



FEBRUARY IS

# **CHOLANGIOCARCINOMA AWARENESS MONTH**



Cholangiocarcinoma  
Foundation®

**AWARENESS MONTH TOOLKIT**

February 2024 ● ● ●

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Thank you for participating in Cholangiocarcinoma Awareness Month, a campaign established to bring attention to bile duct cancer. The entire month of February is dedicated to spreading awareness about cholangiocarcinoma (CCA). Please review this toolkit to learn how to join the Cholangiocarcinoma Foundation (CCF) in this important campaign. You can see the various ways you can get involved to spread awareness by choosing one, several, or all of the actions below. Your early attention to these initiatives will increase the impact. As you consider how you want to get involved, please do not hesitate to contact CCF for support and further brainstorming.

## THANK YOU TO OUR SPONSORS



## LIGHT IT GREEN FOR CCA

Fill our winter nights with hope and LIGHT IT GREEN!

The 4th Annual Light it Green for CCA campaign includes buildings, homes, towers, and bridges lit up green to represent the commitment to support patients and their families and make cholangiocarcinoma a treatable disease.

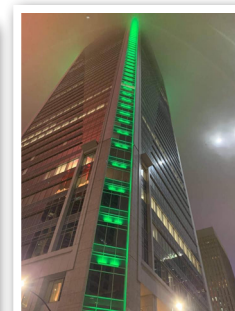
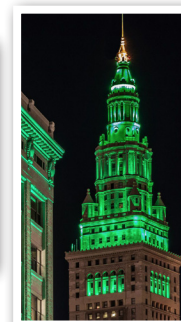
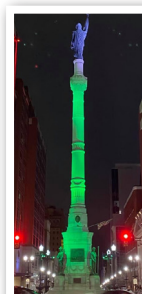
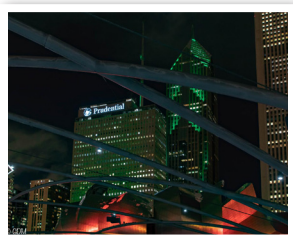
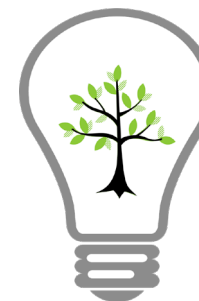
Many buildings/structures require these requests to be made months in advance. Your early attention to this campaign will increase its success. To request a building/structure be lit green customize [this letter](#) by copying and pasting it into a new document and submit it to the appropriate person/entity. Consider places in your community people commonly pass and/or visit that would draw attention. Additionally, [this list](#) will give you ideas of places you may consider contacting. After you have submitted a request, please contact [Claire Condrey](#) so that CCF may update the list.

Have fun and get creative!

- Make your daily walk green by dressing your dog or decking out your stroller in green
- Make your green really glow by adding green string lights
- Let your green be seen in the daytime with fun decorations like green pinwheels
- Share your creative ideas on social media with the hashtag #GREENforCCA...

Place the Light it Green Awareness sign in a prominent place. You are welcome to download the image [here](#) or purchase the sign in the [CCF store](#).

Green light bulbs and signs are available in the online [CCF Store](#).



## SPREAD AWARENESS BY EDUCATING YOUR COMMUNITY

Download and print [this one-page fact sheet](#) to provide key information about cholangiocarcinoma and the resources offered by CCF. Deliver this sheet to medical providers, cancer treatment facilities, and health and community centers. resource.

### HOW TO IDENTIFY LOCATIONS:

Complete a simple search on the internet using key phrases, such as:

- Cancer treatment centers near me/city name
- Internists/family doctors near me/city name
- Gastroenterologists near me/city name
- VA health centers near me/ city name
- Non-profit cancer organization near me
- Consider resource and information hubs in your community. These could be libraries, the council on aging, state cancer coalitions, local health departments, etc.

### TALKING POINTS:

- Who are you and why are you here?
- February is Cholangiocarcinoma Awareness Month and I am here to provide free resources and vital information about cholangiocarcinoma, bile duct cancer, from the Cholangiocarcinoma Foundation (CCF). I hope this information will be useful to you and that you will share it with others.
- CCF is a global non-profit organization and our mission is to find a cure and improve the quality of life for cholangiocarcinoma patients.
- An estimated 10,000 Americans are diagnosed each year with the disease.
- Share your connection to cholangiocarcinoma and to the community.
- I'm a teacher at the local high school and my wife has cholangiocarcinoma.

### WHAT DOES CCF HAVE TO OFFER?

- This fact sheet provides initial information about cholangiocarcinoma. CCF offers vital resources that are free of charge. There is information geared towards medical providers, patients, and caregivers. The team at CCF is ready and eager to support people affected by cholangiocarcinoma and their medical providers.
- Our Chief Patient Officer is a 14-year survivor of stage 4 cholangiocarcinoma. She knows firsthand how important it is for patients to have the educational and emotional resources they need. The support groups and our mentoring program provides an opportunity to connect with others with this same rare diagnosis.

