
Clinical Nurse  
Specialist



Murray Easton  
Head of Fundraising  
and Supporter  
Relations



# We have now launched our Pan Can Clan and 2020 Vision for the decade of change

**PCS** Pancreatic Cancer Scotland  
Published by Dionne Denovan [?] · 21 October · 🌐

Of all the major cancers, pancreatic cancer has the lowest survival rates and these numbers have barely changed in the last 5 decades.

Our vision is to make the 2020's the decade of change for pancreatic cancer.

We are launching the #PanCanClan to bring together our growing and inspiring community of people committed to the cause. Please visit [www.pancanscot.org/join-the-clan/](http://www.pancanscot.org/join-the-clan/)

Let's make the next 10 years a decade of change. #AsAClanWeCan 💜

**Help our Clan  
beat Pan Can**  
#AsAClanWeCan



Together we will shout louder, together we will be stronger, together we will raise awareness, together we will raise funds, together we will take action,  
**TOGETHER WE WILL MAKE A DIFFERENCE.**

## Help our clan beat Pan Can

If we do nothing, pancreatic cancer could become the second largest cause of cancer death.

Approximately  
**800**  
people a year are diagnosed with pancreatic cancer in Scotland.

Of all the major cancers, pancreatic cancer has the **lowest survival rates**. These numbers have barely changed in the last 5 decades.

**49.7%**  
predicted increase in the number of patients diagnosed with **pancreatic cancer** in Scotland  
**by 2027**  
(Information Services Division)

We know that with earlier diagnosis people have a higher chance of survival – by joining the Pan Can Clan you can help people have a better chance.

Together we can make a difference.



We know that with earlier diagnosis people have a higher chance of survival – by joining the Pan Can Clan you can help people have a better chance.  
**Together we can take action and change the numbers.**



# November 2019 – lots more awareness



# November 2019 – lots more support



# With lots of purple in Scotland



Largely organised by individuals affected by the disease, the act of lighting up a focal point in a village, town or city **symbolises** for many a way to **remember** loved ones who have sadly died of the disease, as well as **celebrate** the lives of those who have survived.



CECOG ACADEMY



# Working Together & collaborating is key

Across Scotland, the UK, Europe and The World

**Scottish  
Cancer  
Coalition**

**Pancreatic  
Cancer  
UK**



**COLLABORATE**  
**COMMUNICATE**



Proud member of



**PRECISION  
PANCO**

**PANCREATIC  
CANCER EUROPE**

WORLD **PANCREATIC  
CANCER COALITION**

**PCS**  
**PANCREATIC  
CANCER SCOTLAND**

**Demand Better.**  
For Patients. For Survival.

  
**CECOG ACADEMY**

**THANK YOU for your time**

Fiona Brown – Development Manager

Pancreatic Cancer Scotland

Email: **[fbrown@pancanscot.org](mailto:fbrown@pancanscot.org)**

[www.pancanscot.org](http://www.pancanscot.org)

Please follow PCS on social media.

