

ECL Youth Ambassadors for the European Code against Cancer



Overview & Action Plan (2018-2021)



Contents

Executive Summary.....	3
Background	4
About the European Code Against Cancer	4
About ECL.....	4
Purpose	5
Objectives	5
Eligibility criteria	6
Terms of reference.....	7
Structure	8
Methods and means	9
Annual summer school	9
Coordination actions.....	9
Individual actions	10
Collective actions	10
Milestones: 2018-2021	11
Targets	12
Funding and collaboration	13
Annexes.....	14
List of Youth Ambassadors as of October 2017	14
Event feedback form for Youth Ambassadors	15

Executive Summary

In 2015, the Association of the European Cancer Leagues (ECL) launched a new initiative: The Youth Ambassadors for the European Code Against Cancer. This group was created to provide advice to ECL on appropriate ways to communicate the 4th edition of the European Code against Cancer (ECAC) to young people. In return for supporting the dissemination of the ECAC, ECL commits to provide active Youth Ambassadors with training opportunities, and offers resources to support their actions to promote cancer prevention messages to their peers.

The group counts 25 members from 21 different countries, falling broadly under those countries that are eligible for ECL membership. Since its inception, the Youth Ambassadors have undertaken numerous activities to promote ECAC in their country of work and study. This has culminated in an annual workshop at which the Youth Ambassadors exchange experiences, participate in training with experts, and consider the plans for disseminating the ECAC in the forthcoming year.

This document aims to build on the initial success of the group by: clarifying the objectives at an individual and collective level; outlining the possible and methods and means available to Youth Ambassadors to promote ECAC; and detailing a concise action plan for the next 4 years (2018-2021).

To support the monitoring and evaluation of the work, several targets are provided for the collective actions.

Background

The Association of the European Cancer Leagues (ECL) launched the Youth Ambassadors for the European Code Against Cancer as a new initiative in 2015. The idea to form such a group came about from discussions amongst cancer leagues about ways to best promote to young people the latest version of the European Code against Cancer, which was launched in its 4th edition in October 2014. Communicating positive health messages to people at a young age is an important goal due to the potential for instilling health-supporting behaviours that will last across the life-course.

The first cohort of the youth ambassador came together in Brno (Czech Republic) on 28 May 2015 during European Week Against Cancer (held every year between 25-31 May). This group comprised 18 Ambassadors from 15 different countries represented in the WHO European region. Since that time the group have met for two further annual workshops, conducted various promotional activities in their country of work or study, and grown to encompass 25 members covering 21 different countries.

About the European Code Against Cancer

The European Code Against Cancer (ECAC) is an initiative of the European Commission to inform people about actions they can take for themselves or their families to reduce their risk of cancer. The current fourth edition, which was coordinated by the International Agency for Research on Cancer (IARC), consists of twelve recommendations that most people can follow without any special skills or advice. The more recommendations people follow, the lower their risk of cancer will be. It has been estimated that almost half of all deaths due to cancer in Europe could be avoided if everyone followed the recommendations.

Learn more about ECAC by visiting: www.cancercode.eu.

About ECL

The Association of European Cancer Leagues (ECL) is a European umbrella organisation of national and regional cancer leagues in the extended European region. Founded in 1980, ECL has been providing a unique and important platform for cancer leagues ever since by providing a platform for collaboration and the exchange of best practice.

Purpose

The mission of the Youth Ambassador programme is to connect highly motivated young people who are passionate about preventing cancer, and want to share this enthusiasm with their peers across Europe. The principle aim of the programme is to harness this energy and foster collaborative action, amongst Youth Ambassadors, to promote the European Code against Cancer.

The group has a critical role to play in the dissemination of the ECAC by undertaking specific actions in their country of work study or residence. ECL's role is to offer secretarial support, advice, and resources for ambassadors to promote the ECAC and develop new and innovative ideas in cancer prevention.

