

March 1-31, 2021

European Colorectal Cancer Awareness Month



'Talk to us, we've been there'

digestivecancer.eu

General Social Media Toolkit – Join the Conversation!

#CRCBeenThere

#ECCAM2021 @dice_europe

For more information contact: info@digestivecancers.eu

ECCAM Social Media Toolkit

From March 1-31, 2021 Digestive Cancers Europe will be running its annual awareness campaign for colorectal cancer (CRC). We invite all those interested and involved to participate – patients, partners, medical professionals and policymakers – to help spread the word about this digestive cancer that touches around 500,000 people in Europe annually with approximately 250,000 of these people sadly passing away.

About #ECCAM2021

This year our campaign will focus on general awareness as well as on how people diagnosed and living with colorectal cancer can fully benefit from their treatment through the support of patient experts - **because they've been there.**

This said, the campaign is centred on the immeasurable value that patient organisations bring to patients' quality of life, to their treatment outcomes, and in turn to the overall national healthcare systems, **and how important it is for people diagnosed with colorectal cancer to seek the help and support of their local patient organisations where patient experts can be found.**

With the byline '**Talk to us, we've been there**' in local languages, posters and videos will feature patients telling others: how to deal with the daily struggles ...how to tackle loneliness and fear...how to talk to family and friends... The campaign will reach patients in need through social media channels and be placed at participating hospitals and treating oncological practices where patients are then invited to explore an app that can help them deal with the most common challenges they face when diagnosed with colorectal cancer and how to join their local organisation for support.

With this kit, we ask you to support the #ECCAM2021 campaign, particularly in light of the COVID-19 pandemic that is often placing vulnerable people living with cancer, dependent on good healthcare, in even more precarious positions – it is imperative that they know our members – expert patient organisations – can help them!

All of our [Member](#) organisations are supporting our efforts.

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How can you get involved?

Please use the suggested posts in this toolkit as much as you like and at your own discretion before, during and after March. There are over 24 posts, so one each working day in March if you would like to use it in this way. Timing wise we would recommend:

Before March

Please share news of the upcoming ECCAM month of March and encourage your network to participate in your social channels before ECCAM.

- Post about the upcoming ECCAM on your social channels.
- Share the link: <https://digestivecancers.eu/events/european-colorectal-cancer-awareness-month-2021/> (shortened bitly link: bit.ly/2LQQqB2) and graphics about ECCAM.
- Share this toolkit with your peers and ask them to participate.

During March

Please join the ECCAM conversation and encourage your network to participate by tagging, commenting and sharing on social media.

- Use the Twitter, Facebook and LinkedIn covers in your social media channels throughout March.
- Post our graphics to your social channels, post our suggested social media content, and post your own content supporting #ECCAM2021.
- Share the link in your channels.
- Retweet, like, comment and share our posts and those of ECCAM partners and ask them questions during the month.

April and beyond

After ECCAM: continue the conversation!

- Post to your social channels about what you learned.
- Write a LinkedIn article or blog post about the month and share.
- Help spread the word to generate excitement for ECCAM 2022.

PLEASE USE HASHTAGS

No matter which social media you choose, make sure you keep up with the #ECCAM2021 #CRCBeenThere conversation by posting and using the hashtags and sharing social media posts from other accounts.

SUGGESTED HASHTAGS FOR #ECCAM2021

Primary Event Hashtags:

#ECCAM2021

#CRCBeenThere

Other hashtags you can also use:

#ColorectalCancer

#coloncancer

#Oncology

#StopColorectalCancer

#CRC

#rectalcancer

#EUCancerPlan

#PatientOrganisations

#BowelCancer

#Cancer

#CRCScreening

ADD COVERS TO YOUR SOCIAL MEDIA ACCOUNTS

Please use these covers on your social media accounts throughout #ECCAM2021 - the month of March - if it works for your organisation:

IMAGE ECCAM2021 TW 1.1



IMAGE ECCAM2021 FB 1.1, IMAGE ECCAM2021 LI 1.1



You can find the [covers here](#).

