

# ECL MICROGRANT PROGRAM 2016: OVERVIEW OF SUPPORTED ACTIONS



## SUMMARY

In 2016, ECL launched its first series of microgrants to support the dissemination of the 4<sup>th</sup> edition of the European Code Against Cancer (ECAC) at the national and local levels.

The Microgrant funding, which comes directly from ECL's strategic grant agreement with the European Commission, is intended to assist ECL member leagues by providing support for:

- **Strand A – New products to promote ECAC**
  - *e.g. design and development of videos, printed materials, etc., promoting the Code;*
- **Strand B – Translating existing ECAC materials into national language**
  - *e.g. translation of tools and materials disseminated in other countries into the languages of your region or country;*
- **Strand C – Logistic support for events during national / local event**
  - *e.g. venue hire and associated costs for event, exchange of staff members from other cancer leagues, etc.*

In total, 8 cancer leagues were successful in their applications, which covered all three strands of the programme. This led to the production of various publications like the “easy guide the European Code against Cancer” developed by Cancer Focus Northern Ireland, which is aimed at people with learning difficulties; events such as the Irish Cancer Society’s “decoding cancer” public talks, which seeks to dispel cancer myths; a plethora of information materials for schools and young people; and support to boost popular public health campaigns organized by cancer leagues in Catalonia, Slovenia, and Slovakia.

This short document provides a concise overview of the actions supported by each successful application to Microgrant programme, which has helped disseminate the ECAC to more than 250,000 people!

ECL hopes to build on this success for the next edition of the programme in 2017.

For more information, please contact [ecl@europeancancerleagues.org](mailto:ecl@europeancancerleagues.org).



## Polish Cancer League



The Polish Cancer League used their microgrant to publish and distribute several thousand printed brochures, which bring to life the 12 recommendations of the 4<sup>th</sup> edition of the European Code Against Cancer.



The brochure was distributed free of charge to the public throughout Poland, and describes the information of the European Code Against Cancer in a simple, easy to understand language.

The content was provided by the cancer prevention experts from the Marie Skłodowska Cancer Centre and Institute of Oncology in Warsaw, who published similar publications for each of the early editions of the European Code Against Cancer. The brochure can be viewed [HERE](#).

The Polish Cancer League also created a simple micro website (which be visited [HERE](#)). Both the microsite and brochure are being actively promoted via social media.

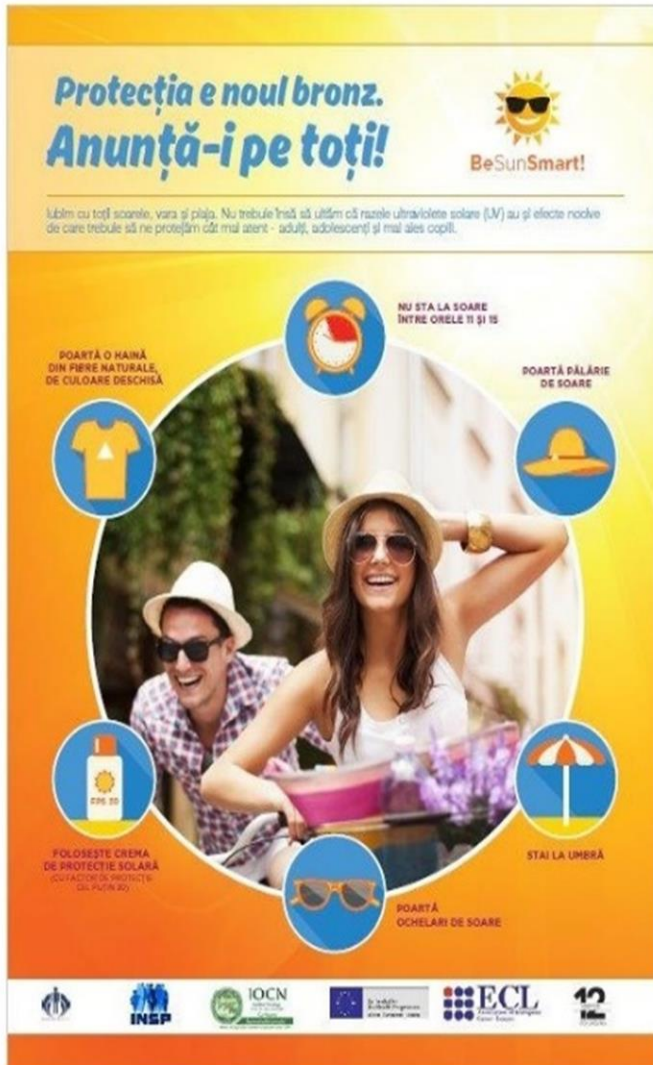


## Romanian Cancer Society



The Romanian Cancer Society took advantage of the Microgrant to support two separate initiatives: promotion of the Romanian language version of the European Code against Cancer website; and support for the annual Sun Smart campaign.

