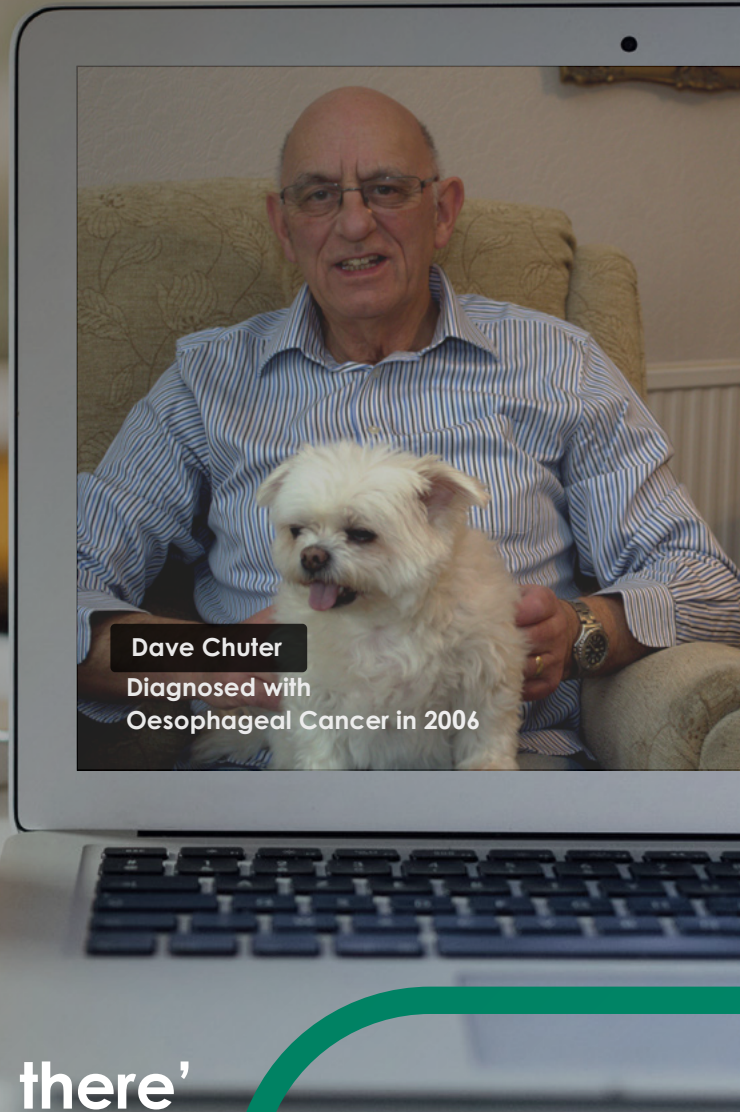


April 1-30, 2021

# Oesophageal Cancer Awareness Month (OeCAM)



‘Talk to us, we’ve been there’

**[digestivecancer.eu](https://digestivecancer.eu)**

General Social Media Toolkit – Join the Conversation!

**#OeCBeenThere**

**#OeCAM2021 @dice\_europe**

For more information contact: [info@digestivecancers.eu](mailto:info@digestivecancers.eu)

## OeCAM Social Media Toolkit

From April 1–30, 2021 Digestive Cancers Europe will be running its first awareness campaign for oesophageal cancer (OeC). 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 is difficult to diagnose and treat. An estimated 53.000 people are diagnosed with oesophageal cancer in Europe annually and approximately 46.000 people sadly pass away ([Globocan Factsheets, 2020](#)).

### About #OeCAM2021

This is the first year that Digestive Cancers Europe will be running a campaign to raise awareness on oesophageal cancer during April (Oesophageal Cancer Month). Our messages are targeting three main groups:

1. The general public to raise awareness about oesophageal cancer;
2. Politicians to highlight improvements that can be made in the patient pathway;
3. Patients with oesophageal cancer to raise awareness about the support they can receive from patient organisations.

**With this kit, we ask you to support the #OeCAM2021 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 April. There are over 20 posts, so one each working day in April if you would like to use it in this way. Timing wise we would recommend:

## During April

Please join the OeCAM 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 April.
- Post our graphics to your social channels, post our suggested social media content, and post your own content supporting #OeCAM2021.
- Share the link in your channels.
- Retweet, like, comment and share our posts and those of OeCAM partners and ask them questions during the month.

