



April 2024

#OesophagealCancer

Social Media Calendar

April 1-30, 2024, Oesophageal Cancer Awareness Month Social Media Calendar

Digestive Cancers Europe will be running its 4th annual Oesophageal Cancer awareness campaign during the month of April 2024. We invite all those interested to help us 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 45.500 people sadly pass away from the disease (ECIS, 2020).

This year, our campaign is inspired by reflections and advice from our community of patients, carers, and survivors impacted by the disease. Using the hashtag #TodayForTomorrow, join us in spreading our messages of awareness and prevention TODAY. Tomorrow is not given, but our actions today can positively impact our future.

We are also proud to highlight My DiCE Companion, a FREE supportive digital tool for patients, carers, and survivors of Oesophageal and Gastric Cancers!

Download and explore [My DiCE Companion](#) Today! Available in ENGLISH, ITALIAN, ROMANIAN and POLISH



Digestive Cancers Europe social addresses:

Web digestivecancers.eu **Twitter** twitter.com/dice_europe or @dice_europe

LinkedIn www.linkedin.com/company/digestive-cancers-europe/ **Facebook** www.facebook.com/dicehq or @dicehq



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Thank you in advance for supporting our efforts to raise awareness and improve outcomes for Oesophageal Cancer patients and their carers!

Questions & Feedback ✉️ natasha@digestivecancers.eu

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Post	Supporting Captions	Visual
31/03	The incidence of Oesophageal Cancer is on the rise. Join DiCE and [MO/ Industry Partner NAME] through April 2024, to raise awareness about this cancer that devastatingly impacts the lives and families of over 53.000 Europeans diagnosed each year, and the 45.500 who die annually from Oesophageal Cancer.¹ Download our #OesophagealCancerAwarenessMonth2024 campaign #TodayForTomorrow Social Media Campaign HERE	A square social media post with a green border. The background is a photograph of a person in a red jacket and blue backpack walking across a vast, flat, white landscape under a blue sky with soft clouds. The person's reflection is visible in the wet surface. Overlaid on the image is a green text box with white text that reads: "Join us this April as we spotlight Oesophageal Cancer, a digestive cancer on the rise!". At the bottom, there are logos for #TodayForTomorrow, Digestive Cancers Europe, and Digestive Cancers UK.

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01/04	 Today marks the start of Oesophageal Cancer Awareness Month. This month we reflect on Oesophageal Cancer awareness because prevention and early detection help save lives. Our campaign is inspired by reflections and advice from our community of patients, carers, and survivors impacted by the disease. Using the hashtag #TodayForTomorrow, join us in spreading our messages of awareness and prevention TODAY. Tomorrow is not given, but our actions today can positively ripple into our future. Oesophageal Cancer develops in the oesophagus (food pipe or gullet) or at the oesophago-gastric junction, where the oesophagus connects to the stomach. The disease can manifest into either Oesophageal Squamous Cell Carcinoma (OSCC) or Oesophageal Adenocarcinoma (OAC). Visit our #OesophagealCancerAwarenessCampaign2024 webpage featuring information and resources, along with patient and carer stories HERE #TodayForTomorrow	
08/04	Smoking and drinking alcohol can irritate the cells lining the oesophagus. Over time, untreated chronic irritation of the oesophagus can develop into Oesophageal Cancer.  Risk factors that can irritate the cells lining the oesophagus include: Modifiable: • Smoking • Alcohol consumption • Diet high in salted, smoked, pickled foods • Barrett's Oesophagus • Gastroesophageal reflux (GORD) • Lack of physical exercise • Obesity Non-modifiable: • Gender	

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	• Age • Industrial exposure Visit our #OesophagealCancerAwarenessCampaign2024 webpage featuring information and resources, along with patient and carer stories HERE #TodayForTomorrow	
11/04	Oesophageal Cancer can develop over many years and too often, the symptoms can remain relatively mild or sometimes even unnoticeable until the disease has advanced. Speak with your doctor about concerns and symptoms you are experiencing. A better prognosis can be achieved with prompt diagnosis in the early stages of Oesophageal Cancer.⁹ The 4 most common symptoms of Oesophageal Cancer include: 1. Acid reflux, indigestion, or heartburn (gastroesophageal reflux disease – GERD) 2. Pain or difficulty swallowing (dysphagia) 3. Vomiting and frequent choking on food 4. Unexplained weight loss Visit our #OesophagealCancerAwarenessCampaign2024 webpage featuring information and resources, along with patient and carer stories HERE #TodayForTomorrow	

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17/04	Research shows that 🏃 30-60 minutes of daily moderate physical activity can help you maintain a healthy weight, and lower your risk of developing Oesophageal Cancer by 30%.³ Download StepApp® our free step counter app, and stay motivated while helping us raise awareness for digestive cancers across Europe.   #TodayForTomorrow	
22/04	Growing evidence indicates an increased risk of developing Oesophageal Cancer with a high intake of foods preserved by salting, and grilled, barbecued, or processed meat.¹⁰ Healthy lifestyle habits such as a diet filled with fruits, vegetables, and dietary fiber can reduce your risk of developing Oesophageal Cancer.²⁻⁷ Visit our #OesophagealCancerAwarenessCampaign2024 webpage featuring information and resources, along with patient and carer stories HERE #TodayForTomorrow	

Digestive Cancers Europe social addresses:

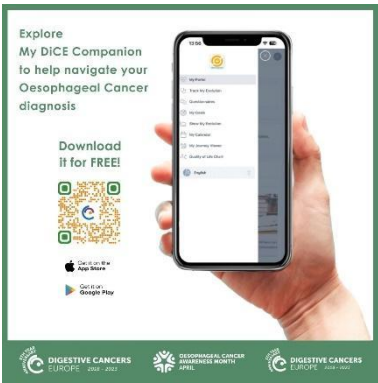
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26/04	Feel more empowered as you navigate 🧭 your Oesophageal Cancer diagnosis with My DiCE Companion, a digital support tool developed with our incredible community of patients, carers, and survivors. Now available in English, Polish, Romanian, and Italian.   #TodayForTomorrow	
30/04	April has passed by, but we will continue to reflect on Oesophageal Cancer awareness and prevention throughout the year! Thank you to everyone who helped us amplify our #OesophagealCancer Awareness campaign inspired by reflections and advice from our community of patients, carers, and survivors impacted by the disease. Using the hashtag #TodayForTomorrow, join us in spreading our messages of awareness and prevention TODAY. Tomorrow is not given, but our actions today can positively ripple into our future. We would love to hear from you. Tell us what you would like to see changed. How can we make sure Oesophageal Cancer Patients have the best possible treatment and care? natasha@digestivecancers.eu #TodayForTomorrow	

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Thank you!

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