

Lymphoma Awareness Month – September 2021

Social media assets, suggested copy & links

September is World Lymphoma Awareness month, so it is time to put lymphoma in the limelight!

Throughout September we are encouraging our lymphoma community and Australia to GO LIME. Show your support by wearing lime for someone with lymphoma, share a fact to help raise awareness, take on a challenge, and share #Lime4Lymphoma. Together, we can put the limelight on lymphoma.

Lymphoma Australia is the only charity dedicated to lymphoma, supporting patients, carers and health professionals.

Shining a limelight on lymphoma leads to earlier diagnosis, better access to treatments, and support for a cure.

Lime is the colour of the cancer rainbow for lymphoma and there are many ways you can join the GO LIME campaign with us.

HASHTAGS

#Lime4Lymphoma

#LymphomaAwarenessMonth

#WLAD2021

SOCIAL MEDIA ACCOUNTS – Lymphoma Australia

Facebook - [@Lymphoma Australia](#)

Instagram - [@LymphomaAustralia](#)

Twitter - [@lymphomaOz](#)

LinkedIn - [@Lymphoma Australia](#)

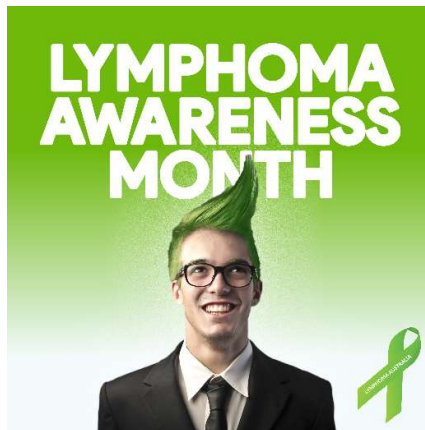
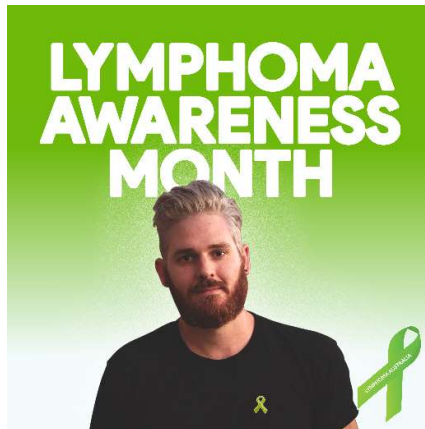
You Tube - [@Lymphoma Australia](#)

Suggested copy:

Countdown messages to World Lymphoma Awareness Day (WLAD)

Post date - 1 September – starts today

Choose an image: Hannah, Liam, stock image green hair or Leroy the dog



Suggested copy:

Lymphoma Awareness Month is here! Lymphoma is the 6th most common cancer in Australia and the number one cancer in the 15-29 year age group.

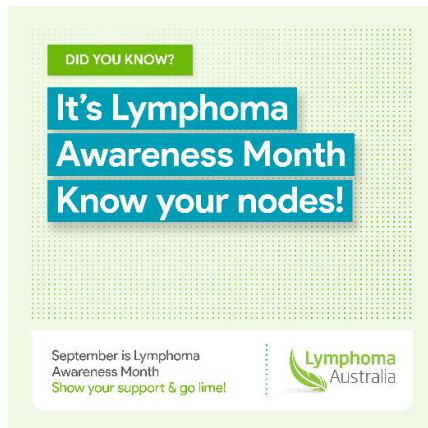
Get Involved! GO LIME for lymphoma and help raise awareness for this common cancer.

Join us! Let's turn Australia #Lime4Lymphoma this September and help support those living with this lymphatic cancer

To learn more visit <https://www.lymphoma.org.au/get-involved/lymphoma-awareness-month/>

#Lime4Lymphoma #LymphomaAwarenessMonth

Date for post: Friday 3 September



Know your nodes! It's Lymphoma Awareness Month

(link to <https://www.lymphoma.org.au/get-involved/lymphoma-awareness-month/>)

Date for post: Sunday 5 September – 10 days countdown – WLAD: 15 September



Suggested copy:

Join us! Let's go #Lime4Lymphoma on World Lymphoma Awareness Day 15 September and help support Australians living with lymphoma and CLL. To learn more visit <https://www.lymphoma.org.au/get-involved/lymphoma-awareness-month/>
#Lime4Lymphoma #LymphomaAwarenessMonth #WLAD2021

Date for post: Friday 10 September



Did you know...#FastFactFriday

Lymphoma has more than 80+ types and is a cancer of the immune system

Were you told your subtype at diagnosis? Knowing your subtype is critical to ensure best treatment options are explored.

