Color the Globe Purple for World Pancreatic Cancer Day

November 16, 2017 By Cancer Health Staff

November 16 is World Pancreatic Cancer Day, and the World Pancreatic Cancer Coalition is urging everyone to wear purple to raise awareness for a major cancer with one of the lowest survival rates. Although it accounts for just 3 percent of all cancers in the U.S., pancreatic cancer is the fourth leading cause of cancer death in men and women. For further information, check out Cancer Health's pancreatic cancer basics.

Courtesy World Pancreatic Cancer Coalition

World Pancreatic Cancer Day has ways for you to raise awareness, including information about symptoms—although an earlier diagnosis can lead to better health outcomes, early detection methods for pancreatic cancer are still only in the development phase. The theme for 2017 is “Demand Better,” and the Coalition notes that “We need more attention, awareness and progress to help patients fight and survive this disease.”

Don some purple today, and follow the #WPCD hashtag on social media to see how people are spreading awareness across the globe.

“We can all fight together. It’s time for the story and the statistics for #pancreaticcancer to change. It’s time to Demand Better.” - Fiona of @pancreaticcancerscotland #WPCD

A post shared by World Pancreatic Cancer Day (@worldpancreatic) on Nov 15, 2017 at 4:30pm PST

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