The will be implemented during the period of May to August 2017. Therefore, the timing of the microgrant allowed for the early development and preparation of fresh promotional materials.



The Sun Smart campaign targets 3 specific groups: parents; children; and teenagers / young adults. Above is an example of one of the target group posters.



## Association of Slovenian Cancer Societies



The Association of Slovenian Cancer Societies (ASCS) designed a vibrant and colourful infographic poster, which was distributed in to 500 primary schools during November 2016, in accordance with the annual anti-smoking activities undertaken in Slovenia.



The information was delivered directly in primary schools allowing ASCS to reach teachers and parents, in addition to the key target group of the schoolchildren themselves.

Pupils of the 6<sup>th</sup> year class were invited to join a special quiz on “cancer-causing behaviours.” During Slovenian Cancer Week in March 2017, 80 pupils who scored well on the quiz will be chosen to receive a special award.



## PASYKAF (Cyprus)



For their Microgrant, PASYKAF designed and printed a wide range materials, including: a special booklet, leaflet, and handouts, which were distributed widely among schoolchildren and young people.

A short play entitled “Takis & Militsa” highlighting the importance of the European

Code against Cancer’s recommendations, was presented as part of the promotional activities.

PASYKAF also translated existing ECAC materials to Greek, and organised a special meeting with the national Ministry of Education and Culture to propose cooperation for the inclusion of the European Code Against Cancer in the national school curriculum. Altogether more than 700 have been reached.



## The Irish Cancer Society



The Irish Cancer Society applied for a Microgrant to support their project: “Decoding Cancer”. The Irish Cancer Society launched this project in 2016 to incorporate a series of public talks, which aim to dispel



cancer myths and explore the many advances being made in prevention, early detection, treatment, and survivorship. These events were aimed at cancer patients, their families, and any member of the public with an interest in cancer and cancer research.

The latest of these talks was focused on the European Code against Cancer recommendation on physical activity and asked the question: ‘is exercise the secret weapon in the war against cancer?’ 49 people registered for the event, with approx. 30 people attended on the night. The event was also live-streamed on the Irish Cancer Society’s social Facebook page.



## FECEC (Catalonia)

For several years, FECEC has organised the Catalan Cancer Prevention Week (SECAPC). In 2016, FECEC chose to highlight the ECAC recommendations 4 and 5 (on nutrition and physical activity) under the motto "Act against Cancer: Eat Healthy and Get Moving".



The ad campaign '*No cal fer malabarismes*' ('No Need to Juggle'), was hosted by popular actors from the TV3 series 'La Riera', which included a call for participation with people's own photographs or selfies eating healthy or engaging in physical activities with the hashtag **#menjasaimoute**.

The commercial and radio spot has been broadcasted by TV3, BTV, Network, Catalunya Ràdio, Ràdio Barcelona and has also been shown on TRAM and TMB screens throughout the week. In total, more than 150.000 people were reached. More information at the following [LINK](#).

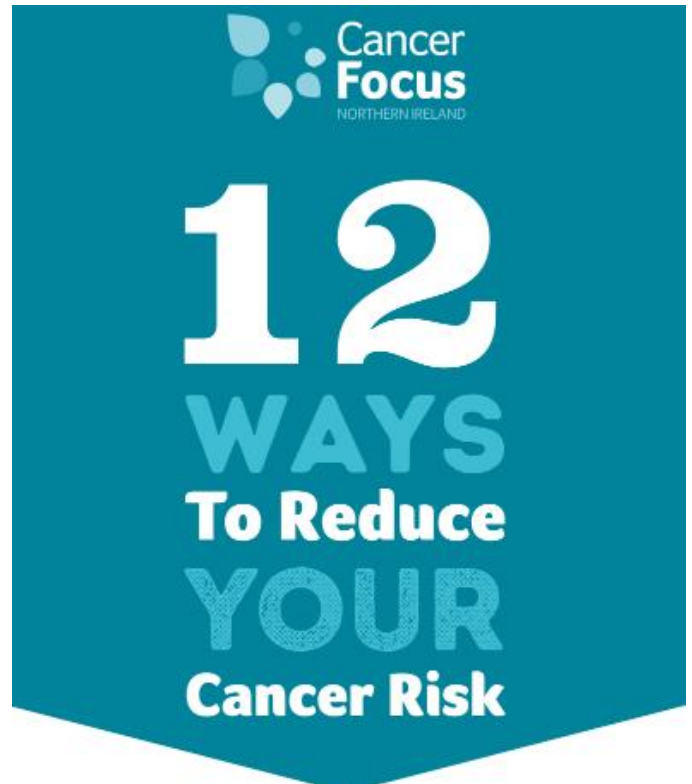






## Cancer Focus Northern Ireland

Between 2015 and 2016, the European Code against Cancer was promoted to 103,072 people across Northern Ireland. Despite this success, Cancer Focus believes that even greater numbers could be reached if there were more tailored information for the most vulnerable groups. For this reason, Cancer Focus applied for a microgrant to design an easy guide to ECAC for people with learning difficulties.