Ask your specialist or find out more at <https://www.lymphoma.org.au/lymphoma-types/>

#Lime4Lymphoma #LymphomaAwarenessMonth #WLAD2021

Friday 10 September – 5 days countdown



Suggested copy:

World Lymphoma Awareness Day is coming up! GO LIME on 15th September to make a difference to the lives of Australians impacted by lymphoma.

Your support will provide Lymphoma Care Nurses to guide Australian families through the lymphoma cancer journey. Lymphoma nurses change lives. Join us and go lime for lymphoma this September.

To learn more visit <https://www.lymphoma.org.au/get-involved/lymphoma-awareness-month/>

#Lime4Lymphoma #LymphomaAwarenessMonth #WLAD2021

Date for post: Wednesday 15 September – today is the day



Suggested copy:

Today is World Lymphoma Awareness Day #WLAD2021
And we are proud to be going lime to put lymphoma and CLL in the limelight.
GO LIME with us today
#Lime4Lymphoma #WLAD2021
Make a donation at: <https://donate.mycase.com.au/cause/258277>

Some facts about Lymphoma:

- Lymphoma is the 6th most common cancer in Australia
- Lymphoma is the number one cancer in the 15-29 year age group.
- Lymphoma is a cancer of the immune system
- Lymphoma has more than 80 different subtypes
- 6,900+ Australians will be diagnosed in 2021

Date for post: Friday 17 September



Did you know...#FastFactFriday

Lymphoma signs and symptoms include:

- Swollen lymph nodes (neck, armpit, groin)
- Fever
- Drenching sweats, especially at night
- Reduced appetite
- Unexplained weight loss
- Generalised itch
- Persistent tiredness
- Short of breath, a cough that won't go away
- Pain when consuming alcohol

Not everyone experiences classic symptoms. Know your body and if something doesn't feel right see your GP and get checked.

To learn more, go to <https://www.lymphoma.org.au/about-lymphoma/symptoms-of-lymphoma/>)

#LymphomaAwarenessMonth #Lime4Lymphoma #FastFactFriday

Date for post: Friday 24 September



Lymphoma is currently the #3 cancer in children; and the #1 cancer in young people 15-29 years (link to <https://www.lymphoma.org.au/types-of-lymphoma/children-young-adults/>)

Lymphoma does not discriminate as this cancer can be diagnosed at any age

#LymphomaAwarenessMonth #Lime4Lymphoma #FastFactFriday

To learn more, go to <https://www.lymphoma.org.au>

GO LIME General Posts



Suggested copy – for use anytime in September:

September is Lymphoma Awareness Month

Every day 19 Australian's are diagnosed with lymphoma. Lymphoma Australia is there for you however you are affected

Go lime to put lymphoma in the limelight and raise funds for lymphoma care nurses, patient support services, and help ensure no one is alone.

#Lime4Lymphoma #LymphomaAwarenessMonth #WLAD2021

Supporting information

WHY go lime.

Lymphoma is Australia's number one blood cancer.

Approx. 6,900 Australians are diagnosed with lymphoma (and CLL) each year and it is the most common cancer in the adolescent and young adult age group (16-30 years). Tragically, 1,700 die from lymphoma each year. There is no known cause and no pre-screening tests.

Our aim is to reduce the impact of this cancer in the community through awareness, education, advocacy, support and research.

We depend on community support to provide patients and carers access to Lymphoma Care Nurses. Lymphoma Care Nurses are there to assist patients and carers access information, find out more on treatment options, know about clinical trials and offer support - ensuring patient outcomes are beneficial.

Together we can address a growing need which is that every Australian diagnosed with lymphoma should have access to the appropriate support; no matter where they live or their financial situation.

