

2022

IMPACT REPORT

Craig's Cause Pancreatic Cancer Society

Report by:
CCPCS
Marketing & Communications Department

Approved by:
Stefanie Condon-Oldreive
Founder



Our Board of Directors

Stefanie Condon-Oldreive
Founder

Clara MacKay
Chair

Colleen Dafoe
Secretary

Dr. Jeff Bonang
Treasurer

Dr. Ravi Ramjeesigh
Medical Advisor

Lesley Mounce MacInnis
Director

Jayne Sierens
Research Coordinator

Chimene Jewer
Director

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Medical Advisory Committee

Dr. Ravi Ramjeesigh
Medical Oncology Advisor

Dr. Jeanette Boudreau
Research Advisor

Dr. Bruce Colwell
Medical Oncologist Advisor

Popi Kasvis
PhD Candidate

Melanie McIvor
Pharmacy Advisor

Dr. Michael Moser
PhD Candidate

Adam Nelson
PhD Candidate

Dr. Jessica Nickerson
R&D Scientist

Dr. Robin Urquhart
Researcher Advisor

Dr. Mark Walsh
HPB Surgeon

Craig's Cause Pancreatic Cancer Society is a national charity dedicated to both increasing survival and improving the quality of life for every Canadian diagnosed with pancreatic cancer through:



public awareness



healthcare education



patient support



research



PANCREATIC CANCER IS THE 3RD LEADING CAUSE OF CANCER DEATHS IN CANADA YET ONLY THE 12TH MOST COMMONLY DIAGNOSED. PROJECTED TO BECOME THE 2ND LEADING CAUSE OF ALL CANCER DEATHS IN 2030.

2022 Highlights

300%+
INCREASE
in Kicking
PancreAS 5K
donations

Two
BRAND NEW
programs

- Pancreatic Cancer Guide™
- Peers With Pancreatic Cancer™

67%

INCREASE
in presentations to
Cancer Centres

Partnered
to bring the
World's First
Pancreatic Enzyme
Replacement
Therapy
Calculator App
in 2023

247%

more views on
YouTube



40%

Medical Advisory
Committee
INCREASED with
specialists across
the country

\$33,500

in financial aid
provided to
patients



16%

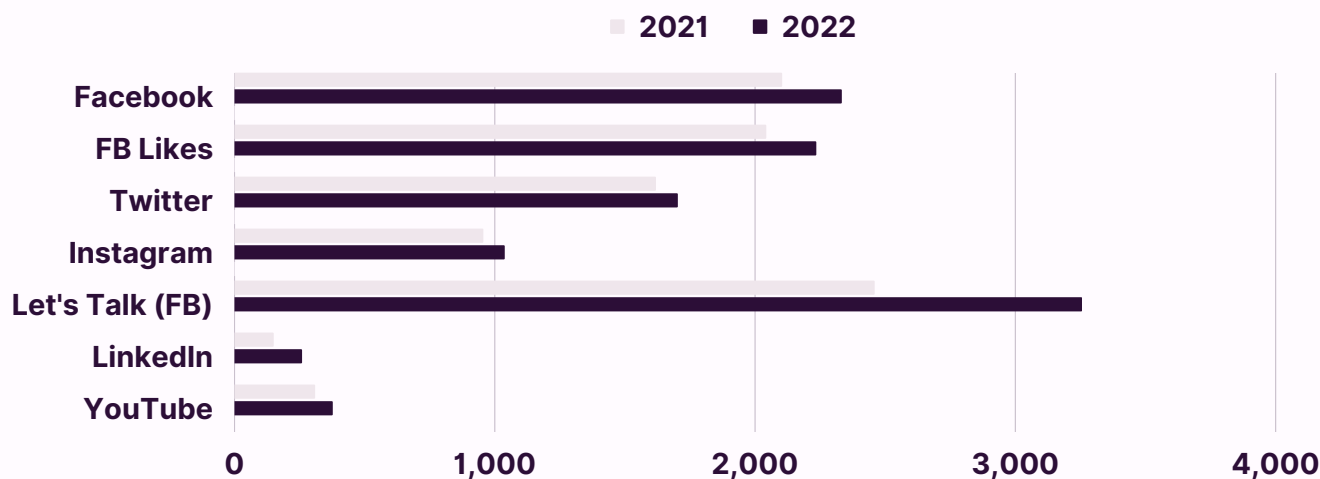
INCREASE over all
social media
platforms