The content for booklet and consultation with a special target group, namely individuals with learning difficulties, those from ethnic minority groups where English is not their first language. Cancer Focus designed and printed 1.000 booklets, which were posted directly to the target audience.



## Slovakian League Against Cancer



The Slovakian League Against Cancer designed and printed leaflets to promote the campaign “a step towards health”, which aims to encourage the public to do simple, every-day physical activities.

The campaign targeted mostly younger public and was communicated via social media. It was disseminated primarily during the “apple days” when volunteers of the League hand-out leaflets together with apples to the public in

17 towns/cities in Slovakia.

The league also organised the “Onco-Olympics” project for cancer patients. This was the 2<sup>nd</sup> year of the action, which supports specific sport activities for cancer patients.

The League also held a workshop for students and teachers involved in Oncology education programme. During the workshop, the League promoted the ECAC in discussions and lectures with the assistance of lecturers and coaches.



## ANNEXE – Details of actions supported by grant per cancer league

### Romanian Cancer Society

Name of action / initiative	Brief description of action, stating how the grant was spent	Target groups of action	Number of people reached / engaged with	Methods used (e.g. social media, leaflets, etc.)	Links	Additional comments
<b>ECAC promotional campaigns (Romania)</b>	<p>The Romanian Cancer Society intends to implement in 2017 two campaigns:</p> <ol style="list-style-type: none"> <li>1) To promote the European Code against Cancer - the 12 recommendations and the site (<a href="http://cancer-code-europe.iarc.fr/index.php/ro/12-modalitati">http://cancer-code-europe.iarc.fr/index.php/ro/12-modalitati</a>) – the questions and answers section (translated in Romanian)</li> <li>2) The sun smart campaign, developed on the Code's 7<sup>th</sup> recommendation</li> </ol> <p>To prepare the campaigns, materials will be developed:</p> <ul style="list-style-type: none"> <li>- 1 poster and 1 flyer to promote the Code ("The 12 ways" based on the Code and the illustrations developed by ECL) and the Romanian version of the</li> </ul>	<p>The European Code against cancer campaign = general population</p> <p>The sun smart campaign: 3 target groups: (1) parents, (2) children and (3) teens and young people;</p>	To be distributed in 2017	4 types of posters and 4 types of flyers will be developed and multiplied;	Not yet available	The microgrant allows us to develop the materials with the help of a professional agency, materials that we consider extremely important and we cannot develop otherwise because of financial restraints; the materials will be "shared", with our partners at national level (both with NGOs and the National Public Health Institute); once the materials are developed, we and our partners we can multiply



	<p>site (<a href="http://cancer-code-europe.iarc.fr/index.php/ro/12-modalitati">http://cancer-code-europe.iarc.fr/index.php/ro/12-modalitati</a>) where the “questions and answers” section can be found</p> <ul style="list-style-type: none"> <li>- 3 “sun smart” posters and 3 “sun smart” flyers (for the 3 target groups – parents, children, young people)</li> </ul> <p>The European Code against cancer campaign will be implemented in February 2017 (starting with February 4<sup>th</sup>);</p> <p>The “Sun smart” campaign will be implemented in May-August 2017, at national level, including the Untold Festival and the seaside</p> <p>The campaigns (and materials) will be developed based also on the social marketing principles (learned within the workshop organized by ECL).</p>					<p>additional materials from other funding sources</p>
--	--	--	--	--	--	--



**Association of Slovenian Cancer Societies**

Name of action / initiative	Brief description of action, stating how the grant was spent	Target groups of action	Number of people reached / engaged with	Methods used (e.g. social media, leaflets, etc.)	Links	Additional comments
<p><b>Slovenian Week Against Cancer &amp; promotional materials</b></p>	<p>In Slovenia, the promotion of ECAC has a long tradition. We are promoting it since the second edition. The new edition is very important, so we need to adapt all our printed materials regarding the ECAC 2014 and take care for their distribution.</p> <p>Our League is the only “official” promoter of ECAC in Slovenia, supported by the Ministry of Health also.</p> <p>We have already asked our designer to design a poster, compatible with the leaflet on ECAC that has been printed in 2015. We will distribute it to 500 primary schools during our November antismoking activity, when we contact all primary schools and send them a</p>	<p><b>Primary schools</b></p> <p><b>Primary healthcare centres</b></p>	<p>500 plus primary schools</p>	<p>Printed materials</p>	<p><a href="http://www.protiraku.si/Arhiv-novic/ArticleID/11/12-nasvetov-proti-raku">http://www.protiraku.si/Arhiv-novic/ArticleID/11/12-nasvetov-proti-raku</a></p>	<p>The most important effect we expect is a difference in knowledge of the ECAC and its use in every day’s life of children and adults. Hopefully it will make a difference in risky behaviours and have an impact on the cancer burden in Slovenia. For Slovenian Cancer League, it means greater visibility and with this also better</p>