Objectives

The Youth Ambassadors programme has the general objective of increasing the awareness about the cancer prevention messages of the European Code against Cancer amongst younger age groups. To work towards this ambitious goal, the programme has the following specific objectives:

- To gather knowledge and experience, from young people themselves, about what works and what doesn't work when communicating cancer prevention messages;
- To maximise the potential of the professional, academic, and social networks of each Youth Ambassador to better disseminate the recommendations of the European Code Against Cancer, especially towards younger age groups;
- To provide regular training and opportunities for youth ambassadors to enable them to develop their advocacy, communication, and project management skills;
- Encourage Youth Ambassadors to develop and implement collaborative, multi-country actions to promote ECAC by providing necessary resources and facilitating contact with key stakeholders.

Eligibility criteria

Applications to become a Youth Ambassador will be launched by the ECL secretariat via an open call to take place at least twice before December 2021.

The programme is open to all people aged **18-35 years old**, who are resident or currently studying in the WHO European Region (<http://www.euro.who.int/en/countries>). Applicants do not have to be a citizen of one of these countries, but must be studying, working, or volunteering at the time of their application, and expect to stay within in the region for a significant amount of time.

As the working language of the programme is English, proficiency in this language is essential (equivalent to CEFR B2: <https://www.coe.int/en/web/common-european-framework-reference-languages/>).

To encourage a multidisciplinary approach, Youth Ambassadors can be students, young professionals, or volunteers active in any discipline. The key requirement is that ambassadors can demonstrate a passion for public health, and are willing to disseminate the messages of the European Code Against Cancer. Applicants who a part of a network, association or student group are preferred as they are better positioned to disseminate the ECAC more broadly.

For new applications, priority is given to applicants from those countries without an existing Youth Ambassador, especially those within the European Union.

Applicants accepted into the programme must agree not to promote any for-profit, medical industry practice (such as those activities relating to the pharmaceutical sector and medical devices industry, etc).

Please note: any collaboration or connection with the both the Tobacco and Alcohol industry is strictly forbidden.

Terms of reference

The following limitations are imposed by ECL on the programme:

- **No more than 2 persons per country** can be actively involved in the programme;
- Ambassadors can remain in the programme for **up to 5 years** following their initial acceptance. This period can be extended by up to one year if there is no new ambassador ready to take the position in the respective country;
- Ambassadors understand that becoming part of the **programme does not guarantee reimbursement to attend the annual workshop**, nor guarantee the provision of financial resources to promote the ECAC;
- ECL will coordinate the **annual update of Youth Ambassadors' information** and request for ambassadors to indicate whether they wish to remain in the programme. Non-response will be understood as demonstration of the desire to no longer be a part of the programme;
- **Ambassadors must inform ECL of any significant change to their situation** that may impact upon their ability to promote the ECAC, or effect their eligibility status;
- ECL can withdraw ambassadors from the programme at any time, without prior notice, with justified reason (e.g. continual non-response to ECL communications);

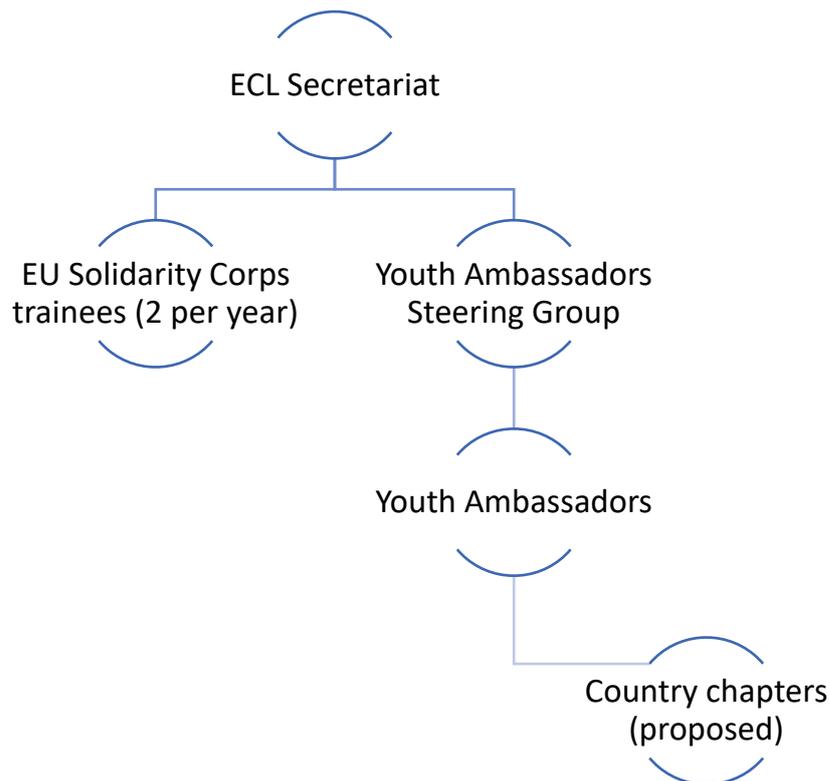
Youth Ambassadors are expected to be involved in the following tasks:

