



November 2022

#GastricCancerAwarenessMonth

Social Media Calendar

#GastricCancerAwarenessMonth Social Media Calendar

Thank you for taking part in this year's #GastricCancerAwarenessMonth campaign. For the month of November, we will be posting the following on Twitter, Facebook, and LinkedIn. We invite you to follow, like, share, retweet our posts or create your own from the suggested texts below.

If you would like to translate the texts on the images, we have also provided you with blank templates. If this is the case for your organisation, we ask you to please keep:

- Using our font Century Gothic
- The Digestive Cancers Europe logo on the images, adding your organisation's logo in white alongside this in the green border. This is important due to our ownership rights on the images.

If you need an easy-to-use application for updating the images, 'Canva Pro' is available free of charge for all NGOs and hence all our Members.

All images with text in English are available [here](#)

Should you have any questions on how to access or use the calendar please contact ruel@digestivecancers.eu.

Thanks again and we look forward to working on this important topic for European gastric cancer patients together with you!

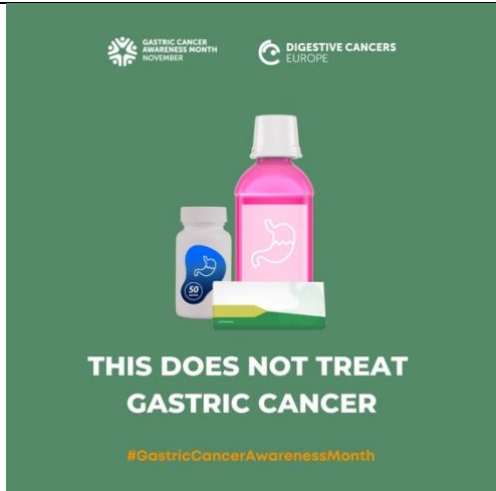



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DATE	Facebook/LinkedIn Captions	Visual
31/10	<p>Did you know that November is #GastricCancerAwarenessMonth and it starts tomorrow?</p> <p>Gastric Cancer ranks as the sixth most common cause of cancer-related death in Europe. Prevention and early detection are key in the fight against this cancer.</p> <p>We invite you to join us this month to raise awareness and help save lives!</p> <p>To do this we've produced a social media calendar to help you create your own posts. You can alternatively follow and like our posts throughout the month – thank you in advance!</p> <p>More info: [DiCE website page on GC]</p>	
1	<p>Let's talk about #GastricCancer?</p> <p>Gastric Cancer – also called stomach cancer – is a disease in which cancer cells form in the lining of the stomach.</p> <p>Gastric Cancers can be difficult to treat because they are often diagnosed at a late stage, but they are often treatable when diagnosed at an early stage!</p> <p>Join us this November for #GastricCancerAwarenessMonth as we raise awareness of the risks and early detection of Gastric Cancer.</p>	<p>TAGLINE: Let's talk about #GastricCancer?</p>

	<p>Join us this #GastricCancerAwarenessMonth to learn more! More info: [DiCE website page on GC]</p>	
<p>2</p>	<p>Each year ~136.000 European citizens learn the news that they have #GastricCancer. Close to 97.000 lose their fight to this difficult-to-treat cancer.</p> <p>This shows the poor rate of survival after diagnosis.</p> <p>Gastric Cancer symptoms may be relatively mild, sometimes even going unnoticed for years, until the disease has advanced and becomes difficult to treat.</p> <p>It is crucial to be aware of the risks and symptoms. Speak to your doctor if you think you are at risk or have any symptoms of Gastric Cancer!</p> <p>Join us this #GastricCancerAwarenessMonth to learn more!</p>	<p>TAGLINE: Close to 97.000 lose their fight to this difficult-to-treat cancer.</p>

	<p>More info: [DiCE website page on GC]</p>	
<p>3</p>	<p>Have you ever heard of DYSPEPSIA?</p> <p>DYSPEPSIA is a condition that includes various types of digestive problems including:</p> <ul style="list-style-type: none"> ➤ Indigestion or heartburn ➤ Pain or discomfort in the abdomen ➤ Nausea and vomiting, particularly vomiting up solid food shortly after eating <p>Most adults experience mild indigestion from time to time, but if symptoms are severe enough to interfere with your daily life it's time to speak with your doctor and have your symptoms evaluated.</p>	<p>TAGLINE: This does not treat gastric cancer.</p>

	<p>Join us this #GastricCancerAwarenessMonth to learn more! More info: [DiCE website page on GC]</p>	
<p>4</p>	<p>Let us take a look at some common #GastricCancer symptoms.</p> <p>Symptoms of Gastric Cancer can be vague and are often overlooked. However, the common symptoms include:</p> <ul style="list-style-type: none"> ➤ Bloating following meals ➤ Loss of appetite ➤ Weakness and fatigue ➤ Vomiting with or without blood ➤ Blood in the stool <p>Don't ignore these symptoms! Talk to your doctor if you or someone you know is experiencing them regularly.</p>	<p>TAGLINE: Let us take a look at some common #GastricCancer symptoms.</p>

	<p>Join us this #GastricCancerAwarenessMonth to learn more! More info: [DiCE website page on GC]</p>	 
<p>5</p>	<p>What factors may increase your risk of #GastricCancer?</p>	