# About Posting for OeCAM 2021

## #Hashtags

#OeCAM2021  
#OeCBeenThere  
#Oesophageal  
#Cancer

No matter which social media you choose, make sure you keep up with the #OeCAM2021 #OeCBeenThere conversation by posting and using the hashtags and sharing social media posts from other accounts.

## Primary Event Hashtags:

#OeCAM2021  
#OeCBeenThere  
#Oesophageal

## Other hashtags you can also use:

#Cancer  
#Oncology  
#EUCancerPlan  
#PatientOrganisations

## SOCIAL MEDIA ACCOUNTS - COVERS

Please use these covers on your social media accounts throughout #OeCAM2021 - the month of April - if it works for your organisation:

IMAGE OeCAM2021 TW BANNER



IMAGE OeCAM2021 LI BANNER



IMAGE OeCAM2021 FB BANNER



# 1. General Public

## Twitter Posts

April is #Oesophageal Cancer Awareness Month. Support our mission to save lives and improve the lives of people living with this less-known cancer. #OeCAM2021 #OeCBeenThere [bit.ly/31IREJg](https://bit.ly/31IREJg)

**IMAGE OeCAM2021 General Public TW 1.1**



#CancerFact: More than half of #Oesophageal cancer cases can be prevented with #healthy lifestyle choices. Take good care of yourselves and spread the word. #OeCAM2021 #OeCBeenThere [bit.ly/31qw1Y8](https://bit.ly/31qw1Y8)

**IMAGE OeCAM2021 General Public TW 1.2**



#CancerFact: Smoking, obesity and alcohol consumption are risk factors for #Oesophageal cancer. Choose healthy living to reduce your risk of cancer & spread the word. #OeCAM2021 #OeCBeenThere [bit.ly/31qw1Y8](https://bit.ly/31qw1Y8)

**IMAGE OeCAM2021 General Public TW 1.3**



#CancerFact: Together #Gastric & #Oesophageal cancers are Europe's third deadliest cancers. Early detection can save lives. Spread the word to raise awareness on these less-known cancers. Find out more on our website [bit.ly/31qw1Y8](https://bit.ly/31qw1Y8) #OeCAM2021 #OeCBeenThere [bit.ly/3w3x9z2](https://bit.ly/3w3x9z2)

**IMAGE OeCAM2021 General Public TW 1.4**





## LinkedIn & Facebook Posts

Today is the start of #Oesophageal Cancer Awareness Month. Throughout April, we'll be sharing information on how lives can be saved and how patient organisations improve the lives of people living with this lesser-known cancer. We hope you can join us by following our updates. Do you know of someone touched by this cancer or have a story to tell? Please do let us know. #OeCAM2021 #OeCBeenThere [bit.ly/31IREJg](https://bit.ly/31IREJg) [digestivecancers.eu/contact-us/](https://digestivecancers.eu/contact-us/)

### IMAGE OeCAM2021 General Public FB/LI 1.1



#CancerFact: More than half of #Oesophageal cancer cases can be prevented with #healthy lifestyle choices like doing regular exercise and having a diet that includes lots of fresh fruit and vegetables. #OeCAM2021 #OeCBeenThere [bit.ly/31qw1Y8](https://bit.ly/31qw1Y8)

### IMAGE OeCAM2021 General Public FB/LI 1.2



#CancerFact: Smoking, obesity and alcohol consumption are risk factors for #Oesophageal cancer. Making different lifestyle choices can reduce everyone's risk of this and other cancers. #OeCAM2021 #OeCBeenThere [bit.ly/31qw1Y8](https://bit.ly/31qw1Y8)

### IMAGE OeCAM2021 General Public FB/LI 1.3





#CancerFact: Together #Gastric & #Oesophageal cancers are Europe's third deadliest cancers. Early detection can save lives. Spread the word to raise awareness on these lesser-known cancers. Find out more on our website #OeCAM2021 #OeCBeenThere [bit.ly/3w3x9z2](https://bit.ly/3w3x9z2)