1. Pre-ECCAM Posts

ECCAM March 2021



Twitter Posts

#ECCAM2021 #CRCBeenThere starts March 1 – help @dice_europe spread the word to help the 500,000 people diagnosed every year with #ColorectalCancer, patient organisations can help - because they've been there. For materials go to: bit.ly/2LQQqB2

IMAGE ECCAM2021 TW 1.1



#ECCAM2021 #CRCBeenThere starts March 1 – help @dice_europe spread the word on the EU's second deadliest #cancer and how seeking support from patient organisations is essential for patients and carers– because 'they've been there'. For materials go to: bit.ly/2LQQqB2

IMAGE ECCAM2021 TW 1.1





European Colorectal Cancer Awareness Month #ECCAM2021 starts on March 1 – Digestive Cancers Europe invites you to join and help raise awareness about this cancer that effects 500,000 people across the region and understand how seeking support from patient organisations is essential for patients and carers. Please help us raise awareness of the importance of getting patient expert support and share the materials: bit.ly/2LQQqB2

IMAGE ECCAM2021 FB 1.1, IMAGE ECCAM2021 LI 1.1



European Colorectal Cancer Awareness Month #ECCAM2021 runs in March – help Digestive Cancers Europe spread the word on EU's second deadliest cancer and how patient organisations can help - because 'they've been there'. We invite you to explore our awareness materials and use them to help our efforts: bit.ly/2LQQqB2

IMAGE ECCAM2021 FB 1.1, IMAGE ECCAM2021 LI 1.1



2. Patient Support Campaign



Twitter Posts

European #ColorectalCancer Awareness Month starts today and with it a call to all those living with #CRC across Europe to reach out to their local patient organisations for help and support. Find out more bit.ly/3oOFSB4 #EC-CAM2021 #CRC_BeenThere

DiCE VIDEO 1 or choose **image of choice from images below**

It's European #ColorectalCancer Awareness Month - for all those living with #CRC across Europe - please reach out to your local patient organisations for help and support – because they've been there. Find out more bit.ly/3oOFSB4 #ECCAM2021 #CRC_BeenThere

DiCE VIDEO 2-7 or choose **image of choice from images below**

#ColorectalCancer #CRC patient organisations are special – they help people when they get diagnosed right through treatment and beyond. Why? Because they've been there. Find out more bit.ly/3oOFSB4 #ECCAM2021 #CRC_BeenThere

DiCE VIDEO 2-7 or choose **image of choice from images below**

Patient organisations exist across Europe to help people living with #ColorectalCancer #CRC. They work hand-in-hand with patients, carers, healthcare providers because they've been there. Find out more: bit.ly/3oOFSB4 #EC-CAM2021 #CRC_BeenThere

DiCE VIDEO 2-7 or choose **image of choice from images below**

IMAGE General 1.1 TW



IMAGE General 1.2 TW



IMAGE General 1.3 TW



IMAGE General 1.4 TW



IMAGE General 1.5 TWIMAGE General 1.6 TWIMAGE General 1.7 TW

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IMAGE General 1.1 FB, IMAGE General 1.1 LI



IMAGE General 1.2 FB, IMAGE General 1.2 LI



IMAGE General 1.3 FB, IMAGE General 1.3 LI



IMAGE General 1.4 FB, IMAGE General 1.4 LI



IMAGE General 1.5 FB, IMAGE General 1.3 LI



IMAGE General 1.6 FB, IMAGE General 1.6 LI



IMAGE General 1.7 FB, IMAGE General 1.7 LI



3. Colorectal Cancer Intro & Key Facts



Twitter Posts

Today starts European Colorectal Cancer Awareness Month #ECCAM2021. Support @dice_europe and Members in their quest to save lives and improve the lives of people living with #ColorectalCancer #CRC. RT and comments welcome or use the campaign materials: bit.ly/2LQqB2.

IMAGE General 1.1 TW



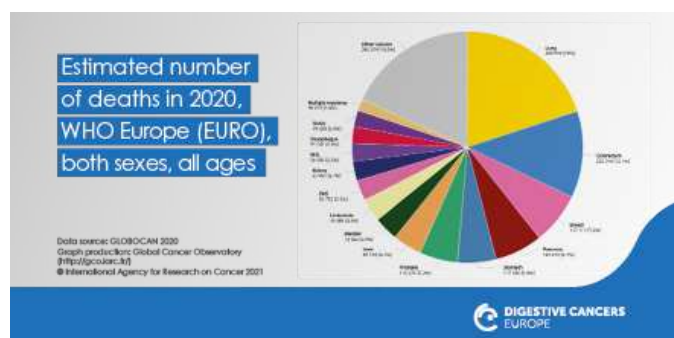
Know your #ColorectalCancer risk factors: age, a family history of colorectal cancer, nutrition, alcohol, smoking, lack of physical activity. Find out more about how best practices with public health investment can reduce risks bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE key facts TW 3.1



#ColorectalCancer #CRC represent 12% of all cancer deaths in Europe or approx. 250 000 deaths per year. It can be argued that about half of these are preventable if best practice is applied across the region. Find out how: bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE key facts TW 3.2



The patient pathway for #ColorectalCancer patients must be improved. Patient orgs have a vital role to play in supporting patients and making the entire patient journey more effective and efficient. Find out more: bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE key facts TW 3.3