	<p>The biggest risk factors include:</p> <ul style="list-style-type: none"> - Smoking - Being overweight - Diets high in salted meat and smoked foods <p>Fortunately, all these factors can be easily modified!</p> <p>Being aware them and implementing healthy habits could prevent this hard-to-treat cancer. Start today!</p> <p>Join us this #GastricCancerAwarenessMonth to learn more! More info: [DiCE website page on GC]</p>	<p>TAGLINE: What factors may increase your risk of #GastricCancer?</p> 
<p>6</p>	<p>Did you know that you can inherit or pass on the risk for #GastricCancer?</p> <p>Certain family-inherited diseases or disorders are known to increase the risk of gastric cancer. These include:</p> <ul style="list-style-type: none"> - Tylosis A and Plummer Vinson syndrome, - hereditary diffuse gastric cancer (caused by CDH1 genetic mutation), -Lynch syndrome, - hereditary breast, and ovarian cancer (HBOC), - and familial adenomatous polyposis (FAP). 	<p>TAGLINE: Did you know that you can inherit or pass on the risk for #GastricCancer?</p>

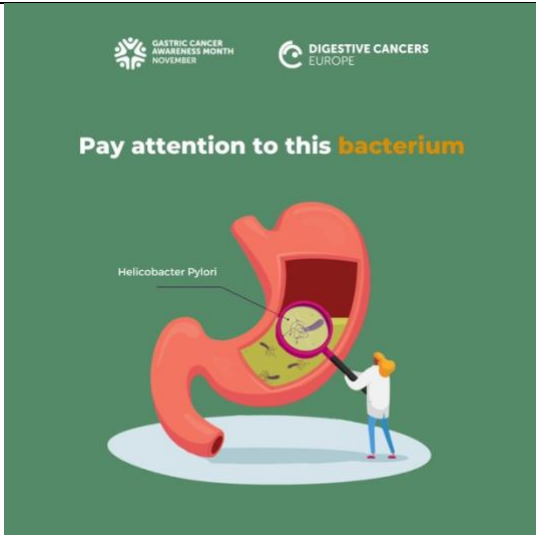


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	<p>Anyone with a family history of the disease or other risk factors should speak with their doctor about steps they can take to understand their risk!</p> <p>Join us this #GastricCancerAwarenessMonth to learn more! More info: [DiCE website page on GC]</p>	
<p>7</p>	<p>Pay attention to this bacterium</p> <p>Close to half of the world's population is infected with <i>Helicobacter pylori</i>, a bacterium that infects the lining of the stomach. Some estimates suggest that approximately 3% of <i>H. pylori</i>-infected patients will develop gastric cancer.</p> <p>Most people recover from this infection, however for some, <i>H. pylori</i> can cause long-lasting discomfort, swelling, and pain in the stomach, and stomach ulcers, which when left untreated can lead to cancer.</p> <p>Speak with your doctor about checking your <i>H. pylori</i> status as soon as possible!</p>	<p>TAGLINE: Pay attention to this bacterium</p>

	<p>Join us this #GastricCancerAwarenessMonth to learn more! More info: [DiCE website page on GC]</p>	
<p>8</p>	<p>Have you been diagnosed with a precancerous gastric lesion?</p> <p>Studies show that surveillance of patients with precancerous lesions can prevent #GastricCancer.</p> <p>Currently, there are no standard screenings for the early detection of Gastric Cancer across Europe. So, if you have already been diagnosed with a precancerous gastric lesion it is important to insist on consistent and regular surveillance by your gastroenterologist.</p> <p>Join us this #GastricCancerAwarenessMonth to learn more! More info: [DiCE website page on GC]</p>	<p>TAGLINE: Have you been diagnosed with a precancerous gastric lesion?</p>



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<p>30/11</p>	<p>Today marks the end of the #GastricCancerAwarenessMonth.</p> <p>We will continue to work and advocate for the best care and treatment for all patients with #GastricCancer across Europe.</p> <p>To stay informed about #GastricCancer beyond the month please see: LINK</p>	



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Below a list of our suggested @mentions to share in your posts where appropriate:

Organisation	Twitter Handle	Facebook Handle
Cancer Leagues	@CancerLeagues	@CancerLeagues
European Patients Forum	@EUPATIENTSFORUM	@EuropeanPatientsForum
ECPC	@cancereu	@ECPCfb
We Can	@WECANadvocate	@WECANadvocate
All Can	@AllCanGroup	@AllCanGroup
Data Save Lives	@datasaves_lives	@datasaveslives
European Cancer Organization	@europeancancer	@EuropeanCancer
European Alliance for Value in Health	@ValueInHealthEU	N/A
EASL	@EASLnews	@EASLnews
DiCE Member Organisation	Twitter Handle	Facebook Handle
Slovakia Nie Rakovine	@RakovineNie	@nierakovine
Bowel Cancer UK	@bowelcanceruk	@bowelcanceruk
EuropaColon Ukraine	@EuropaColonUkraine	@EuropaColonUkraine
The Oesophageal Patients Association	@opa_uk	@opa.org.uk
EuropaColon Belarus	@eurobelarusinfo	eurobelarus
EuropaColon Poland	@EuColonPolska	@EuropaColonPolska
Pasykaf Cyprus	@pasykaf_cy	@pasykaf
Onko Majak Czech republic	@Onkomajak	@onkomajak
Personal Colores (President Jenni Tamminen)	@tamminen_ry	N/A
Europacolonia Italy	@EuropacoloniaITA	@europacoloniaitalia
Borka Macedonia	@borkaorg	N/A
Netherlands @StDarmkanker	@StDarmkanker	@stichtingdarmkanker
EuropaColon Spain	@europacolonia_es	@europacoloniaespana
Colores	@colores_ry	@coloresry
Mon reseau colorectal director	@reseauKcolorect	@monreseauoncologocolorrectal
Dave Chuter	@OGCancerSupport	N/A
ACCGG	N/A	@informacion.accgg
Italian stomach	@viveresenzastom	N/A