public awareness

Objectives

To increase public understanding of the signs & symptoms and risks of pancreatic cancer, the diagnostic pathways, and the treatment options through educating (general public & medical). Lobbying for better practices and creating a bigger community. *Followers/Likes: Increase minimum of 10% on each platform with an increase of 15% overall.*

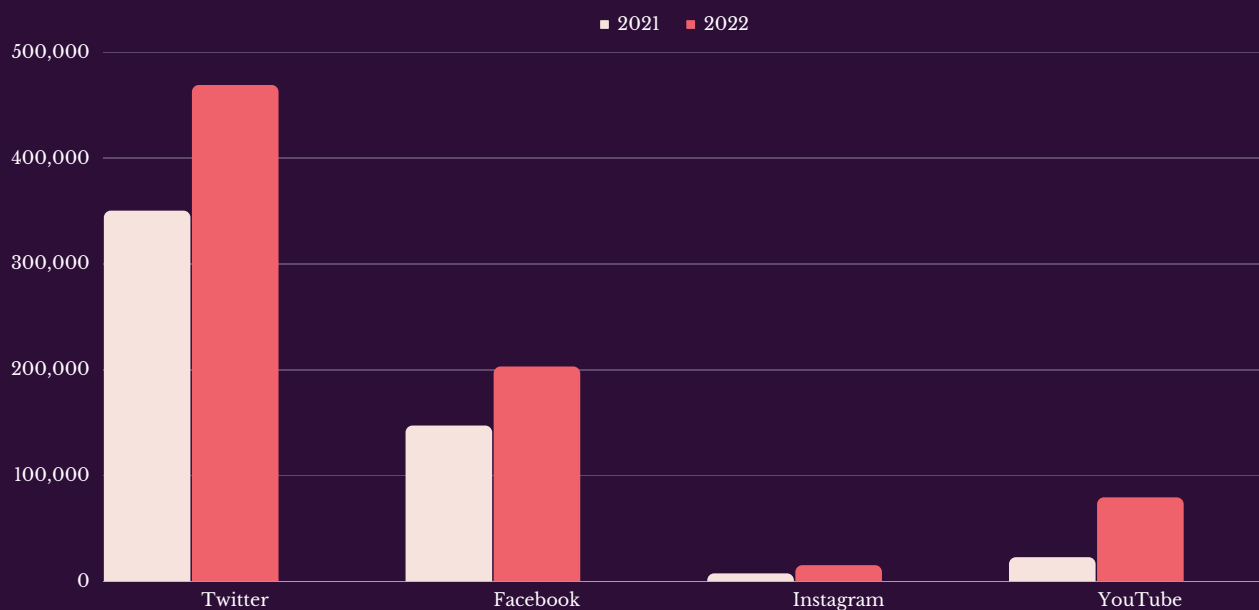
 	2021	2022	Increase / Decrease
Facebook	2,102	2,331	+ 11%
FB Likes	2,041	2,233	+ 9%
Twitter	1,617	1,701	+ 5%
Instagram	954	1,036	+ 8%
Let's Talk	2,456	3,252	+ 32%
LinkedIn	148	255	+ 72%
YouTube	306	373	+ 22%
Overall	9,624	11,171	+ 16%



public awareness



Impressions	2021	2022	increase/decrease
Twitter	349,900	468,515	+ 34%
Facebook	146,800	202,438	+ 37.9%
Instagram	7,238	14,663	+ 102.6%
YouTube	22,673	78,756	+ 247%



- Rebranded our Signature event; Light Up the Lake™ to Kicking PancreAS™ 5K and moved into two new provinces as well as the other six provinces we are already in.
- New Data Management System (DMS) saves us over \$7,000/ year.
- Received sponsorship for new programs and an app coming in 2023!
- Unfortunately, due to weather and Covid still running havoc we had to postpone the Porter's Lake Bike, Run, Walk, and three Kicking PancreAS™ 5K locations.
- Successful 24 hour #GIVINGTUESDAY where we challenged our followers to come up with \$1000 for a grant and they went above and beyond!