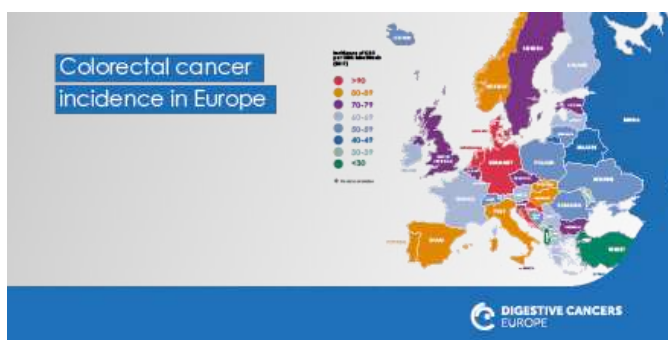
More than 55% of new #ColorectalCancer #CRC cases could be prevented by better lifestyle choices. Healthy lifestyles and greater public investment in prevention and citizen education is key. Find out more bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE key facts TW 3.4



The links between #ColorectalCancer and lifestyle are clear. In Europe the highest incidence is in The Netherlands, Germany, Denmark and Croatia. Find out what can be done to reduce this: bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE key facts TW 3.5



Regular physical exercise is shown to reduce the chance of getting #ColorectalCancer #CRC. Adoption of healthier lifestyles and greater public investment in prevention and citizen education is what we need. Find out more bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE key facts TW 3.6



In #ColorectalCancer #CRC the potential upside of applying best practices in prevention and treatment is huge, saving 100 000 lives. Discover how with this Roadmap for CRC: bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE key facts TW 3.7



The total annual cost of #ColorectalCancer #CRC in the EU alone is estimated at 19 billion euros. The human cost is unquantifiable with 250 000 people dying every year. See how we can all work to reduce this burden: bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE key facts TW 3.7



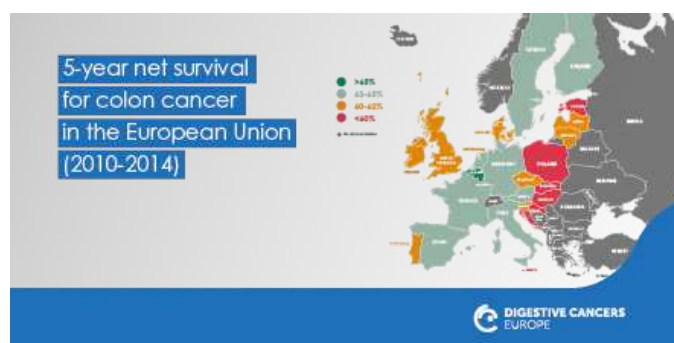
#ColorectalCancer #CRC is Europe's second deadliest #cancer – for those touched by CRC, seeking support from patient organisations is essential for patients and carers. Find out more on the value of patient organisations: bit.ly/2LQQqB2 #ECCAM2021 #CRCBeenThere

IMAGE general TW 1.1



#ColorectalCancer #CRC average 5 year survivorship rates in Europe are 60%. Better screening, GP education and patient health literacy can all contribute to helping more people to live beyond their cancer. Find out how bit.ly/2LQQqB2 #ECCAM2021 #CRCBeenThere

IMAGE key facts TW 3.8





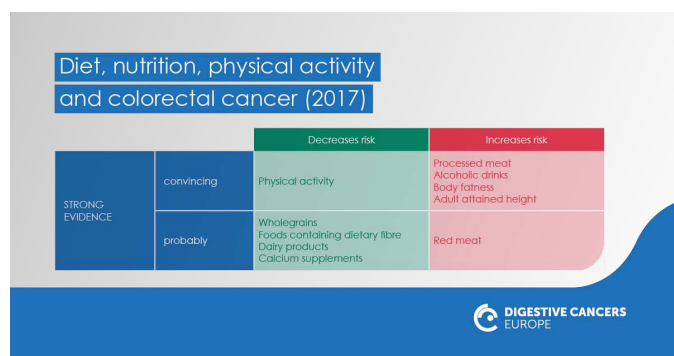
Today starts European Colorectal Cancer Awareness Month – #ECCAM2021. Please support @dice_europe and its Members in their quest to save lives and improve the lives of people living with colorectal cancer. Likes, shares and comments welcome or use the campaign materials on your pages: bit.ly/2LQQqB2