**IMAGE OeCAM2021 General Public FB/LI 1.4**



## 2. Policy Makers



### Twitter Posts

More than half of new #Oesophageal cancer cases could be prevented by better lifestyle choices. @dice\_europe advocates for healthy living and greater public investment in prevention and citizen education. #OeCAM2021 #OeCBeenThere Read more » [bit.ly/3w3x9z2](https://bit.ly/3w3x9z2)

#### IMAGE OeCAM2021 Policy Makers TW 1.1



#Gastric & #Oesophageal cancer represent 7,3% of all cancer deaths in Europe or ~143.000 deaths per year. About half of these are preventable if best practices are applied across the region. #OeCAM2021 #OeCBeenThere Find out how » [bit.ly/31qw1Y8](https://bit.ly/31qw1Y8)

#### IMAGE OeCAM2021 Policy Makers TW 1.2



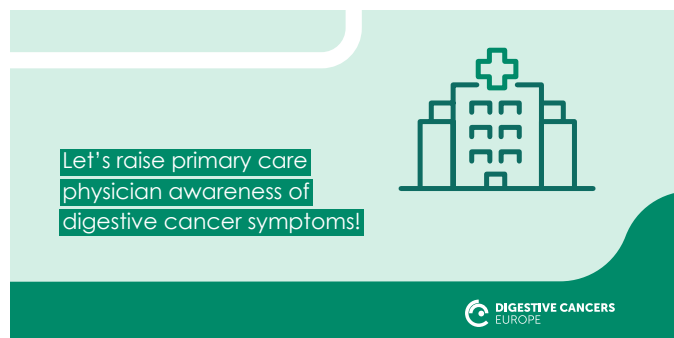
#CancerFact: Together #Gastric & #Oesophageal cancer are Europe's third deadliest cancers; @dice\_europe calls for early detection and speedy referrals by primary care professionals. Help us raise awareness and save lives. #OeCAM2021 #OeCBeenThere Read more » [bit.ly/3w3x9z2](https://bit.ly/3w3x9z2)

#### IMAGE OeCAM2021 Policy Makers TW 1.3



#Oesophageal cancer is often detected at late stages when it is more difficult to treat. Together let's raise primary care physician awareness about symptoms to achieve early detection. #OeCAM2021 #OeCBeenThere Read more » [bit.ly/31qw1Y8](https://bit.ly/31qw1Y8)

**IMAGE OeCAM2021 Policy Makers TW 1.4**



#Oesophageal cancer detected at late stages is more difficult to treat. Together let's raise primary care physician awareness about symptoms & promote speedy referrals. #OeCAM2021 #OeCBeenThere Learn more » [bit.ly/3w3x9z2](https://bit.ly/3w3x9z2)

**IMAGE OeCAM2021 Policy Makers TW 1.5**



#Oesophageal cancer detected at late stages is more difficult to treat. Together let's raise primary care professional awareness. Early detection saves lives. #OeCAM2021 #OeCBeenThere Learn more » [bit.ly/31qw1Y8](https://bit.ly/31qw1Y8)

**IMAGE OeCAM2021 Policy Makers TW 1.6**



Each year ~45.500 European citizens lose their lives to #Oesophageal cancer. It is high time to raise awareness and apply effective preventive measures. #OeCAM2021 #OeCBeenThere Learn more » [bit.ly/3w3x9z2](https://bit.ly/3w3x9z2)

**IMAGE OeCAM2021 Policy Makers TW 1.7**



We call for an improvement in the patient pathway of patients with #Oesophageal Cancer. Europe needs to understand & act upon patients' unmet needs now! #OeCAM2021 #OeCBeenThere Learn more » [bit.ly/3w3x9z2](https://bit.ly/3w3x9z2)

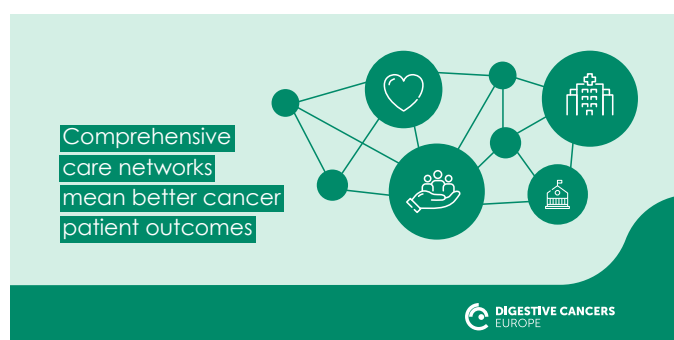
**IMAGE OeCAM2021 Policy Makers TW 1.8**