	<p>special material to help them organise a workshop on prevention of smoking and on other items that help to prevent cancer.</p> <p>Pupils of the 6<sup>th</sup> class get also a special quiz on cancer causing behaviours. They return it by post. During Slovenian cancer week in March we choose from all who answered about 80 pupils whom we take by bus in Gardaland as an award. This activity is very popular and we are sure that the poster with new ECAC will be seen not only by pupils, but also teachers and parents.</p> <p>The wording of the code, that will be printed, is slightly adapted to our previous versions and on the poster, we will print the wording “adapted from ECAC 2014”. The current design does not yet include the logos from IARC and ECL, but we will print them both after receiving the version for printing.</p>					<p>possibilities for fund raising.</p>
--	--	--	--	--	--	--





	<p>500 posters to be distributed to all primary health care centres in Slovenia during Slovenian week against cancer in March 2017. The collaboration with this company is a tradition, as they work also for our cervical and breast cancer screening programs promotion.</p>					
--	--	--	--	--	--	--



Co-funded by  
the Health Programme  
of the European Union

## Polish Cancer League

Name of action / initiative	Brief description of action, stating how the grant was spent	Target groups of action	Number of people reached / engaged with	Methods used (e.g. social media, leaflets, etc.)	Links	Additional comments
Brochure “12 sposobów na zdrowie. Europejski Kodeks Walki z Rakiem. IV Edycja” [12 ways for Health. European Code Against Cancer. IV edition]	Brochure describing 12 recommendations of the European Code Against Cancer in simple language. <ol style="list-style-type: none"> <li>1. Text was written by the cancer prevention experts from the Cancer Centre and Institute of Oncology in Warsaw.</li> <li>2. Graphic design was performed by studio rzeczyobrazkowe.pl</li> <li>3. The brochure was professionally prepared for printing</li> </ol>	General population	Hard to estimate at this point. The brochure will be distributed throughout the year 2017.	Colourful, 52 pages brochure describing 12 recommendations of the European Code Against Cancer in simple language.	<a href="http://www.europejskikodwalkizrakiem.pl/12_sposobow.pdf">http://www.europejskikodwalkizrakiem.pl/12_sposobow.pdf</a>  <a href="http://www.12sposobow.nazdrowie.pl/12_sposobow.pdf">http://www.12sposobow.nazdrowie.pl/12_sposobow.pdf</a>	The brochure will be printed and distributed free of charge throughout Poland. Certain means has already been secured by the Cancer Centre and Institute of Oncology.
Micro website	Simple micro website with the brochure to browse and download.	General population	Hard to estimate at this point. The website	Website under two domains containing	<a href="http://www.12sposobownazdrowie.pl">www.12sposobownazdrowie.pl</a>	The micro website can be expanded and filled with additional





	<p>1. Design of the micro website and technical work was done by <a href="http://rzeczyobrazkowe.pl">rzeczyobrazkowe.pl</a></p> <p>2. Domains: <a href="http://www.12sposobownazdrowie.pl">www.12sposobownazdrowie.pl</a> and <a href="http://www.europejskikodekswalkizrakciem.pl">www.europejskikodekswalkizrakciem.pl</a> were purchased.</p>		<p>has just been launched. It will be promoted via social media.</p>	<p>the brochure for browsing and downloading .</p>	<p><a href="http://www.europejskikodekswalkizrakciem.pl">www.europejskikodekswalkizrakciem.pl</a></p>	<p>content when budget is available.</p>
--	--	--	--	--	---	--



## PASYKAF (Cyprus)

Name of action / initiative	Brief description of action, stating how the grant was spent	Target groups of action	Number of people reached / engaged with	Methods used (e.g. social media, leaflets, etc.)	Links	Additional comments
New products promoting ECAC	Design and production of booklet (attached) Preparation of Power Point Presentations (attached)	Public at large		Pending uploading on web site		Web-site under restructuring
Presentations to communities	Power Point Presentation & Leaflet Handouts (photo & newspaper clipping attached)	Men Women (ages 35-70)	65 (Kiti –L/ca) 70 (Chirokitia- L/ca)	Power Point Leaflets Handed out- the 12 step code,		Presentations vary according to public & age group
Presentations to schools (secondary)	Ppt Presentation, Video Spot shown, Smoking & Cancer	Pupils (ages 13 to 16)	120 (Gymnasium Droshia L/ca) 85 (Lyceum Kykkos B N/sia)	Power point, Handouts including PASYKAF leaflets on nutrition, healthy lifestyle and exercise, Smoking – Cancer Risk factor		
(Pre-school, and elementary school)	Presenting short play “Takis & Militsa” highlighting importance of balanced and healthy diet, physical exercise, being sunsmart, and claiming smoke free environments especially in the home and in the car (photo attached)	(ages 4-10)	Elementary 60(Dali N/sia) 85(Ay. Marina N/sia) Pre-elementary 120 (Liopetri Amm/stos) 60 (Psevdas L/ca)	Handouts for the parents, teachers, story book for kids Takis & Militsa		
Translating existing ECAC materials	Translation and adaptation of TV spot and use of Greek subtitles (attached)	All publics Handed out at all presentations	Shown at the above presentations Altogether over 700	Face Book pasykaforg		