IMAGE General 1.1 FB, IMAGE General 1.1 LI



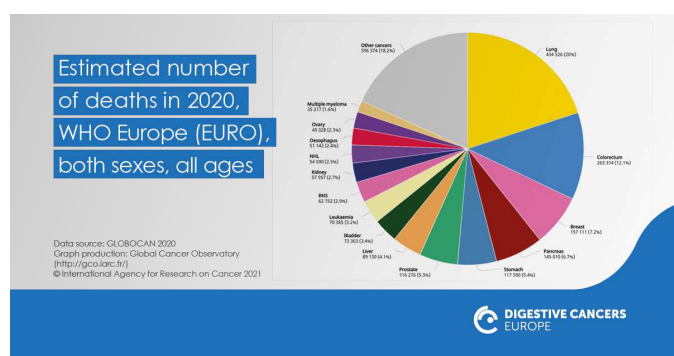
Know your colorectal cancer risk factors: age, a family history of colorectal cancer, nutrition, alcohol, smoking, lack of physical activity. Find out more about how best practices adoption across Europe with public health investment can reduce risks bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE key facts FB 3.1, IMAGE key facts LI 3.1



Colorectal cancer represents 12% of all cancer deaths in Europe or approx. 250 000 deaths per year. It can be argued that about half of these are preventable if best practice is applied across the region – this needs to happen now! Find out how: bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE FB key facts 3.2, IMAGE key facts LI 3.2



The patient pathway for colorectal cancer patients must be improved. Patient orgs have a vital role to play in supporting patients and making the entire patient journey more effective and efficient. Find out more: bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE key facts FB 3.3, IMAGE key facts LI 3.3



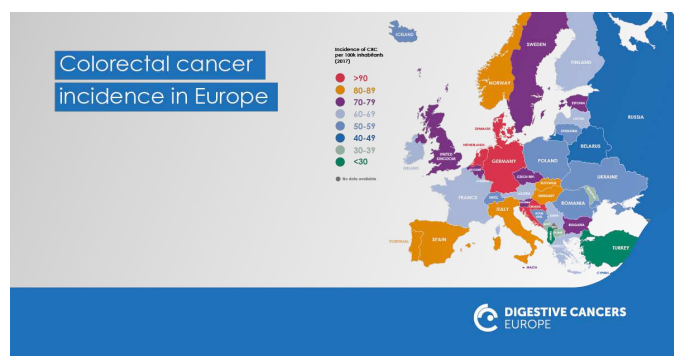
More than 55% of new colorectal cancer cases could be prevented by better lifestyle choices. Healthy lifestyles and greater public investment in prevention and citizen education is key. Find out more bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE key facts FB 3.4, IMAGE key facts LI 3.4



There is a clear link between colorectal cancer and lifestyle, with a higher incidence in The Netherlands, Germany, Denmark and Croatia. Find out what can be done to reduce this: bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE key facts FB 3.5, IMAGE key facts LI 3.5



Regular physical exercise is shown to reduce the chance of getting colorectal cancer. Adoption of healthier lifestyles and greater public investment in prevention and citizen education is what we need. Find out more bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

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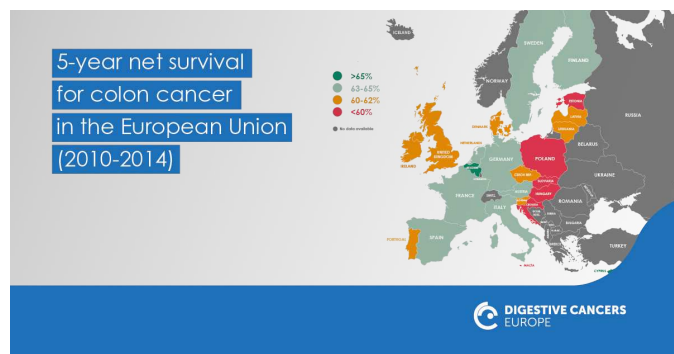
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IMAGE General 1.1 FB, IMAGE General 1.1 LI



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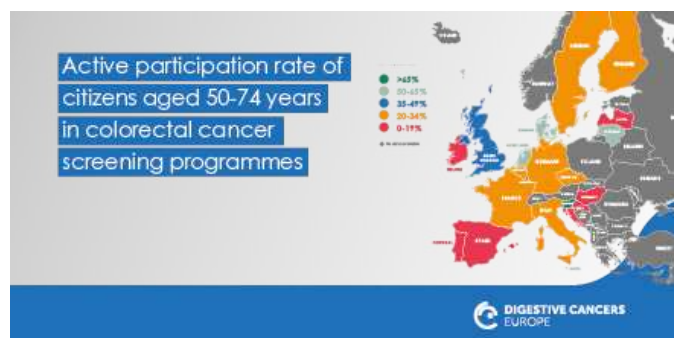
4. CRC – Prevention & Screening



Twitter Posts

Thanks to good #ColorectalCancer #CRC screening programmes, some places in Europe have increased early-stage diagnosis with better overall survival and reduction in incidence. Best practices can save lives. This Roadmap shows how: bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE Screening TW 4.1