We advocate for the development of Comprehensive Cancer Care Networks (#CCCN) across Europe ensuring better treatment and care of patients with #Oesophageal Cancer #OeCAM2021 #OeCBeenThere Read more » [bit.ly/3w3x9z2](https://bit.ly/3w3x9z2)

To improve survival rates for #Oesophageal cancer, we call for the development of Comprehensive Cancer Care Networks (#CCCN) across Europe. #OeCAM2021 #OeCBeenThere Read more » [bit.ly/3w3x9z2](https://bit.ly/3w3x9z2)

**IMAGE OeCAM2021 Policy Makers TW 1.9**



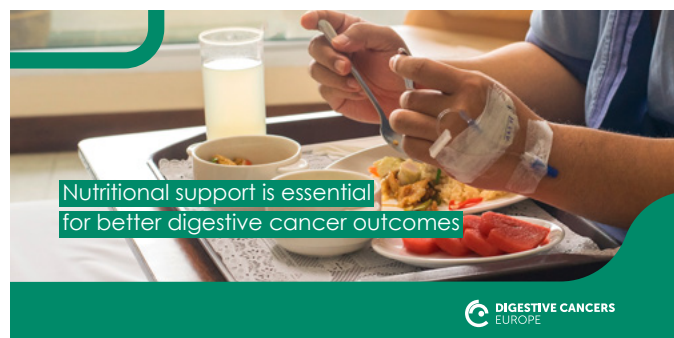
The total annual cost of #Oesophageal cancer in Europe alone is estimated at €3,5 billion. The human cost is unquantifiable with ~45.500 people dying every year. See how we can all work together to reduce this burden » [bit.ly/31qw1Y8](https://bit.ly/31qw1Y8) #OeCAM2021 #OeCBeenThere

**IMAGE OeCAM2021 Policy Makers TW 1.10**



Nutrition is key for the well-being of patients with #Oesophageal cancer. @dice\_europe calls for the implementation of nutritional protocols and nutritional surveillance for all patients at all stages of the patient journey. #OeCAM2021 #OeCBeenThere Read more » [bit.ly/3w3x9z2](https://bit.ly/3w3x9z2)

**IMAGE OeCAM2021 Policy Makers TW 1.11**



## LinkedIn & Facebook Posts

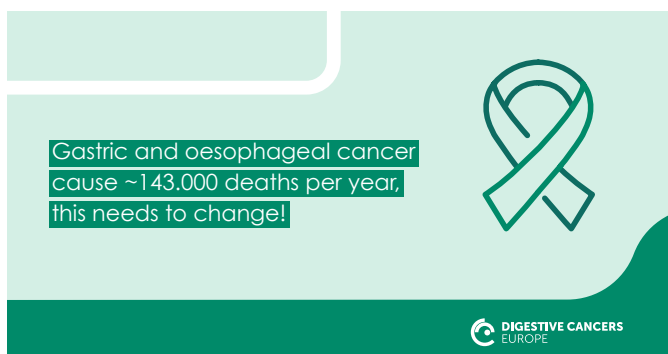
It's #Oesophageal Cancer Awareness Month #OeCAM2021. It's been shown that more than half of new #Oesophageal cancer cases could be prevented by better lifestyle choices. @dice\_europe advocates for healthy living choices and greater public investment in prevention and citizen education. #OeCBeenThere Read more » [bit.ly/3w3x9z2](https://bit.ly/3w3x9z2)

### IMAGE OeCAM2021 Policy Makers FB/LI 1.1



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### IMAGE OeCAM2021 Policy Makers FB/LI 1.2



#CancerFact: Together #Gastric & #Oesophageal cancer are Europe's third deadliest cancers; @dice\_europe calls for early detection and speedy referrals by primary care professionals. Help us raise awareness and save lives. #OeCAM2021 #OeCBeenThere Learn more » [bit.ly/3w3x9z2](https://bit.ly/3w3x9z2) @dice\_europe