Name of action / initiative	Brief description of action, stating how the grant was spent	Target groups of action	Number of people reached / engaged with	Methods used (e.g. social media, leaflets, etc.)	Links	Additional comments
	Multiple printouts of the A4 PDF with the PASYCAF logo stamped (attached)	including parents of school children				
Logistic support for national / local events	Organisational expenses, phone calls, travelling, reproducing materials					
Informing associates prior to presentations (local)	Ensure presentation material and leaflets were distributed for the presentations and leaflets forwarded	Colleagues and associates for presentations	6	E-mail, Telephone, in person		
Organising the presentations to specific audiences	In communication with the communities and special groups	Members of the communities	10	Ditto		
Organising Meeting with the Ministry of Education and Culture (national)	In communication with organisations for staff awareness In communication with schools	Members of business enterprises Headmaster/teacher	4 7	Ditto		
	Communication with government officials including a meeting to propose cooperation for the inclusion of the European Code Against Cancer in the curriculum	Decision makers in ministry of education and culture	3	Letters, meeting, presentation of materials		



### Irish Cancer Society

Name of action / initiative	Brief description of action, stating how the grant was spent	Target groups of action	Number of people reached / engaged with	Methods used (e.g. social media, leaflets, etc.)	Links	Additional comments
<p>Decoding Cancer</p> <p>‘Is exercise the secret weapon in the war against cancer?’</p>	<p>“Decoding Cancer” series of public talks launched by the Irish Cancer Society in 2016 to dispel cancer myths and explore the many advances being made in prevention, early detection, treatment, and survivorship.</p> <p>We held a Decoding Cancer event on Thursday 24<sup>th</sup> November 2016.</p> <p>The speaker was Dr Jane Walsh, Director of the mHealth Research Group in NUI Galway and Co-Director of the Health and Wellbeing Cluster in the Whitaker Institute.</p>	<p>These events are aimed at cancer patients, their families, and any member of the public with an interest in cancer and cancer research.</p>	<p>111 people registered for the event.</p> <p>Approx. 50 people attended on the night.</p> <p>The event was live streamed on Facebook.</p>	<p>Facebook event on the Irish Cancer Society Facebook page (1).</p> <p>Advertised on the Irish Cancer Society Home Website (2).</p> <p>Advertised on the Eventbrite listing for Dublin events.</p> <p>Email advertisements sent to research email lists with over 1,500 people on the list (Flyer 1).</p>	<p>(1) <a href="https://www.facebook.com/events/1250485728372166/">https://www.facebook.com/events/1250485728372166/</a></p> <p>(2) <a href="https://www.cancer.ie/events/decoding-cancer-exercise-secret-weapon-war-against-cancer">https://www.cancer.ie/events/decoding-cancer-exercise-secret-weapon-war-against-cancer</a></p>	<p>Unfortunately, due to a technical difficulty the recording of the live streaming was lost.</p> <p>There was considerable media interest in the talk. Listed in the document entitled ‘Press Coverage. Decoding Cancer, Alcohol and Exercise’.</p>



	<p>The title of the talk was 'Is exercise the secret weapon in the war against cancer?'</p> <p>Registration for the event was managed through Eventbrite.</p> <p>The grant was spent on:</p> <ul style="list-style-type: none"> <li>• Venue hire (Science Gallery Dublin)</li> <li>• AV hire (Science Gallery Dublin)</li> <li>• Catering for the event (Cairdeas Foods Ltd)</li> <li>• Travel (GoBus) and accommodation (The Camden Court Hotel) for the speaker.</li> </ul>					
	<p>"Decoding Cancer" series of public talks launched by the Irish Cancer Society in 2016 to dispel cancer myths and explore the many advances being made in prevention, early detection, treatment, and survivorship.</p>	<p>These events are aimed at cancer patients, their families, and any member of the public with an interest in cancer and cancer research.</p>	<p>49 people registered for the event.</p> <p>Approx. 30 people attended on the night.</p> <p>The event was live streamed on</p>	<p>Facebook event on the Irish Cancer Society Facebook page (3).</p> <p>Advertised on the Irish Cancer Society Home Website (4).</p>	<p>(3)</p> <p><a href="https://www.facebook.com/events/531625533713642/">https://www.facebook.com/events/531625533713642/</a></p> <p>(4)</p> <p><a href="https://www.cancer.ie/events/decoding-">https://www.cancer.ie/events/decoding-</a></p>	<p>There was media interest in the talk. Listed in the document entitled 'Press Coverage. Decoding Cancer, Alcohol and Exercise'.</p>



