Charity video turning pancreatic cancer diagnosis into a horror trailer goes viral

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A charity's video, released on Friday 13th November, inspired by Hollywood horror films has received hundreds of thousands of views on the internet in 24 hours.

Pancreatic Cancer Action's 70-second clip was released on Friday 13th, which coincided with World Pancreatic Cancer Day. The video, which was shared over various social media sites including Facebook and YouTube, clock up over 200,000 thousand views in just 24 hours across a number of networks.

The short film ultimately encourages viewers to search the symptoms of pancreatic cancer by showing the true terror of the disease.

The video starts with a woman, frightened, breathing heavily and hiding in a cupboard; the text reads: 'She didn't see it coming'.

The video cuts to a man running through the woods at night, looking over his shoulder as if he's being chased by something: 'None of them did'

A woman's face is pressed against a window, her eyes are wide with terror and she is screaming: 'and now it's too late…chance of surviving? 4%'

The video ends with a chilling image of a person lying on the floor, clearly not having survived and the text reads:

“If you're diagnosed with pancreatic cancer, every day is like Friday 13th. Could you see it coming? Search pancreatic cancer symptoms.”

Ali Stunt, CEO of Pancreatic Cancer Action and a pancreatic cancer survivor, says: “To be given a diagnosis of pancreatic cancer is like seeing a scary movie play out before your very eyes.

“I am all too aware that most people who have one of the scariest diagnoses in the world are not as fortunate as me and many will only live on average a mere 4-6 months.

“For all of those people, now and in the future, I urge you to share our Friday 13th scary movie to improve the public's understanding of the symptoms of pancreatic cancer – in the hope that more will be diagnosed sooner.”

For more information on pancreatic cancer, including symptoms, please visit: pancreaticcanceraction.org

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