

# Extending the reach of the National Pancreas Foundation

Making a difference for those with pancreas disease through an innovative nutrition initiative



## Dedicated in supporting patients with pancreas disease—and funding ground-breaking research

The National Pancreas Foundation (NPF) provides hope for those suffering from pancreatitis and pancreatic cancer by funding cutting edge research, advocating for new and better therapies, and providing support and education for patients, caregivers and healthcare professionals. The NPF is the only foundation dedicated to patients who are suffering from all forms of pancreas disease—pediatric pancreatitis, acute pancreatitis, chronic pancreatitis, and pancreatic cancer.

## Nutrition for better pancreas health

Once someone is diagnosed with pancreas disease, it is likely that person will need to make changes to their nutrition. That's why the NPF partnered with Sally Sampson—the founder of ChopChop Family and author of numerous cookbooks, and whose daughter suffers from pancreatitis—in 2010 to create a recipe book in PDF format. In 2019 they decided to revamp the popular cookbook, but they had bigger plans for the new edition.

We knew it would be a large project and we wanted it to be as seamless and professional as possible. We felt Krames could produce those results.

National Programs Coordinator at the National Pancreas Foundation

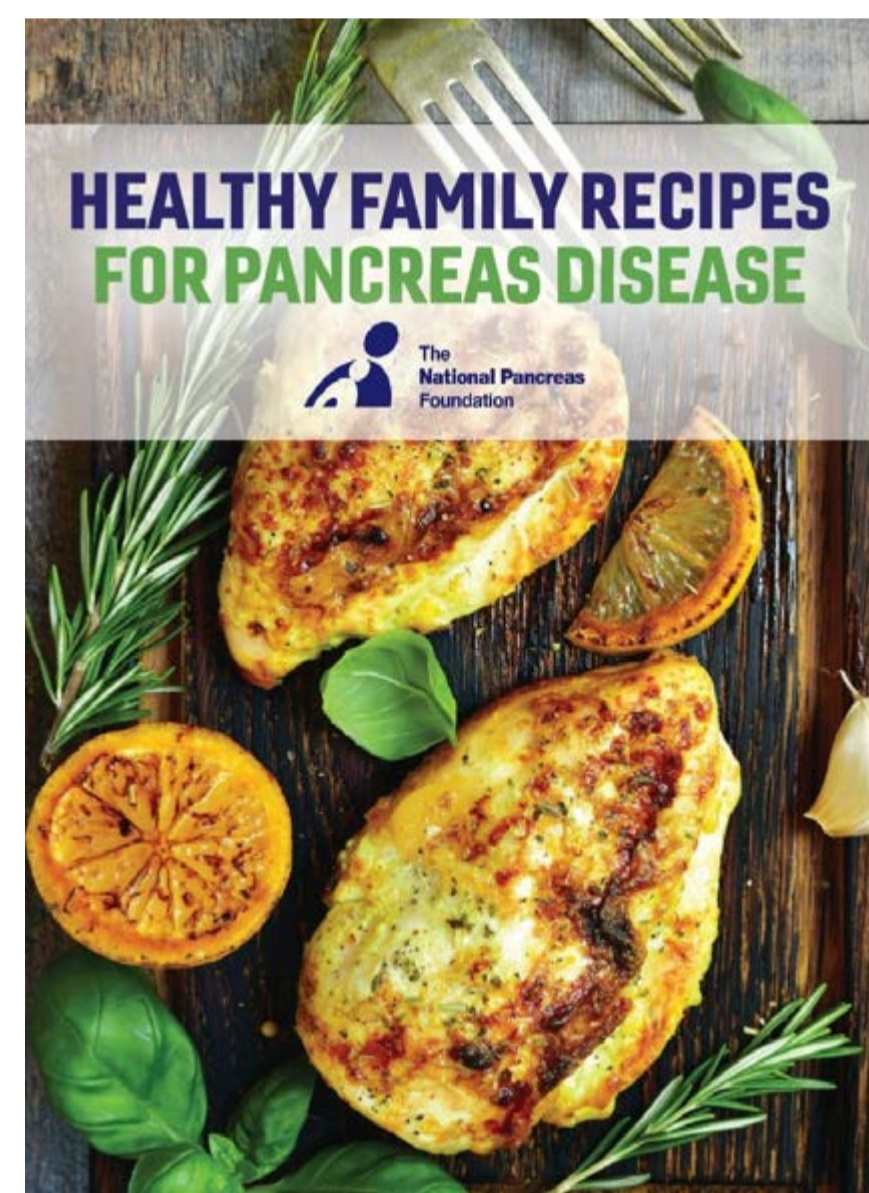
The team was very receptive and swift about changes or issues that the NPF staff had.

## Cooking up a multi-dimensional resource with a new partner

The NPF wanted not only to create user-friendly digital versions, but also to publish and distribute a printed cookbook. To collaborate with their internal team, the NPF chose Krames, part of the WebMD and Medscape family, after a single meeting, recognizing their experience in creative development, diverse approaches, and expert program management that would successfully extend their reach to new audiences and maximize the value of their grant from Abbvie.