When diagnosed in the early stages of #ColorectalCancer #CRC you have a 90% chance of survival. Early detection and screening save lives. Key advocacy points for @dice_europe and its Members. Find out more about CRC digestivecancers.eu/colorectal-cancer/ #ECCAM2021 #CRCBeenThere

IMAGE Screening TW 4.2

Survival, diagnoses and cost by stage of colorectal cancer

	stage I	stage II	stage III	stage IV
Chance of survival	90%	75%	70%	10%
Patients diagnosed per stage	13%	31%	32%	24%
ESTIMATED TREATMENT COST	€ 4,000	€ 25,000	€ 30,000	€ 40,000

DIGESTIVE CANCERS EUROPE

#ColorectalCancer #CRC progresses slowly. The chance of survival is significantly higher in stage 1 and the treatment cost around 10 times less than late-stage treatment costs. Early detection is crucial. Find out more bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE Screening TW 4.2

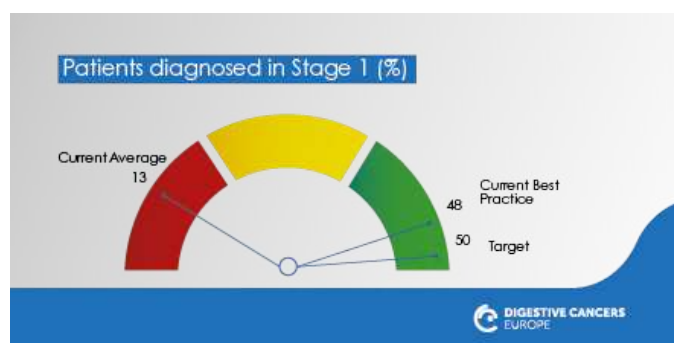
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DIGESTIVE CANCERS EUROPE

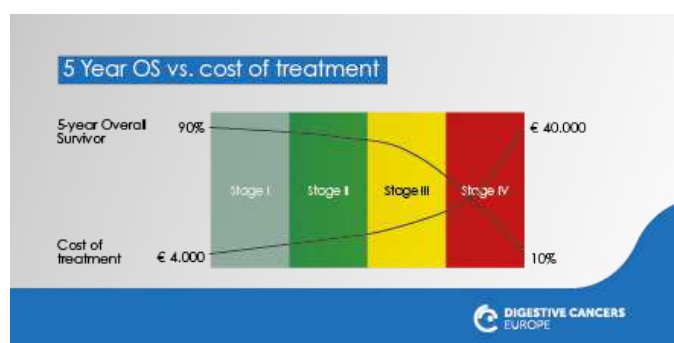
#ColorectalCancer #CRC is best found in stage 1 but only 13% of European patients are diagnosed at this stage. If best practices were adopted, we could save 100,000 lives. Find out more bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE Screening TW 4.3



Patient diagnosed in stage 1 of #ColorectalCancer #CRC have a 90% chance of survival, those in stage 4 a 10% chance. Adopting screening best practices across the region can save 100 000 lives. See how bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE Screening TW 4.4



#ColorectalCancer #CRC - when found early, you have a 90% chance of survival. All citizens between 50 and 74 should get screened. Find out more about CRC and its prevention bit.ly/38Nxcpg #ECCAM2021 #CRCBeenThere

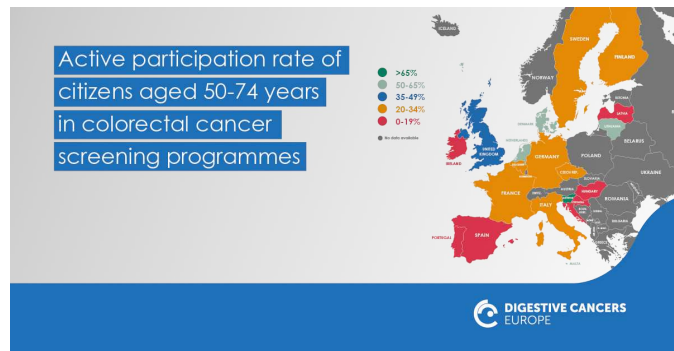
IMAGE key facts TW 3.7





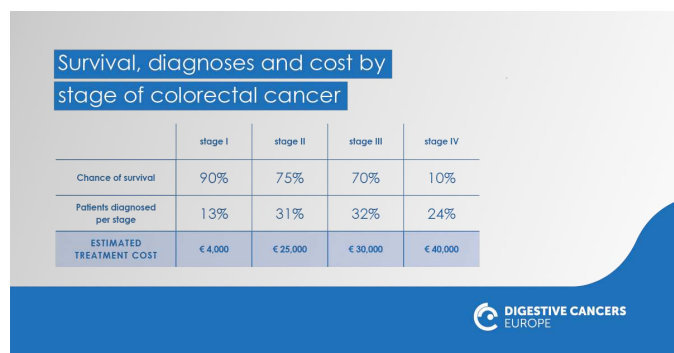
Thanks to good colorectal cancer screening programmes, some countries and regions in Europe manage to increase early-stage diagnosis with better overall survival and reduction in incidence. Best practices applied across Europe can save lives. This Roadmap shows how: bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE key facts FB 4.1, IMAGE key facts LI 4.1