### IMAGE OeCAM2021 Policy Makers FB/LI 1.3





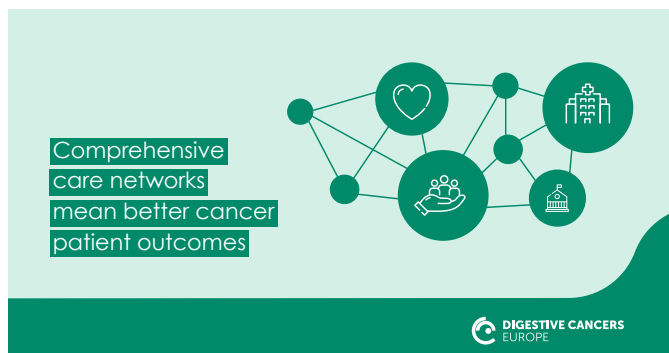
It's #Oesophageal Cancer Awareness Month #OeCAM2021. Each year ~45.500 European citizens lose their life to #Oesophageal cancer. It's high time to raise awareness and apply effective preventive measures. Learn more » [bit.ly/31qw1Y8](https://bit.ly/31qw1Y8) #OeCAM2021 #OeCBeenThere @dice\_europe

#### IMAGE OeCAM2021 Policy Makers FB/LI 1.4



For #Oesophageal Cancer Awareness Month #OeCAM2021 we have produced a Roadmap for treatment and prevention. In it we advocate for the development of Comprehensive Cancer Care Networks (#CCCN) across Europe ensuring better treatment and care of patients with #Oesophageal Cancer. Read more » [bit.ly/3w3x9z2](https://bit.ly/3w3x9z2) #OeCAM2021 #OeCBeenThere @dice\_europe

#### IMAGE OeCAM2021 Policy Makers FB/LI 1.5



It's #Oesophageal Cancer Awareness Month #OeCAM2021. The total annual cost of #Oesophageal cancer in Europe alone is estimated at €3,5 billion. The human cost is unquantifiable with ~45.500 people dying every year. See how we can all work together to reduce this burden » [bit.ly/31qw1Y8](https://bit.ly/31qw1Y8) #OeCAM2021 #OeCBeenThere @dice\_europe

#### IMAGE OeCAM2021 Policy Makers FB/LI 1.6



# 3. Patients

## Twitter Posts

Oesophageal Cancer Awareness Month starts April 1 – help @dice\_europe spread the word to help the ~53,000 people diagnosed every year with #oesophageal cancer. Read Dave's story to learn how patient organisations can help #OeCBeenThere [bit.ly/3IXdlZC](https://bit.ly/3IXdlZC) #OeCAM2021 #OeCBeenThere

### IMAGE OeCAM2021 Patients TW 1.1



Do you have a family member with #oesophageal cancer? We are here to support you #OeCBeenThere [bit.ly/39I7Izq](https://bit.ly/39I7Izq) #OeCAM2021 #OeCBeenThere

### IMAGE OeCAM2021 Patients TW 1.2



#Gastric & #Oesophageal cancers are not well-known but together are Europe's third deadliest #cancers – for those touched by them, we are here to support you. Get in touch [bit.ly/39I7Izq](https://bit.ly/39I7Izq) #OeCBeenThere #OeCAM2021 #OeCBeenThere

### IMAGE OeCAM2021 Patients TW 1.1



Are you a patient with #Oesophageal or #Gastric cancer? We know that #nutrition is key for you and have produced a comprehensive booklet to help you. #OeCBeenThere #OeCAM2021 #OeCBeenThere Learn more » [bit.ly/31IREJg](https://bit.ly/31IREJg)

### IMAGE OeCAM2021 Patients TW 1.3



## LinkedIn & Facebook Posts

Oesophageal Cancer Awareness Month starts April 1 – help @dice\_europe spread the word to help the ~53.000 people diagnosed every year with #oesophageal cancer. Have you been affected by this cancer – as a patient or carer? Read Dave's story to learn how patient organisations can help [bit.ly/3IXdlZC](https://bit.ly/3IXdlZC) #OeCAM2021 #OeCBeenThere

### IMAGE OeCAM2021 Patients FB/LI 1.1



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### IMAGE OeCAM2021 Patients FB/LI 1.1



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IMAGE OeCAM2021 Patients FB/LI 1.3



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