Third Party Fundraisers

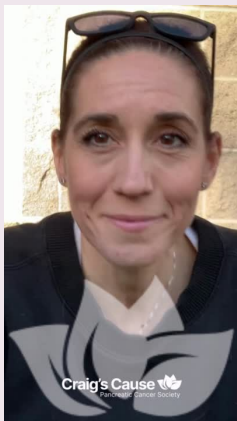
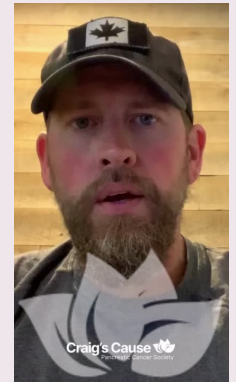
- ATV Fundraiser (ON)
- Carla's Crusaders (SK)
- Kingston Kruze (NB)
- Plus birthdays, memorials and more...



public awareness

#CHANGETHEOUTCOME

Craig's Cause Pancreatic Cancer Society is helping to #CHANGETHEOUTCOME to a world where surviving pancreatic cancer is expected.



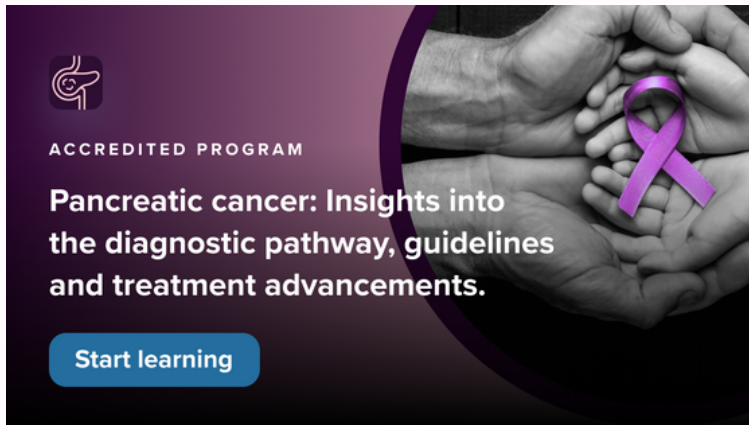
- After two years of being virtual we rebranded and brought back, in person, our signature 5K run/walk.
- 2021 saw 275 people across the country taking part.
- With the five events we had over 780 participants. That's an increase of more than 283%.
- Kicking PancreAS™ 5K brought in over \$50,000 in donations!





healthcare education

Objective: Our programs focus on strengthening a cross-disciplinary communication network in the healthcare field that facilitates optimal treatment and management of pancreatic cancer, along with increasing access to Clinical Trials and promising research.



Canada's first Accredited e-Learning Module was launched in November 2021 and ran through until September 2022. Along with many successes, we also learned many lessons to bring it to a much bigger audience in 2023.

From our Post Assessment we learned that:

- 93% of Healthcare Professionals would use the information in practise.
- 99% of Healthcare Professionals were able to outline actionable steps to make an early diagnosis.
- 99% of participants agreed or strongly agreed that the e-Learning Module met their expectations and was relevant to their field of work.

Responses:

- *The platform and schedule was well organized and easy to use.*
- *Nice summary, well presented.*
- *The case presentations were quite effective and made the scenarios realistic.*
- *Very detailed.*
- *Step wise approach to understanding this disease; stories from real patients were very helpful!*
- *Well organized and presented.*



We are proud to announce a new partnership with The Canadian Digestive Health Foundation and Native Marketing.

Together, with support from Viartis, we have created the World's first Pancreatic Enzyme Replacement Therapy (PERT) Calculator Application (App) along with a Pancreatic Enzyme Replacement Therapy National Campaign.