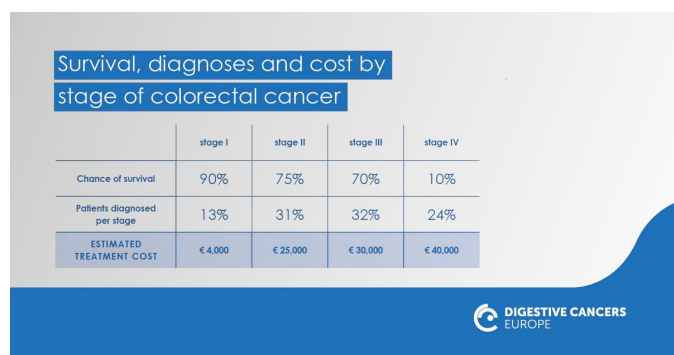
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IMAGE screening FB 4.2, IMAGE screening LI 4.2



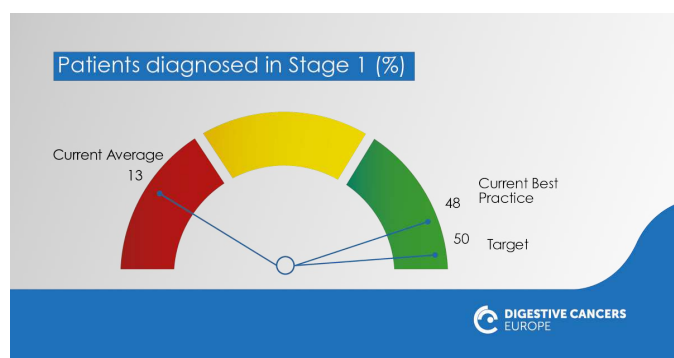
Colorectal cancer shows slow progress from initial polyps to the cancerous stage. The chance of survival is significantly higher in stage I and the treatment cost around 10 times less than late-stage treatment costs. Early detection is crucial. Find out more bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE screening FB 4.2, IMAGE screening LI 4.2



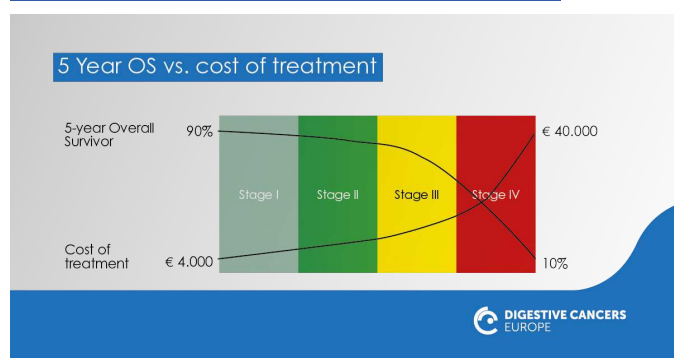
Colorectal cancer is best found in stage 1 but only 13% of European patients are diagnosed at this stage. If best practices were adopted we could save 100,000 lives. Find out more bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

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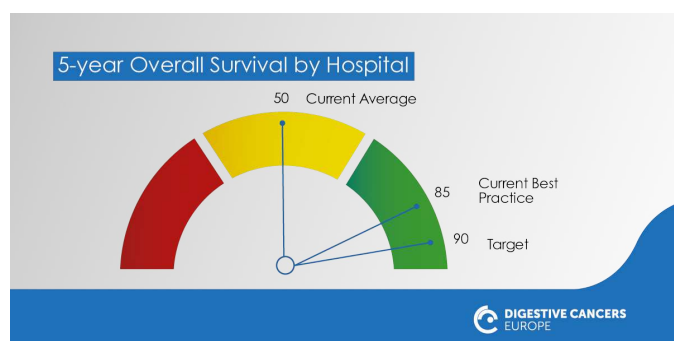
5. CRC – Treatments & Innovation