<p>We held a Decoding Cancer event on Wednesday 7<sup>th</sup> December 2016. The speaker was Professor Peter Rice. The title of the talk was 'Alcohol and Cancer. The Sobering Facts.'</p> <p>Incorporated into the Decoding Cancer event was the presentation of the Charles Cully Medal Award. The Charles Cully Lecture and Medal Award is an annual event held by the Irish Cancer Society. The award recognises leadership in the field of cancer control, cancer prevention, or health policy and provides an opportunity to highlight best practice or innovation in those areas. The lecture takes its name from one of the most influential founding members of the Irish Cancer Society, who was instrumental in</p>		<p>Facebook. Link for video on Facebook- <a href="https://www.facebook.com/pg/IrishCancerSociety/videos/?ref=page_internal">https://www.facebook.com/pg/IrishCancerSociety/videos/?ref=page_internal</a></p> <p>As of 25/01/17: Approx. 3,882 views. 70 likes.</p>	<p>Advertised on the Eventbrite listing for Dublin events.</p> <p>Email advertisements sent to research email lists with over 1,500 people on the list (Flyer 2).</p>	<p><a href="#">cancer-alcohol-and-cancer-sobering-facts</a></p>	
---	--	--	---	---	--



	<p>bringing the Daffodil Day concept to Ireland.</p> <p>Registration for the event was managed through Eventbrite.</p> <p>The grant was spent on:</p> <ul style="list-style-type: none"> <li>• Venue hire (Wood Quay Venue)</li> <li>• Speaker flight (Glasgow to Dublin)</li> <li>• Speaker accommodation (Mespil Hotel)</li> <li>• Catering (Sweet Cicely)</li> <li>• Dinner for speaker (Café Topolis)</li> </ul>					
--	--	--	--	--	--	--



## FECEC (Catalonia)

Name of action / initiative	Brief description of action, stating how the grant was spent	Target groups of action	Number of people reached / engaged with	Methods used (e.g. social media, leaflets, etc.)	Links	Additional comments
Catalan Cancer Prevention Week (SECAPC)	<p>FECEC has organised the Catalan Cancer Prevention Week (SECAPC) from September 30 to October 9 to promote ECAC's recommendations 4 and 5. Under the motto "Act against Cancer: Eat Healthy and Get Moving". The ad <b>campaign 'No cal fer malabarismes'</b> (<i>'No Need to Juggle'</i>), was hosted by popular actors from the TV3 series 'La Riera', with Mercedes Sampietro and Jordi Planas making a call for participation with people's own photographs or selfies eating healthy or engaging in physical activities with the hashtag #menjasaimoute. The commercial and radio spot has been broadcasted by TV3, BTV, Network, Catalunya Ràdio, Ràdio Barcelona and has also been shown on TRAM and TMB screens throughout the week. Leaflets with recommendations have been distributed to the attendance of the different activities planned .</p> <p>More information at:  <a href="http://www.juntscontraelcancer.cat/en/news/18-of-cancer-cases-can-be-prevented-by-adopting-healthy-lifestyle%E2%80%A8/">http://www.juntscontraelcancer.cat/en/news/18-of-cancer-cases-can-be-prevented-by-adopting-healthy-lifestyle%E2%80%A8/</a></p>	<p>1.- Children and their families</p> <p>2.- Students of 14-16 years old</p> <p>3.- Women up 35 years old</p>	<p>1.- 1.500</p> <p>2.- 100</p> <p>3.- 300</p> <p>4.- 200</p> <p>5.- min.150.000</p>	<p>Leaflets, social media,</p> <p>Advertising Esport: TV Ad, Radio Ad</p>	<p><a href="http://www.juntscontraelcancer.cat/en/news/18-of-cancer-cases-can-be-prevented-by-adopting-healthy-lifestyle%E2%80%A8/">http://www.juntscontraelcancer.cat/en/news/18-of-cancer-cases-can-be-prevented-by-adopting-healthy-lifestyle%E2%80%A8/</a></p> <p><a href="https://www.youtube.com/watch?v=Du5GwRd9ESs">https://www.youtube.com/watch?v=Du5GwRd9ESs</a></p>	





		4.- Men up 25 years old  5.- Public who has seen the ad campaign				
--	--	--	--	--	--	--