The PERT Calculator is created to address a concerning trend;

- Over 81% of patients diagnosed with pancreatic cancer have Pancreatic Enzyme Insufficiency (PEI)
- Only 20% are treated with PERT
- Of those 20% treated, only 10% receive correct dosages.

Why is this concerning? We know that patients on PERT live, remain in treatment longer and have a better quality of life.

The PERT Calculator will be ready to launch in February, 2023!

We had a goal by end of 2022 to augment our healthcare professional network and profile across Canada and seek to diversify the membership of our Board of Directors and Medical Advisory and National Pancreas Conference Committees so we are more culturally and geographically representative.

We were thrilled to have increased both our Committees by 40%! We welcome the following specialists:

Medical Advisory Committee:

- Popi Kasvis - Clinical Nutritionist/Dietitian
- Dr. Julie Hallet - HPB (Hepato-Pancreatico-Biliary) surgeon
- Dr. Mike Moser - HPB (Hepato-Pancreatico-Biliary) surgeon

National Pancreas Conference Steering Committee:

- Dr. Ravi Ramjeesingh
- Dr. Mark Walsh
- Dr. Jeanette Boudreau
- Popi Kasvis
- Dr. Mustapha Tehfe
- Dr. George Zogopoulos
- Dr. Rob Grant
- Dr. Julie Hallet
- Dr. Mike Moser
- Dr. Sharlene Gill



healthcare education

We strive to increase the impact of our investment into pancreatic cancer research. We will achieve this by supporting collaboration among researchers and by building on our existing powerful partnerships.

Our National Pancreas Conference was set to take place November 19th and 20th, 2022, however in order to maintain the quality of the program, we postponed until November 2023.

In addition to the National Pancreas Conference planning, six research awards and the timelines and criteria have been established to celebrate various levels of pancreatic cancer research.

- Two Poster Board Presentations
- Two Junior Researcher Awards
- Two Senior Researcher Awards

Although we were deeply saddened by the postponement of the National Pancreas Conference, we look forward to a successful 2023 National Pancreas Conference, November 18th-19th, 2023.



The banner features a dark blue background with a subtle pattern of pancreatic cells. On the left is a circular logo with a white lotus flower in the center. The text 'NATIONAL PANCREAS CONFERENCE' is written in a semi-circle above the flower, and 'November 17 - 19' is written in a semi-circle below it. Below the logo, the text 'Learn • Collaborate • Treat' is displayed. To the right of the logo, the text 'NATIONAL PANCREAS CONFERENCE' is written in large, bold, red capital letters. Below this, 'Montréal, Québec' is written in white. Further down, 'In-Person and Virtual/On-Demand' is written in white. At the bottom right, the hashtag '#NPC2023' is written in red. In the bottom right corner, there is a small logo for 'Craig's Cause' with the text 'Pancreatic Cancer Society' below it.

NATIONAL PANCREAS CONFERENCE
Montréal, Québec
In-Person and Virtual/On-Demand
#NPC2023

Learn • Collaborate • Treat

Craig's Cause
Pancreatic Cancer Society



patient support

Craig's Cause Pancreatic Cancer Society is the only national charity that provides patient support directly to those diagnosed with pancreatic cancer and their caregivers. Our objective is to empower through knowledge and support to encourage better patient outcomes and quality of life.

We support a wide range of needs and we know, from feedback from those that have used our services, that they offer vital support to those that are navigating this life-altering diagnosis.

As per our 3 Year Strategic Business Plan, increasing awareness and access to these vital programs continues to be a focus. Every Canadian diagnosed with pancreatic cancer should have access and receive the support they require.

In addition to our Patient Support Programs, we were excited to add two brand new programs:

- Pancreatic Cancer Guide™
- Peers with Pancreatic Cancer™

MISSION OF PROGRAMS

To provide pancreatic cancer patients and their caregivers direct support. We help with access to professional healthcare advice, as well as financial, practical and emotional support services.

Pancreatic Cancer Guide™

A Pancreatic Cancer Guide™ helps support patients and caregivers in navigating the healthcare system, ensuring adequate access to resources and care, ultimately improving patient outcomes and quality of life.