### WHAT'S NEXT?

- Please review the information and consider how you can share it with others (patients, patrons, colleagues)
- You can reach out to the foundation directly for more information. Contact information is on the sheet
- You can learn more about Cholangiocarcinoma Awareness Month's initiatives by visiting our website.
- We know your time is valuable, and appreciate you taking a moment to help us provide this critical resource.



# HELP PROCLAIM THE THIRD THURSDAY OF FEBRUARY AS WORLD CHOLANGIOCARCINOMA DAY

Help your local and state officials proclaim hope and spread awareness through an official proclamation. Request that your state and/or city government Proclaim the third Thursday of February as World Cholangiocarcinoma Day.

Please [follow this link](#) to find your state's and city's status. Please take the lead if your state does not have someone signed up to contact the governor and/or your city is not on the "contacted" list. (Be sure to pay attention to the column regarding gubernatorial races. You may be required to resubmit the request once the race is over and the new governor is named.)

Copy and paste this prepared [proclamation](#) into a new document, fill it out, and send it to the appropriate contact in your state or municipality. After you've completed these steps, please contact [Claire Condrey](#) so that CCF may update the list.

Once your proclamation is approved, please copy and customize [this template](#) to reach out to local media sources and request they share the story.





## SHARE YOUR STORY

Compel others to get involved and spread your enthusiasm by sharing your story. Social media is an incredible tool to start a conversation and spread awareness. As you take steps to get involved, post it on your social media. Don't forget to tag CCF (@cholangiocarcinoma) and add the awareness month hashtags #cureCCA and #GreenforCCA to your post. Be sure to also write out "cholangiocarcinoma" within the caption of your post. This will allow people to see your post if they search "cholangiocarcinoma" on your social media platform. Important note: If using Twitter, please use @curecc to tag the Foundation.





## SAMPLE SOCIAL MEDIA POSTS

### FACEBOOK:

#### **Cholangiocarcinoma Awareness Month**

Join the Cholangiocarcinoma Foundation this month as we raise awareness about cholangiocarcinoma. Together, we can make a difference by spreading knowledge, supporting patients and families, and advocating for research. Check out CCF's toolkit for resources and ways to get involved: <https://curecca.link/2024awareness>

Let's come together and make a lasting impact!  
#GreenforCCA #CCAMonth #cureCCA

### INSTAGRAM:

#### **Cholangiocarcinoma Awareness Month**

Join me in shining a light on cholangiocarcinoma this month! Join the Cholangiocarcinoma Foundation in spreading awareness, providing support, and advancing research. Together, we can make a change for patients and their families. Swipe right for ways to get involved or visit CCF's toolkit [<https://curecca.link/2024awareness>]. #CCAawareness #GreenforCCA #CCAMonth #cureCCA

### TWITTER:

#### **Cholangiocarcinoma Awareness Month**

This month, let's raise our voices for cholangiocarcinoma awareness! Join us in supporting patients, families, and researchers working together to find a cure. Explore CCF's toolkit for more information. #GreenforCCA

### LINKEDIN:

#### **Cholangiocarcinoma Awareness Month**

This month, I'm joining hands with the Cholangiocarcinoma Foundation to spread awareness about cholangiocarcinoma, a rare cancer of the bile duct. We can bring about positive change by sharing knowledge, supporting those affected, and advocating for research. Discover valuable resources and ways to contribute in the toolkit provided: <https://curecca.link/2024awareness>

Let's make a difference together! #GreenforCCA #CCAMonth #cureCCA





## CREATE A #GREENFORCCA TIKTOK

Make a fun video for a good cause. Start the challenge and create a TikTok showing how you are lighting it #GreenforCCA this awareness month and spreading awareness of cholangiocarcinoma. Will you help light a building in your city green? Replace your regular lightbulb with a green one? Wear green to work? However you do it, be sure to tag your friends and cholangiocarcinoma. Not sure how to get started with TikTok? Check out this example video or email [Allison Deragon](#) for more information. In addition to social media, traditional media outlets also provide an effective way to inform others. This official CCF press release lets you quickly contact your local news and print media outlets. If you want a list of media outlets in your area, email our Communications Director, [Karen Templeton](#), and she will supply it to you.





## PARTNER WITH CCF!

CCF depends on volunteers like you to increase cholangiocarcinoma awareness and raise funding for CCF's vital research. Awareness Month is an excellent opportunity to connect your network with CCF's mission, so please consider partnering with us by:

- [Creating a Social Media Fundraiser](#)
- [Exploring Employer Matching Gifts](#)
- [Making a Donation](#)
- [Become a Community Fundraiser](#)





## THANK YOU!

Thank you for reviewing this document and discovering ways to get involved! Our early efforts increase our success.

Please contact Volunteer Coordinator [Claire Condrey](#) for more information or to connect further.



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