## Serving up a healthy new menu

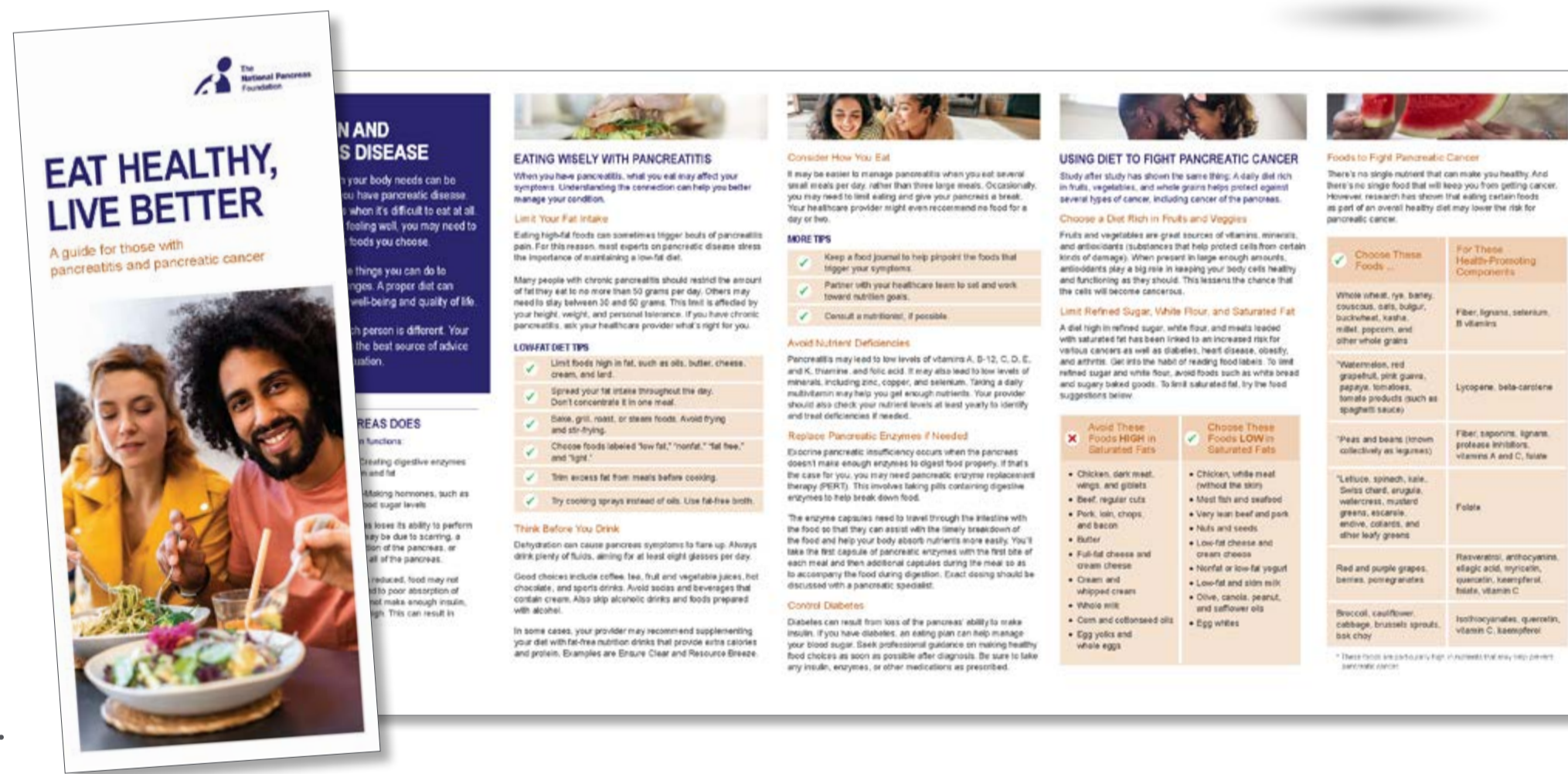
The NPF collaborated with the Krames team to create the new **Healthy Family Recipes for Pancreas Disease Cookbook**. It includes recipes from the earlier recipe book plus new additions from Dr. Julia Greer's cookbook, *The Anti-Cancer Diet*, and contributions from Dr. Anna Evans Phillips and Dr. Chris Forsmark. **The result?** A MarCom Platinum Award winning program, with the cookbook now available as an e-flip book, in print, and as a digital pocket guide.



## Reaching people in their preferred format

- **The cookbook** is promoted on the NPF YouTube channel, in their newsletter and on social media. There have been nearly 100,000 downloads and more than 500 printed copies sold.
- **The pocket guide**—an addition during development—has proven to be very popular with patients and providers alike. It ensures that patients on-the-go have at hand tips for enjoying nutritious foods while living with pancreatitis or pancreatic cancer.

Krames designed, produced and continues to distribute copies of the cookbook and pocket guide to NPF as needed. They are two of the many ways the NPF shares information, fosters hope, and makes a difference for people with pancreatic disease.



## What's next?

The NPF was so pleased with their collaboration with Krames, they are in progress with their next project—a digital guide for Black and African Americans who want to learn more about living with pancreatitis and pancreatic cancer.

**Ready to engage and further support patients, families, and health care professionals?** Learn more about Krames and our customized programs for health associations and organizations at [krames.com/health-care-associations](https://krames.com/health-care-associations). Contact us by clicking "Get In Touch".



From discovery to recovery, Krames is here to activate health with empowering content, engaging education and marketing, and intelligent, integrated clinical workflow solutions. Visit [krames.com](https://krames.com) to learn more.