This virtual, one-on-one meeting with a nurse gives you time to ask questions as well as learn about our programs that are available to help anyone dealing with pancreatic cancer. 15- and 30-minute appointments are available.

Craig's Cause Pancreatic Cancer Society developed a new Patient Support Package to distribute across the country to medical facilities (cancer centres, doctors offices, hospitals) as well as patients and caregivers. Over 1000 have been distributed in 2022. This helps to build new relationships with healthcare facilities as well as bring more awareness to Pancreatic Cancer to all.

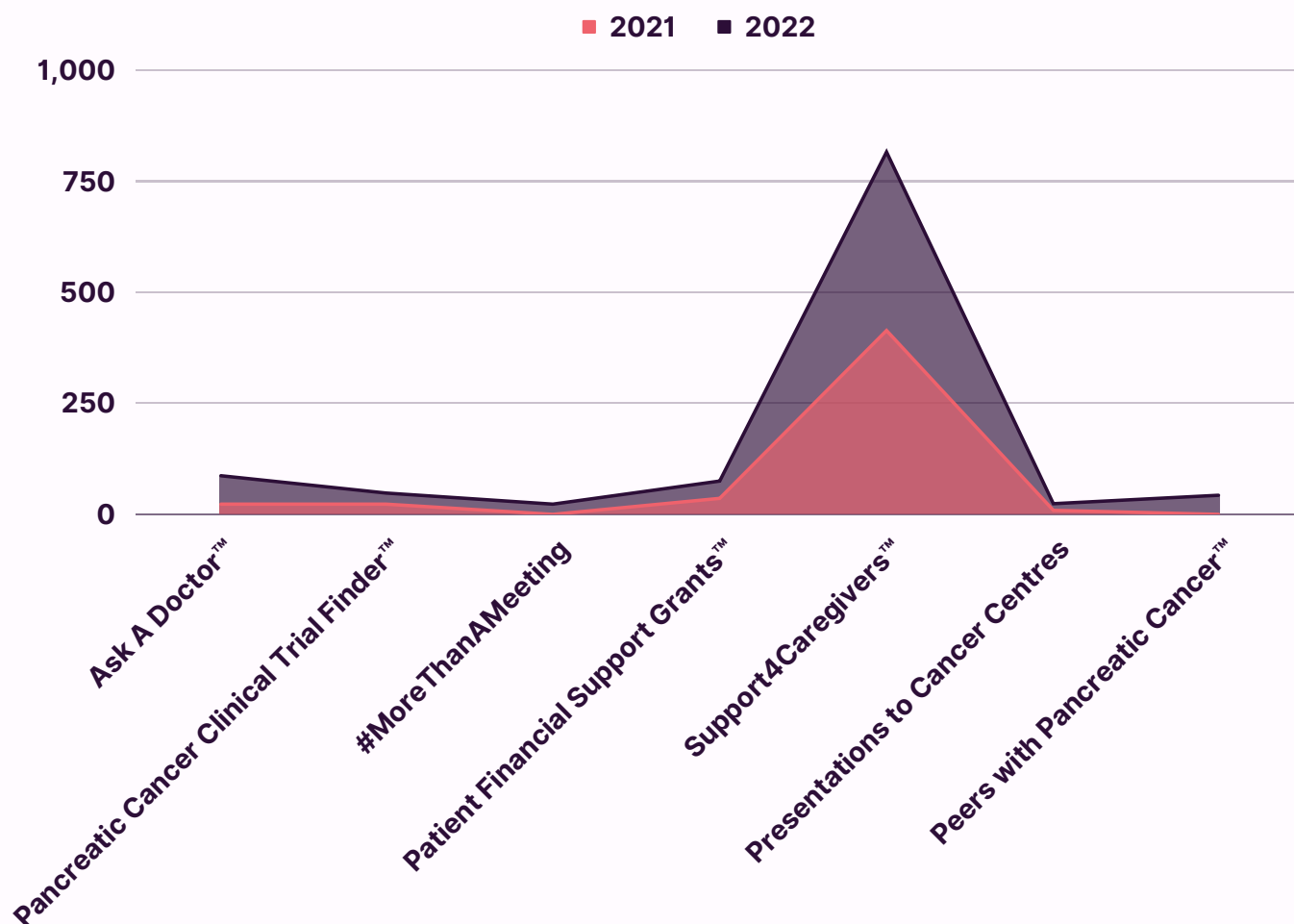
Peers with Pancreatic Cancer™

Peers with Pancreatic Cancer is a support group facilitated by our Patient Support Manager and registered nurse, Erin. Participants are pancreatic cancer patients, who are looking for support from those who have gone or are going through the same.

Taking place Monday evenings, on Zoom, registration is required for each session. In a few short weeks our group grew from 7 to currently 20 regular attendees. We envision having to grow this meeting, due to the number of interested participants.



<u>Program</u>	<u>2021</u>	<u>2022</u>	<u>Increase/ Decrease</u>
Ask A Doctor™	23	64	+ 64%
Pancreatic Cancer Clinical Trial Finder™	23	25	+ 8%
#MoreThanAMeeting	0	23	+ 100%
Patient Financial Support Grants™	\$32,900 to 36 Patients	\$33,500 to 39 Patients	+ 2% Monetary + 8% Participation
Support4Caregivers™	414	402	+ 10%
Presentations to Cancer Centres	9	15	+ 67%
Peers with Pancreatic Cancer™	0	43	+ 100%





1. **"Duodenopancreatectomy versus Best Supportive Care for Pancreatic Adenocarcinoma."** Researcher: Dr. Michele Molinari, Associate Professor, Department of Surgery and Community Health, Dalhousie University
2. **"Treatment Provided to NS patients, is it Optimal?" / "CRTP General Public Summary"** Researcher: Dr. Scott Hurton