Twitter Posts

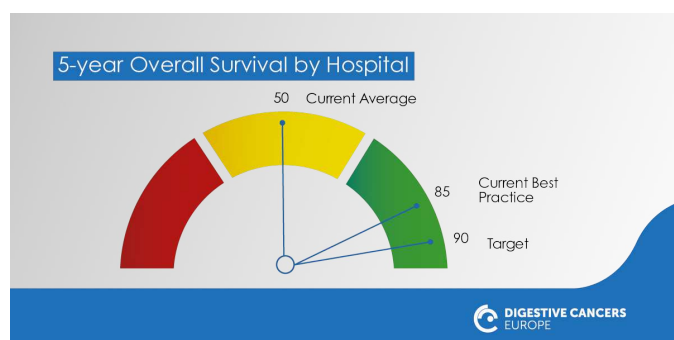
50% of those diagnosed with #colorectalcancer #CRC sadly pass away annually, but when treated in the best hospitals the probability of survival up to 5 years is 85%. We ask, why aren't all patients getting this high standard of care? bit.ly/38Nxcpg #ECCAM2021 #CRCBeenThere

IMAGE Treat TW 5.1



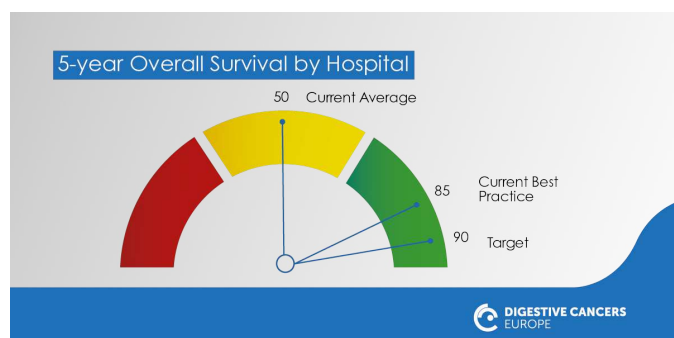
In Europe, the probability of survival up to 5 years of patients diagnosed with #colorectalcancer #CRC and treated in the best hospitals is 85% but the average is only 50%. Find out why specialised cancer treatment centres make sense: bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE Treat TW 5.1



In Europe, the probability of survival up to 5 years of those diagnosed with #colorectalcancer #CRC and treated in the best hospitals is 85%. Imagine how many people could be helped if this quality of care were everywhere. bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE Treat TW 5.1



Getting approval for #colorectalcancer #CRC drugs is long. In Germany once the EMA has approved a drug, they become immediately available. This means patient don't have to wait for medical innovation due to bureaucracy. Find out why bit.ly/38Nxcpg #ECCAM 2021 #CRC_BeenThere

IMAGE key facts TW 3.7



There are molecular and genetic tests that can help determine the best treatment for people diagnosed with #colorectalcancer but they are not always performed. Find out why they need to be: bit.ly/38Nxcpg #ECCAM 2021 #CRC_BeenThere

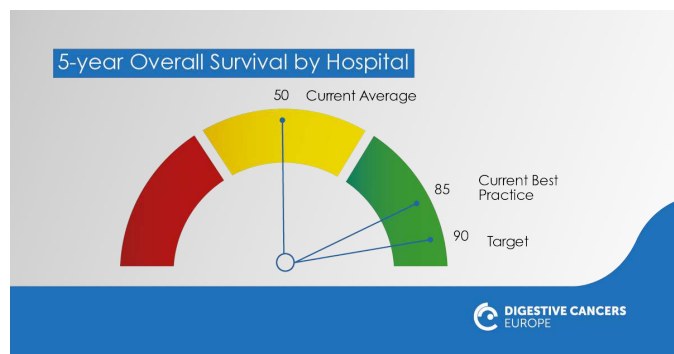
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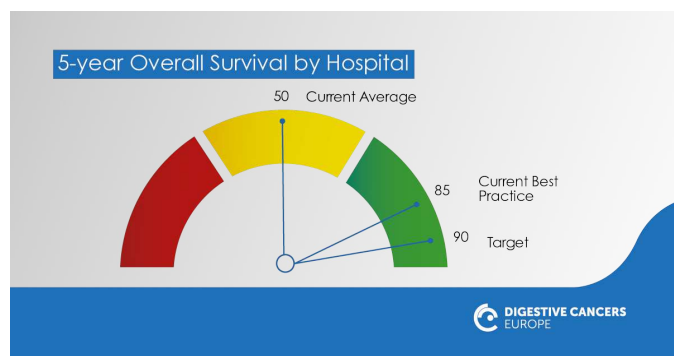
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IMAGE Treat FB 5.1, IMAGE Treat LI 5.1



