WP5 Health Promotion and Prevention

Dr Wendy Yared, Director
Association of European Cancer Leagues (ECL)

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European Partnership for Action Against Cancer: Overall Aim of WP5 Health Promotion and Prevention

“At least one-third of all cancer cases are preventable. Prevention offers the most cost-effective long-term strategy for the control of cancer.”

To raise awareness about health promotion and cancer prevention, especially among target groups in Europe (youth, migrants, ageing, etc), by disseminating the European Code Against Cancer*, by relaunching the European Week Against Cancer 25-31 May each year, and by engaging policy-makers at the European, national, and subnational levels.
Key Outcomes:

Implemented activities to raise awareness of cancer prevention and European Code Against Cancer at the NATIONAL and European levels via activities:

• **Advisory Council meetings** - engaged wide network of partners (leagues, other cancer, other health, industry) to provide advice in WP5 activities and goals

• **Official Conference for EWAC** – awareness raising at national level

• **Youth Competition** – engaged youth at ground level in MS

• **Flashmobs in European Cities** – raise awareness with general populations

• **Other EWAC Events by Partners** - raise awareness in Brussels and in countries
Conclusions:

• Our Youth Competitions are unique in engaging youth at the wider European level specifically to encourage young people to reflect on primary cancer prevention.

• Reviving the European Week Against Cancer have brought back interest in the Week as an opportunity for promoting cancer prevention at the EU level at the end of May, not only among leagues but among other cancer- and health-organisations.

• We will continue to encourage activities for cancer control awareness during the European Week Against Cancer 25-31 May each year, by working with our existing and new partners on all cancer control issues.

• As part of our commitments in EU platforms (alcohol, nutrition and physical activity), we will continue communicating cancer prevention at the EU level, although EWAC will give attention to broad spectrum of cancer control.
Remaining Tasks:

- **Final report to be developed on perception of effects and challenges on behaviour change to those reached by the prevention messages, including:**

**WP5 Collaborating Partners**

Youth involved in the Youth Competitions and/or Flashmobs (contact via Facebook and emails)

- Continuation of European Week Against Cancer, 24-31 May (last “week” of May)

Information dissemination not only on prevention and Cancer Code, but on broad spectrum as per cancer leagues and EU / European agendas, e.g., screening, research, data.

In Cancon proposal to use this week for dissemination actions (ECL is Associated Partner for Dissemination WP with Finland)
THANK YOU

www.europeancancerleagues.org

www.weekagainstcancer.eu
www.obesityandcancer.eu
www.alcoholandcancer.eu