## Cancer Focus Northern Ireland

Name of action / initiative	Brief description of action, stating how the grant was spent	Target groups of action	Number of people reached / engaged with	Methods used (e.g. social media, leaflets, etc.)	Links	Additional comments
<p><b>Development of content for booklet and consultation with target group</b></p>	<p>Since 1969, Cancer Focus Northern Ireland has worked to reduce the impact of cancer on our society by providing care services, cancer prevention and funding cancer research.</p> <p>Between 2015 and 2016 we promoted the ECAC to 103,072 people across Northern Ireland within schools, communities, workplaces and in training of professionals. We are confident that the messages within the code could be disseminated further, to greater numbers</p>	<p>Individuals with learning difficulties, those from ethnic minority groups (where English is not the first language), Traveller and prison populations with whom we already work and across the board for those with</p>	<p>TOTAL: 14</p> <p>7 members of Cookstown Superstars Club in consultation session</p> <p>6 members of CFNI staff including members of Cancer Prevention and Communications teams</p> <p>1 Nurse (Specialist in</p>	<p>Focus group was formed from members of Cookstown Superstars Club for those with Learning Difficulties. The group met with CFNI staff members to discuss a draft copy of the booklet.</p> <p>Feedback was taken from the group orally and written up (please see</p>	<p><a href="https://cancerfocusni.org/cancer-prevention/">https://cancerfocusni.org/cancer-prevention/</a></p>	



	<p>of people, especially those with greatest need. It can be very difficult for people with learning difficulties to find information about cancer prevention. It is imperative that those with learning difficulties have equal access to the 12 key cancer prevention messages in a manner which is comprehensible for them. This grant would provide us with the resources to develop an information booklet disseminating the ECAC to individuals with learning difficulties. In addition, the booklet has the potential to be useful in our current work with ethnic minority groups (where English isn't the first language) in working with our Traveller and prison populations and across the board for those</p>	<p>language or literacy issues</p>	<p>Learning Difficulties)</p>	<p>attached) Content and infographics in particular were amended based on this feedback.  Specialist nurse was contacted by email</p>		
--	--	------------------------------------	-------------------------------	---	--	--



	<p>with language or literacy issues. We will work with a key charity which supports people with learning difficulties in order to develop this information booklet with input from service users. This booklet will then be disseminated through our existing programmes and distributed to our existing and to new partners who work in the field of learning difficulties.</p> <p>Preparation and drafting of an information booklet disseminating the ECAC 12 Point Code.</p> <p>Grant was spent on consultancy expenses for preparation of a draft booklet, consultation with</p>					
--	---	--	--	--	--	--



	focus group from proposed target audience and editing the document post-consultation.					
<b>Design and printing of 1000 booklets</b>	Graphic design and printing of booklets outlining the ECAC 12 Point Code	Professional local print company	6 members of CFNI staff as above and members of print company	Meetings, emails, and draft reviews	N/A	
<b>Dissemination of booklets</b>	Stamps, envelopes, and labels purchased to enable the booklets to be posted	Groups and charities working with those with	1000 booklets will be provided to various groups, who will	Mailing and social media and through our existing cancer	N/A	



	out to target audience via Royal Mail	Learning Difficulties, ethnic minorities, Traveller, and prison populations together with those who engage directly with CFNI and may require this resource	be able to loan or give them to beneficiaries, and to individuals	prevention services		
--	---------------------------------------	---	---	---------------------	--	--



### Slovakian League Against Cancer

Name of action / initiative	Brief description of action, stating how the grant was spent	Target groups of action	Number of people reached / engaged with	Methods used (e.g. social media, leaflets, etc.)	Links	Additional comments
<b>STEP TOWARDS HEALTH</b>	Since the new European Code against Cancer was launched in 2014, our regular autumn campaign has been focused on its message and we are using this opportunity to promote the principles of the European Code among the public. Through online and offline media, we challenged people to start walking more instead of using cars or public transport all the time. The financial support from the microgrant was used on designing and printing leaflets promoting	The campaign itself targeted mostly younger public and was communicated via social media. The preventive issues were though addressed more widely during the Apple day to	Wide public	We used online and offline media.	<a href="http://www.krokkuzdraviu.sk/">http://www.krokkuzdraviu.sk/</a> <a href="https://www.youtube.com/watch?v=mjmc4fIG5Mk">https://www.youtube.com/watch?v=mjmc4fIG5Mk</a> <a href="https://www.youtube.com/watch?v=AH2xRuo16Bq">https://www.youtube.com/watch?v=AH2xRuo16Bq</a> <a href="http://medialne.etrend.sk/marketing/rychlochodec-matej-toh-sa-stal-tvarou-kampane-ligy-proti-rakovine.html">http://medialne.etrend.sk/marketing/rychlochodec-matej-toh-sa-stal-tvarou-kampane-ligy-proti-rakovine.html</a> <a href="http://www.webnoviny.sk/zdravie/clanok/1107446-matej-toh-bude-tvarou-kampane-ktora-rozhybe-slovakov/">http://www.webnoviny.sk/zdravie/clanok/1107446-matej-toh-bude-tvarou-kampane-ktora-rozhybe-slovakov/</a> <a href="http://www.netky.sk/clanok/v-ramci-tyzdna-proti-rakovine-sa-uskutocni-kampan-spravme-krok-ku-zdraviu">http://www.netky.sk/clanok/v-ramci-tyzdna-proti-rakovine-sa-uskutocni-kampan-spravme-krok-ku-zdraviu</a> <a href="http://www.rtvsk.sk/televizia/archiv/9936/107749#2664">http://www.rtvsk.sk/televizia/archiv/9936/107749#2664</a> 42 min.	



