SEE CCA

The Global Cholangiocarcinoma Alliance campaign

WORLD CHOLANGIOCARCINOMA DAY
FEBRUARY 12, 2022
The Global Cholangiocarcinoma Alliance (GCA) has united to establish a global voice in cholangiocarcinoma (CCA) through community collaborations. The GCA has a shared vision to raise the awareness of CCA in order to improve prevention, survival, and the quality of life of patients with CCA globally.

World CCA Day forms part of the strategy of the GCA, as we work towards an improved future for all those with CCA across the globe.

This guide has been developed to outline how you can get involved and help raise awareness on World CCA Day, February 12, and beyond.
On February 12, 2022, we want the world to come together to SEE CCA
Our campaign

It is important to bring people together from around the world to raise awareness of CCA on World CCA Day.

Central to the importance of raising awareness of CCA is the need for more consideration from HCPs and earlier diagnosis.

We would like to encourage patients, caregivers, HCPs, and the general public to ‘See CCA’. This can be applied both to the consideration of CCA when it may not have been tested for, and also to seeing CCA more by raising awareness and knowledge levels.
Campaign details

**Objective**
Raise awareness and encourage people to ‘See CCA’ on World CCA Day

**Dates**
*Pre event:* January 24 – February 11  
*Event:* February 12  
*Post event:* February 13 – February 28

**Target audiences**
*Primary audience:* Patients, caregivers, the CCA community, supporters, and HCPs  
*Secondary audience:* The general public

**Call-to-action**
- Share how you See CCA  
- Sign the pledge

**Measurements for success**
- Social media post engagement  
- Shares (posts/retweets, etc.)  
- Additional pledge sign-ups  
- Pictures shared with us/on social media  
- Downloads
SEE CCA

How you can get involved

DOWNLOAD

SHARE
Download our assets
• All of our assets will be available to download here: globalccaalliance.com/en/world-cca-day

See CCA
• Choose your favourite downloadable asset
• Find the letters C, C, & A in your surroundings
• Write or draw CCA
• Complete a See CCA challenge
• Use our editable assets to translate into any language!

Take a picture
• Take a selfie or take a picture of where you have seen CCA or completed a challenge

Share on social media/send us your pictures
• Share with your social networks using #SeeCCA
• Email us your pictures and we will include them in our campaign
Sign the pledge!

Sign the pledge on our website to help establish a global voice in cholangiocarcinoma

globalccaalliance.com/en/get-involved/the-pledge
Thank you