



EPAAC WP5: Health Promotion and Cancer Prevention

European Week Against Cancer 2012

**Dr Wendy Yared
Director, ECL**

**21 March 2012
Berlin**



EPAAC WP5: Key Actions Recap



WP Overall Aim: raise awareness about cancer promotion and prevention, especially among target groups in Europe, by disseminating the European Code Against Cancer using proven communication strategies and messages, and by engaging policy-makers at the European, national, and subnational levels.

- Communicate prevention messages during European Week Against Cancer (EWAC) is 25-31 May each year, especially to target groups e.g., youth, women, marginalised populations
- EWAC includes World No Tobacco Day on 31 May; EWAC is vehicle for Health Promotion and Prevention messages, engaging policy-makers at the European, national and subnational levels
- Collect cancer prevention materials for a “toolkit” or “Template Set” for use at European and national levels (starting 2012), using proven materials for communicating cancer prevention messages as provided in the evidence-based European Code Against Cancer (www.cancercode.eu)



European Week Against Cancer 2012

- Youth Competition
- Flashmob
- EWAC Toolkit
- Tobacco Control Political Plenary
- Scientific Conference
- Other EWAC Events by Partners (e.g., Colorectal Cancer Prevention and Screening, Brno 4-5 May)



European Week Against Cancer 2012

Youth Competition

This EWAC Youth Competition encourages you, the student, to learn how cancer can be prevented, by creating posters and videos that communicate effectively to others your age, on what you can do NOW to prevent cancer LATER in life.

- **Eligibility:**

Only one poster or video per team of 3 to 5 students will be accepted. You must each be between the ages of 11 to 18 years, OR be enrolled in secondary school or equivalent.

You can be of any nationality but you must be living and attending to school in Europe (EU and non-EU).

- **Themes:**

Messages must be related to one or more messages in the [European Code Against Cancer](#), and communicated in a way that would help others your same age to understand how to prevent cancer. Posters and videos can be in any European language, but keep in mind that they need to be translatable into all other European languages.



European Week Against Cancer 2012

Flashmob (Shake Your Booty for Cancer Prevention)

Targeting Youth and General Population

Currently organising with Leagues and Dance Schools across Europe

Confirmed:

Rome – 26 May in front of Spanish Steps
Brussels – Near Central Station on 23 May
Paris - Date TBC
Spain – City and Date TBC

JOIN US!



Flashmobbing for EWAC Awareness, Brussels May 2011



European Week Against Cancer 2012

EWAC Toolkit

- Discussed during Advisory Council Meetings February and November 2011
- Partners contributing materials as “templates”
- “Call for Materials” to Leagues
- Toolkit will be made of contributions and compiled as set of templates for download – countries can adapt to own languages
- Will include winning entry of Youth Competition



European Week Against Cancer 2012

Official Conference 31 May to 1 June, Rome

Day 1: 31 MAGGIO 2012 – 13.00 to 18.00
Venue: Italian Ministry of Health
Organised by Italian Cancer League (LILT)

TAVOLA ROTONDA POLITICA, FOCUS: Controllo del tabacco

Political Plenary and Roundtable Discussion with Policymakers and Experts on Tobacco Control in Europe





European Week Against Cancer 2012 Official Conference 31 May to 1 June, Rome

Day 2: 1 June 2012 – 9:00 to 16:00

Venue: Italian Ministry of Health

Organised by Italian Cancer League (LILT)

CONFERENZA SCIENTIFICA: 1 Giugno 2012 - 9:00/16:00

FOCUS Screening Precoce e Sani Stili di Vita

SCIENTIFIC CONFERENCE ON SCREENING, HEALTHY LIFESTYLES



European Week Against Cancer 2012

Other EWAC Events by Partners:

EUROPEAN COLORECTAL CANCER DAYS: BRNO 2012 - PREVENTION AND SCREENING, MAY 4-5, 2012, BRNO, CZECH REPUBLIC, organised by ECL, UEGF, MEP Pavel Poc and League Against Cancer Prague

Cervical Cancer Prevention – 6 June 2012, European Parliament, Brussels, organised by European Institute of Women's Health

Liver Cancer Prevention – European Parliament, Brussels, organised by European Liver Patients Association (ELPA)

www.weekagainstcancer.eu
www.cancercode.eu



European Week Against Cancer 2011-2013

2011 Conference EWAC: May, European Parliament, Brussels.

Organised under auspices of Belgian authorities at Federal and Community levels

2012 Conference EWAC: May, Rome. Hosted by the Italian Cancer League and Italian Ministry of Health

2013 Conference EWAC: May, Dublin. Hosted by Irish Cancer Society.

www.weekagainstcancer.eu

www.cancercode.eu

EUROPEAN CODE AGAINST CANCER - <http://www.cancercode.org/>

Many aspects of general health can be improved, and certain cancers avoided, by adopting a healthier lifestyle

1. Do not smoke; if you smoke, stop doing so. If you fail to stop, do not smoke in the presence of non-smokers
2. Avoid Obesity
3. Undertake some brisk, physical activity every day
4. Increase your daily intake and variety of vegetables and fruits: eat at least five servings daily. Limit your intake of foods containing fats from animal sources
5. If you drink alcohol, whether beer, wine or spirits, moderate your consumption to two drinks per day if you are a man and one drink per day if you are a woman
6. Care must be taken to avoid excessive sun exposure. It is specifically important to protect children and adolescents. For individuals who have a tendency to burn in the sun active protective measures must be taken throughout life
7. Apply strictly regulations aimed at preventing any exposure to known cancer causing substances. Follow all health and safety instructions on substances which may cause cancer. Follow advice of national radiation protection offices

This study was supported by the Europe Against Cancer programme of the European Community

EUROPEAN CODE AGAINST CANCER

www.cancercode.eu, www.cancercode.org

There are public health programmes that could prevent cancers developing or increase the probability that a cancer may be cured aspects of general health can be improved, and certain cancers avoided, by adopting a healthier lifestyle

8. Women from 25 years of age should participate in cervical screening. This should be within programmes with quality control procedures in compliance with European Guidelines for Quality Assurance in Cervical Screening
9. Women from 50 years of age should participate in breast screening. This should be within programmes with quality control procedures in compliance with European Union Guidelines for Quality Assurance in Mammography Screening
10. Men and women from 50 years of age should participate in colorectal screening. This should be within programmes with built-in quality assurance procedures
11. Participate in vaccination programmes against Hepatitis B Virus infection

This study was supported by the Europe Against Cancer programme of the European Community

ECAC THEMES

- Lifestyles (Topics 1-6)
- Environment (Topic 7)
- Screening (Topics 8-10)
- Vaccination (Topic 11)

