

Rare Cancers Awareness Day

June 2022

Communications Toolkit



About Rare Cancers Awareness Day



Each year in Australia, 52,000 people are diagnosed with rare or less common cancer; 25,000 will not survive.

The barriers and isolation experienced by these patients can be significant. It can often mean high costs and limited – and in some cases, no – support, education or treatment options due to the limited knowledge, expertise, research and investment.

Rare Cancers Awareness Day is held annually on 26 June. It's a day to support Australians affected by rare cancer and highlight the change patients need and deserve.

Join us throughout the month of June as we seek to improve understanding of rare cancers, raise awareness of the unique challenges patients face, share stories from the rare cancer community, and ultimately call for change.

This year's theme: *You are not alone*

We believe that every patient with cancer, regardless of rarity, deserves support to help cushion the freefall that a diagnosis can bring. Whether that's connecting with a Specialist Cancer Navigator for personalised support and guidance, or finding your own community of people who get it; support and connection matter in a rare experience.

By showing your support for rare, together we can remind people with rare cancer that they are not alone.

How you can help

There are several ways you – as an individual or organisation – can show your support for rare cancer patients this June. Let them know you are in their corner: **#WeAreRare**



1

Follow **@RareCancersAustralia** on Facebook & LinkedIn, and **@RareCancers** on Instagram & Twitter.

2

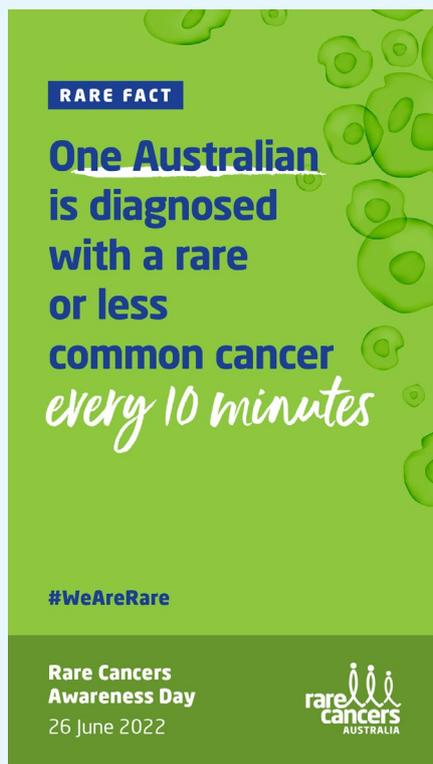
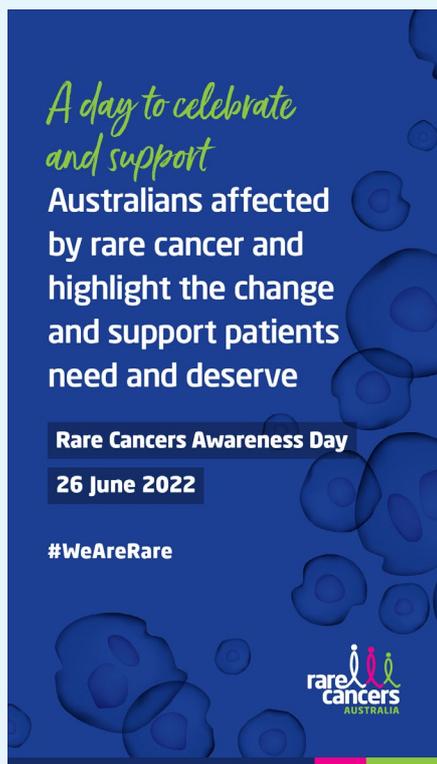
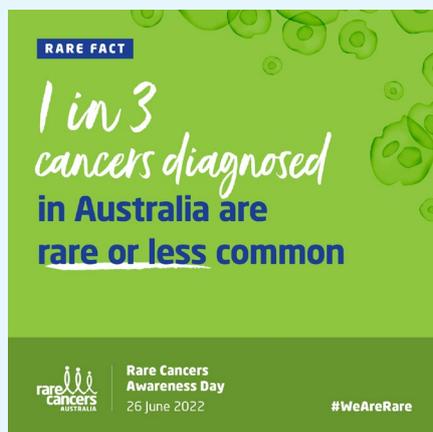
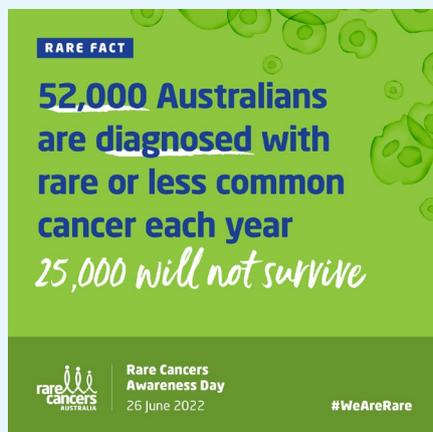
Like **#WeAreRare** posts and share a few with your friends, colleagues and family.