3. **"The Role of P11 Protein in Pancreatic Cancer" / "CRTP General Public Summary"** Researcher: Moamen Bydoun (Supervisor, Dr. David Waisman, Department of Biochemistry and Molecular Biology, Canada Research Chair in Cancer Research)
4. **"Use of a Novel Extracellular Microvesicle Capture Method for the Enrichment and Identification of Pancreatic Cancer Biomarkers"** Researchers: Stephen Lewis, Rodney Ouellette and Anirban Ghosh, Moncton-based Atlantic Cancer Research Institute
5. **"Understanding the roles of CTP Synthase and gemcitabine in pancreatic cancer"** Researcher: Gregory McCluskey (Supervisor, Dr. Stephen L. Bearne, Head of the Department of Biochemistry and Molecular Biology, cross-appointed with the Department of Chemistry)
6. **"Could a vaccine prevent cancer from spreading after surgery?"** Researcher: Dr Rebecca Auer, scientist and surgical oncologist at the Ottawa Hospital Research Institute
7. **"Combined VSV and NKT cell activation in Panc-02 pancreatic cancer"** Researcher: Adam Nelson, Masters Student, Dalhousie University
8. **"Repurposing anti-folate receptor antibodies for NK-driven precision pancreatic cancer immunotherapy"** Researcher: Helmi Alfarra, Post-Doctorate Student, Dalhousie University
9. **"Development of natural killer cell-based precision immunotherapy for pancreatic cancer"** Researcher: Dr. Jeanette Boudreau, Canadian Cancer Society, Dalhousie University
10. **"Direct inhibition of mRNA translation for treatment of pancreatic cancer"** Researcher: Dr. Michael Pollack, Canadian Cancer Society, Lady Davis Institute
11. **"Precise Pancreatic Tumour Targeting with NK Cell Mediated Immunotherapy."** Researcher: Stacey Lee, PhD Student, Dalhousie University

Funded by:

1 CCPCS

2, 3, 5, 7, 8, 11 CCPCS & BHCRI

4 CCPCS & NBHRF

9, 10 CCPCS, CIHR & CCS

6 CCPCS, CCS, NPCF & QEII

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@CraigsCauseCan

WE THANK YOU
FOR YOUR CONTINUED SUPPORT OF
OUR PROGRAMS