

BE CLEAR ON CCA

CLEAR

C H O L A N G I O C A R C I N O M A



WORLD CHOLANGIOCARCINOMA DAY  
**THURSDAY FEBRUARY 15, 2024**



The Global Cholangiocarcinoma Alliance (GCA) has a shared vision to improve prevention, survival, and the quality of life of people living with cholangiocarcinoma (CCA) globally.

In 2024, our key focuses will be:

- Continuing to address educational gaps in CCA
- Utilizing the alliance to promote developments in CCA
- Growing our steering committee
- Growing our community of alliance members

This guide has been developed to outline how you can get involved and help raise awareness on World CCA and beyond.

# OUR CAMPAIGN

Cholangiocarcinoma can cause a number of vague symptoms, making it very difficult to diagnose, and in some cases leading people to be mis-diagnosed with other less serious conditions before receiving the correct diagnosis.<sup>1</sup>

After a long and difficult path to diagnosis, patients and their loved ones face the unknown – a type of cancer they have likely never heard of and know nothing about; in many cases the cancer is advanced, with a poor prognosis; and with limited treatment options available, they don't know what comes next.

We are calling for a smoother journey to diagnosis for people impacted by cholangiocarcinoma – timely, decisive and supported. It's time to **#BeClearOnCCA**

## What we want HCPs to do:

**Think CCA:** Recognise the signs, symptoms & clinical circumstances in which CCA should be considered in sporadic CCA cases

**Screen for CCA:** In at risk populations where liver fluke related CCA is a concern

## Why we want them to do it:

To facilitate a smoother path to diagnosis for all patients – timely, decisive and supported

To improve access to the right support and information from the start of the patient's journey



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# WHAT IS #BECLEARONCCA?

*We are asking healthcare professionals to take action to improve time to diagnosis:*

**Clarify** – Get to know the signs and symptoms of CCA

**Listen** – Establish whether anything in the patient's history indicates that they are at a higher risk of CCA

**Explain** – Be transparent with the patient on possible diagnoses and next steps

**Act** – decisively to establish a diagnosis as quickly as possible

**Refer** – patients to a specialist and share resources to support them to understand their diagnosis



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# SIGN THE PLEDGE

As was the case in 2023, we will ask the CCA community to sign the GCA pledge and commit to simple actions to engage with the #BeClearOnCCA campaign, raise awareness of CCA and show their support for people impacted by CCA on World CCA Day and beyond. People who sign the pledge will also have the opportunity to opt into receiving updates from the GCA and become part of our growing network of advocates

**I pledge to support the GCA in their campaign calling for a smoother journey to diagnosis for people impacted by CCA, by:**

- **Joining the CCA community:** Follow the GCA and your local advocacy groups on social media to keep up to date with the latest news and campaigns
- **Getting to know the signs, symptoms and clinical characteristics of CCA, and helping to raise awareness:** Visit the GCA website to view and share our resources
- **Helping to amplify the GCA's campaign:** Like and share our posts on social media to help raise awareness on World CCA Day and beyond
- **Sharing my story:** Download our assets and share why you feel it's so important to improve the journey to diagnosis for people with CCA
- **Sharing the GCA's campaign within my institution/workplace:** Print our posters and tell your colleagues about CCA



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# CAMPAIGN DETAILS

## Goal

- Call for a smoother journey to diagnosis for people with CCA, ensuring this is timely, decisive and supported

## Target audiences

### Primary audience:

- HCPs including primary care practitioners, oncologists, oncology nurses and hepatologists

### Secondary audience:

- Patients, caregivers, the CCA community & the general public

## Date

- Thursday February 15, 2024

## Call-to-action

- Follow the C-L-E-A-R acronym to ensure patients are being screened/referred in a timely manner
- Sign the CCA pledge
- Share and engage with assets on social media to raise awareness of CCA

## Measurements for success

### • Amplify:

- Social media engagement (shares, likes, hashtag use)
- Photographs shared of in-person activities

### • Unify:

- Page follows, pledge sign-ups

### • Educate:

- Website visits, resource downloads



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# EXAMPLE ASSETS

**BE CLEAR ON CCA**

**CHOLANGIOCARCINOMA**

- CLARIFY**  
Get to know the signs and symptoms of CCA
- LISTEN**  
Establish whether anything in the patient's history indicates that they are at a higher risk of CCA
- EXPLAIN**  
Be transparent with the patient on possible diagnoses and next steps
- ACT**  
decisively to establish a diagnosis as quickly as possible
- REFER**  
patients to a specialist and share resources to support them to understand their diagnosis



Together we can ensure a timely, decisive and supported journey to diagnosis for people with CCA globally.

Learn more about CCA and pledge your support for the community by scanning the QR code or visit [www.globalccaalliance.com](http://www.globalccaalliance.com), #BeClearOnCCA #WorldCCADay



**BE CLEAR ON CCA**

**CHOLANGIOCARCINOMA**



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**BE CLEAR ON CCA**

**SIGN THE PLEDGE**

JOIN US IN CALLING FOR A  
SMOOTHER JOURNEY TO DIAGNOSIS  
FOR PEOPLE WITH CCA



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# HOW TO GET INVOLVED



## DOWNLOAD OUR ASSETS

- Download our editable posters and social media assets: [World CCA Day \(globalccaalliance.com\)](http://globalccaalliance.com) *If you require the design files, please get in touch and we can share these with you*



## PLEDGE FOR CCA

- Sign the CCA pledge and encourage others to sign both on social media and in person: <http://bit.ly/3HvXtcP>



## SHARE ON SOCIAL MEDIA

- Share posts on social media using the World CCA Day assets and the hashtags #WorldCCADay and #BeClearOnCCA
- When sharing on social media, please include the link in the caption to direct people to the World CCA Day pledge: [Sign the Pledge \(globalccaalliance.com\)](http://globalccaalliance.com)



## TAKE A PICTURE

- Print out our World CCA Day poster and share pictures of you and/or your team raising awareness on World CCA Day [here](#)



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# WEBSITES AND SOCIAL MEDIA



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



[@worldccaday](https://www.facebook.com/worldccaday)



[@WorldCCADay](https://twitter.com/WorldCCADay)



[@worldccaday](https://www.instagram.com/worldccaday)



[worldcholangiocarcinomaday.org/get\\_involved](http://worldcholangiocarcinomaday.org/get_involved)



[axon-globalcholangiocarcinomaalliance-team@axon-com.com](mailto:axon-globalcholangiocarcinomaalliance-team@axon-com.com)



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[www.globalccaalliance.com](http://www.globalccaalliance.com)



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[@CCA\\_Alliance](https://www.instagram.com/CCA_Alliance)



[Global Cholangiocarcinoma Alliance](https://www.linkedin.com/company/global-cholangiocarcinoma-alliance)



# THANK YOU

## TO OUR SUPPORTERS



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