	the campaign and disseminating the Code against Cancer during the Week against Cancer, mostly during the Apple day – when volunteers handed out leaflets together with apples to public in 17 towns/cities in Slovakia, speaking about cancer prevention and healthy lifestyle.	all public by our volunteers via leaflets that included the European Code Against Cancer.				
<b>Onco-Olympics</b>	<p>Onco-Olympics: the 2<sup>nd</sup> year of sport activities for cancer patients, where they competed in several sport-disciplines: boccia, floorball, penalty shootout, shooting hoops, rope-jumping.</p> <p>The microgrant financial support was used to cover expenses for the rental of the venue and for securing lecturers/trainers for the event.</p>	Cancer patients	111	We used online media.	<p><a href="https://www.lpr.sk/preventivne-kampane/tyzden-proti-rakovine/">https://www.lpr.sk/preventivne-kampane/tyzden-proti-rakovine/</a></p> <p><a href="http://medialne.etrend.sk/marketing/rychlochodec-matej-toth-sa-stal-tvarou-kampane-ligy-proti-rakovine.html">http://medialne.etrend.sk/marketing/rychlochodec-matej-toth-sa-stal-tvarou-kampane-ligy-proti-rakovine.html</a></p> <p><a href="http://www.webnoviny.sk/zdravie/clanok/1107446-matej-toth-bude-tvarou-kampane-ktora-rozhybe-slovakov/">http://www.webnoviny.sk/zdravie/clanok/1107446-matej-toth-bude-tvarou-kampane-ktora-rozhybe-slovakov/</a></p> <p><a href="http://rungo.hnonline.sk/clanky/behy-spravy-aktuality-novinky-zaujímavosti-informacie/2016/10/23/matej-toth-sa-zapojil-do">http://rungo.hnonline.sk/clanky/behy-spravy-aktuality-novinky-zaujímavosti-informacie/2016/10/23/matej-toth-sa-zapojil-do</a></p> <p><a href="https://www.facebook.com/ligaprotirakovine/posts/10154624004854793">https://www.facebook.com/ligaprotirakovine/posts/10154624004854793</a></p>	





<p><b>Workshop for students and teachers involved in Oncology education programme</b></p>	<p>During the workshop for students and teachers we promoted the Cancer Code in discussions and lectures with the assistance of lecturers and coaches. We focused on physical activity and healthy exercising that can be done every day (such as walking) as an important part of prevention against cancer.</p> <p>The microgrant financial support was used for securing lecturers/trainers for the 3-days workshop.</p>	<p>Students and teachers involved in Oncology education programme</p>	<p>101</p>	<p>We used online media.</p>	<p><a href="https://www.lpr.sk/preventivne-kampane/tyzden-proti-rakovine/">https://www.lpr.sk/preventivne-kampane/tyzden-proti-rakovine/</a></p> <p><a href="http://www.webnoviny.sk/zdravie/clanok/1107446-matej-toth-bude-tvarou-kampane-ktora-rozhybe-slovakov/">http://www.webnoviny.sk/zdravie/clanok/1107446-matej-toth-bude-tvarou-kampane-ktora-rozhybe-slovakov/</a></p> <p><a href="http://medialne.etrend.sk/marketing/rychlochodec-matej-toth-sa-stal-tvarou-kampane-ligy-proti-rakovine.html">http://medialne.etrend.sk/marketing/rychlochodec-matej-toth-sa-stal-tvarou-kampane-ligy-proti-rakovine.html</a></p> <p><a href="http://rungo.hnonline.sk/clanky/behy-spravy-aktuality-novinky-zaujímavosti-informacie/2016/10/23/matej-toth-sa-zapojil-do">http://rungo.hnonline.sk/clanky/behy-spravy-aktuality-novinky-zaujímavosti-informacie/2016/10/23/matej-toth-sa-zapojil-do</a></p> <p><a href="https://www.facebook.com/ligaprotirakovine/posts/10154624004854793">https://www.facebook.com/ligaprotirakovine/posts/10154624004854793</a></p>	
---	---	---	------------	------------------------------	--	--