3

Add a customised message to these social media tiles throughout June to raise awareness of rare cancers and show your support for patients. Remember to add the hashtag **#WeAreRare** and tag RCA.

Rare Cancers Awareness Day

Raising awareness of rare cancers



Raising awareness of the unique challenges patients face

THE REALITY OF RARE _____

- ✓ High treatment costs
- ✓ No clear treatment pathway
- ✓ Little information
- ✓ Difficult to find support
- ✓ Limited options

#WeAreRare

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26 June 2022



THE REALITY OF RARE _____

RARE CANCER = LIMITED...

- ✓ Knowledge
- ✓ Expertise
- ✓ Research
- ✓ Investment
- ✓ Options

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26 June 2022



#WeAreRare

Supporting the patient journey

○ RARE RIGHTS

Every cancer patient, regardless of cancer type, *deserves access* to personalised support

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26 June 2022



#WeAreRare

○ RARE RIGHTS

No Australian should have to go through their cancer journey alone

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26 June 2022



#WeAreRare



Use or adapt this suggested copy across your social media pages. Remember to add the hashtag **#WeAreRare** and tag RCA.

#RareCancersAwarenessDay is held annually on 26 June.

It's a day to celebrate and support Australians affected by rare cancer and remind them that they are not alone
#WeAreRare

No Australian should have to go through their cancer journey alone
#RareCancersAwarenessDay #WeAreRare

Today we/I acknowledge the 69 people who lose their lives to a rare or less common cancer in Australia every day
#RareCancersAwarenessDay #WeAreRare

It is the right of every cancer patient, regardless of rarity, to have access to personalised support
#RareCancersAwarenessDay
#WeAreRare

52,000 Australians are diagnosed with rare or less common cancer each year; 25,000 will not survive. This #RareCancersAwarenessDay, we stand in solidarity with these families and remind them that they are not alone
#WeAreRare

One in three cancers diagnosed in Australia are rare or less common. In the lead up to #RareCancersAwarenessDay on 26 June, we celebrate their strength and show our support because #WeAreRare

One person is diagnosed with a rare or less common cancer in Australia every 10 minutes. Today we/I celebrate these Australians for their strength and support meaningful change to improve their lives and health outcomes
#RareCancersAwarenessDay #WeAreRare

This #RareCancersAwarenessDay, we/I acknowledge the 143 Australians diagnosed with rare or less common cancer every day. No Australian should have to go through their cancer journey alone
#WeAreRare



Questions or need further support?



James Mathews

Marketing Manager

Rare Cancers Australia
james.mathews@rarecancers.org.au
0418 732 786



Casey Virgin

Communications Manager

Rare Cancers Australia
casey.virgin@rarecancers.org.au
0499 880 742

About Rare Cancers Australia

Rare Cancers Australia aims to improve the lives and health outcomes of Australians living with complex, rare and less common cancer.

We believe that no Australian should have to go through their cancer journey alone, which is why we are Australia's first charity with Specialist Cancer Navigators dedicated to the rare patient journey.

For 10 years we have provided 360-degree personalised support to patients and driven change in access, affordability, and quality of care for the patients of today and tomorrow.

This year, we are celebrating our 10th anniversary of supporting rare cancer patients.

READ MORE ABOUT OUR IMPACT