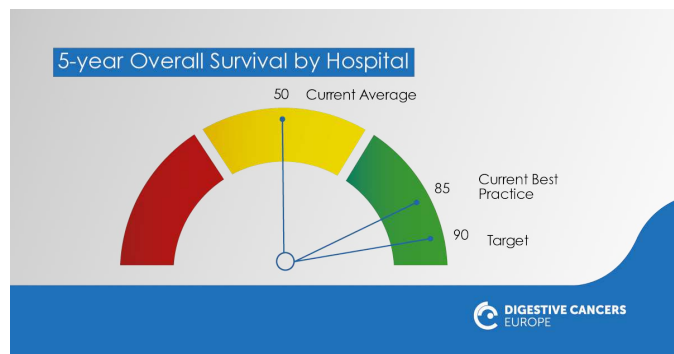
In Europe, the probability of survival up to 5 years of patients diagnosed with colorectal cancer and treated in the best hospitals is 85% but the current average is only 50%. Find out why specialised cancer treatment centres make sense: bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE Treat FB 5.1, IMAGE Treat LI 5.1



In Europe, the probability of survival up to 5 years of patients diagnosed with colorectal cancer and treated in the best hospitals is 85%. Imagine how many people could be helped if this quality of care were available to all patients across the region. Find out more bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE Treat FB 5.1, Treat LI 5.1



The process for the approval of colorectal cancer drugs is a long one. In Germany once the EMA has approved a drug, they become immediately available. This means patient don't have to wait for medical innovation due to bureaucracy. Find out why bit.ly/38Nxcpg #ECCAM 2021 #CRC_BeenThere

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IMAGE key facts FB 3.7, LI key facts 3.7



6. CRC – Psychosocial Oncology Care



Twitter Posts

A lot of #colorectalcancer patients and survivors experience high levels of cancer-related distress and may develop more serious mental health problems. Contact with patient orgs for psychosocial support is vital. Find out more bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE Psycho-social TW 6.1



For #ECCAM2021 we're highlighting the importance of psychosocial support in #colorectalcancer care. Patient orgs provide this to patients and advocate that psychosocial cancer care should be recognised as a universal human right. Find out more bit.ly/38Nxcpg #CRC_BeenThere

IMAGE Psycho-social TW 6.2



For #ECCAM2021 we're recognizing the importance of psychosocial support in #colorectalcancer care. Find out why distress should be measured as the 6th Vital Sign after temperature, blood pressure, pulse respiratory rate and pain bit.ly/38Nxcpg #CRC_BeenThere

IMAGE Psycho-social TW 6.3





A substantial number of colorectal cancer patients and survivors experience high levels of cancer-related distress and may develop more serious mental health problems such as adjustment disorders, anxiety disorders and depression. Contact with patient orgs for psychosocial support is vital. Find out more bit.ly/38Nxcpg #ECCAM2021 #CRC_BeenThere

IMAGE Psycho-social FB 6.1, IMAGE Psycho-social LI 6.1



For #ECCAM2021 we're highlighting the importance of psychosocial support in colorectal cancer care. Patient orgs provide this to patients, their carers, families and friends and advocate that psychosocial cancer care should be recognised as a universal human right. Find out more bit.ly/38Nxcpg #CRC_BeenThere

IMAGE Psycho-social FB 6.2, IMAGE Psycho-social LI 6.2



For #ECCAM2021 we're recognizing the importance of psychosocial support in colorectal cancer care. Find out how and why distress should be measured as the 6th Vital Sign after temperature, blood pressure, pulse respiratory rate and pain bit.ly/38Nxcpg #CRC_BeenThere

IMAGE FB 6.3, LI 6.3



7. CRC – Patient Nutrition & Physical Activity



Twitter Posts

Many studies have demonstrated that maintaining a good nutritional status through expert help can improve the outcomes for people with cancer. Find out more about #colorectalcancer patients and nutritional expert support bit.ly/38Nxcpg #ECCAM 2021 #CRC_BeenThere

IMAGE Nutrition TW 7.1



Studies on breast, prostate ovarian and #colorectalcancer suggest that physically active cancer survivors lower risk of cancer recurrence and improved survival compared with those who are inactive. Find out more bit.ly/38Nxcpg #ECCAM 2021 #CRC_BeenThere

IMAGE Nutrition TW 7.2





Many studies have demonstrated that maintaining a good nutritional status through expert help can improve the outcomes for people with cancer. Find out more about colorectal cancer patients and nutritional expert support bit.ly/38Nxcpg #ECCAM 2021 #CRC_BeenThere

IMAGE Nutrition FB 7.1, IMAGE Nutrition LI 7.1



Studies of people with breast, prostate ovarian and colorectal cancer have suggested that physically active cancer survivors have a lower risk of cancer recurrence and improved survival compared with those who are inactive. Let's make sure patients get moving again! Find out more bit.ly/38Nxcpg #ECCAM 2021 #CRC_BeenThere

IMAGE Nutrition FB 7.2, IMAGE Nutrition LI 7.2



For more information contact: info@digestivecancers.eu