Lymphoma statistics in Australia

- It is estimated that nearly 6,900 Australians will be diagnosed with Lymphoma in 2021, which equates to 19 people per day.
- Common symptoms include: swollen lymph nodes, fatigue, unexplained weight loss, night sweats, rash or itching, a persistent cough or shortness of breath.
- Lymphoma is a cancer of the lymphatic system and is the number one blood cancer in Australia
- There are more than 80 subtypes of lymphoma and many are incurable
- It is the 3rd most common cancer in children.
- The cause of lymphoma is unknown.
- Lymphoma doesn't discriminate — anyone can get it.
- The number one cancer in 15-25 years in Australia

September Awareness Month Fundraising supports key projects such as:

- Patient information packs – for those diagnosed, family and friends. A free pack provides information on diagnosis, treatment, subtypes, a diary to keep notes and wellbeing and emotional support services.
- Nurse Support line 1800 953 081 – a confidential, free and direct connection to a specialist lymphoma care nurse. Our free nurse support line ensure that we are only ever a phone call away, so that no one feels alone on this journey

- Support groups – online connection with peers. A private group for support, education and sharing to bridge the gap and discuss the impacts of lymphoma.
- A website dedicated to lymphoma that keeps you updated and helps the Australian community understand this cancer
- Free education sessions for patients, carers and health professionals

Lymphoma Coalition: World Lymphoma Awareness Day

World Lymphoma Awareness Day (WLAD) is held on September 15 every year and is a day dedicated to raising awareness of lymphoma, an increasingly common form of cancer. It is a global initiative hosted by the Lymphoma Coalition. WLAD was initiated in 2004 to raise public awareness of all lymphoma subtypes in terms of symptom recognition, early diagnosis and treatment.[1]

Around the world, more than 735,000 people are diagnosed with lymphoma, including CLL, every year. With this lesser known type of cancer, patients face a variety of unique challenges and rely on the support of a team of professionals and personal connections throughout their cancer experience.

Lymphoma Australia is a member of the Global Lymphoma Coalition

2021 Theme: We Can't Wait: An urgent call for World Lymphoma Awareness Day 2021



This World Lymphoma Awareness Day join the global lymphoma community to say We Can't Wait to put an end to the unintended consequences the pandemic has had on the lymphoma community.

Around the world, people have faced reduced access to care, treatment and support. As well, due to a lack of access to medical professionals and hesitancy in seeking medical attention when experiencing symptoms, there have been fewer diagnoses and more advanced cancer are expected.

- We can't wait to take care of our own health. If you notice signs or symptoms of lymphoma, do not delay and speak to your healthcare team.

- We can't wait to diagnose and treat lymphomas. Decisions were made to support healthcare systems that affected patients, but the time has come to resume standard treatment practices safely.
- We can't wait to support people living with lymphomas. If you can, please volunteer or support your local organisation – we need your help.

IMPORTANT LINKS

Lymphoma Awareness Month webpage link

<https://www.lymphoma.org.au/get-involved/lymphoma-awareness-month/>

Fundraising - My Cause

<https://www.mycase.com.au/events/lime4lymphoma>

Direct donation – My Cause

<https://donate.mycase.com.au/cause/258277>

Hospital/Nurse pack order form for lime merchandise

<https://docs.google.com/forms/d/e/1FAIpQLSdnkBgHuYgMTR8F82AJK2UuW1WljZ2HziBIJrJlzOOm3vwjJg/viewform>

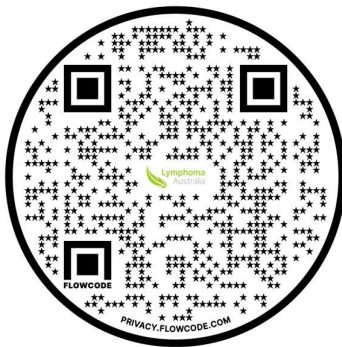
Merchandise / Shop

<https://www.lymphoma.org.au/get-involved/shop/>

Lymphoma Australia – for information, support and news

<https://www.lymphoma.org.au/>

QR CODE



CONTACT DETAILS

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