- To participate in the planning of the annual workshop, and to make all reasonable efforts to be available to attend the workshop, which is held in June or July each year;
- To engage in one specific activity per year (additional to the annual workshop) that promotes the European Code Against Cancer, and provide feedback on the activity to the ECL secretariat.

The programme is supported by a **steering group** of up to 7 members from the group who commit to help the ECL secretariat with the management of the programme by participating in regular teleconference. This commitment amounts to approximately 2-3 hours per month. Steering group membership is open, voluntary, and by self-nomination.

Structure

Below is a brief organisational chart depicting the structure of the Youth Ambassadors programme and its link to ECL.



The ECL secretariat is responsible for the oversight and appropriate governance of the Youth Ambassadors programme. ECL commits to engage with the EU Solidarity Corps programme by engaging two trainees per year during the period 2018-2021. These placements will be to work specifically on the Youth Ambassador programme, focusing on providing targeted communication support for Youth Ambassadors and the ECL secretariat.

During 2018, the concept to initiate country chapters of the programme will be discussed at the annual workshop. Country chapters would target students in the respective countries and engage them in specific actions to promote ECAC that are managed by the national Youth Ambassador.

Methods and means

One of the main advantages of the Youth Ambassador programme is that Ambassadors are given support to develop and implement their own ideas and activities to promote ECAC. This entails that a variety of methods are open for the Youth Ambassadors to experiment with and explore, before reporting back on their experiences.

The sections below provide a brief overview of the most important methods to be used by the group, and several examples of the individual and collective actions that have been taken or our planned soon to disseminate the European Code against Cancer:

Annual summer school

- The ECL secretariat will commit to organise the annual workshop for the programme each summer (typically in the month of June or July). The purpose of the workshop is to facilitate the training and exchange of ideas and experiences for Youth Ambassadors.
- The workshop aims primarily to have participation from all EU member state countries, and those countries in the WHO Europe region represented by a Youth Ambassador.
- Following feedback from previous workshops, a key objective for the forthcoming period will be to extend the workshop to a longer ‘summer-school’ format. This will allow Youth Ambassadors to better plan their activities for the subsequent year.
- The feasibility of expanding the workshop process to a more extensive summer school format, will be explored in early 2018.

Coordination actions

- The ECL secretariat will arrange at least three teleconferences for the Youth Ambassadors group per year. ECL will also organise at least 4 steering group teleconferences per year, and one physical meeting per year.
- The purpose of these actions will be to update on activities, plan for collective actions to be taken during the year, and discuss the programme of the annual workshop.

Individual actions

- Youth Ambassadors are first and foremost engaged to disseminate the ECAC within the national and local context of the country they are representing. Examples of action taken to date by members of the programme include:
 - Lectures and presentation to professionals, stakeholders, and in educational settings (e.g. schools, universities, etc.)
 - Participation at conferences and congresses (e.g. poster presentation)
 - Interviews with the media
 - Promotion on social media
 - Information stands with materials for distribution to the public
 - Publicity events (e.g. race concept, etc.)

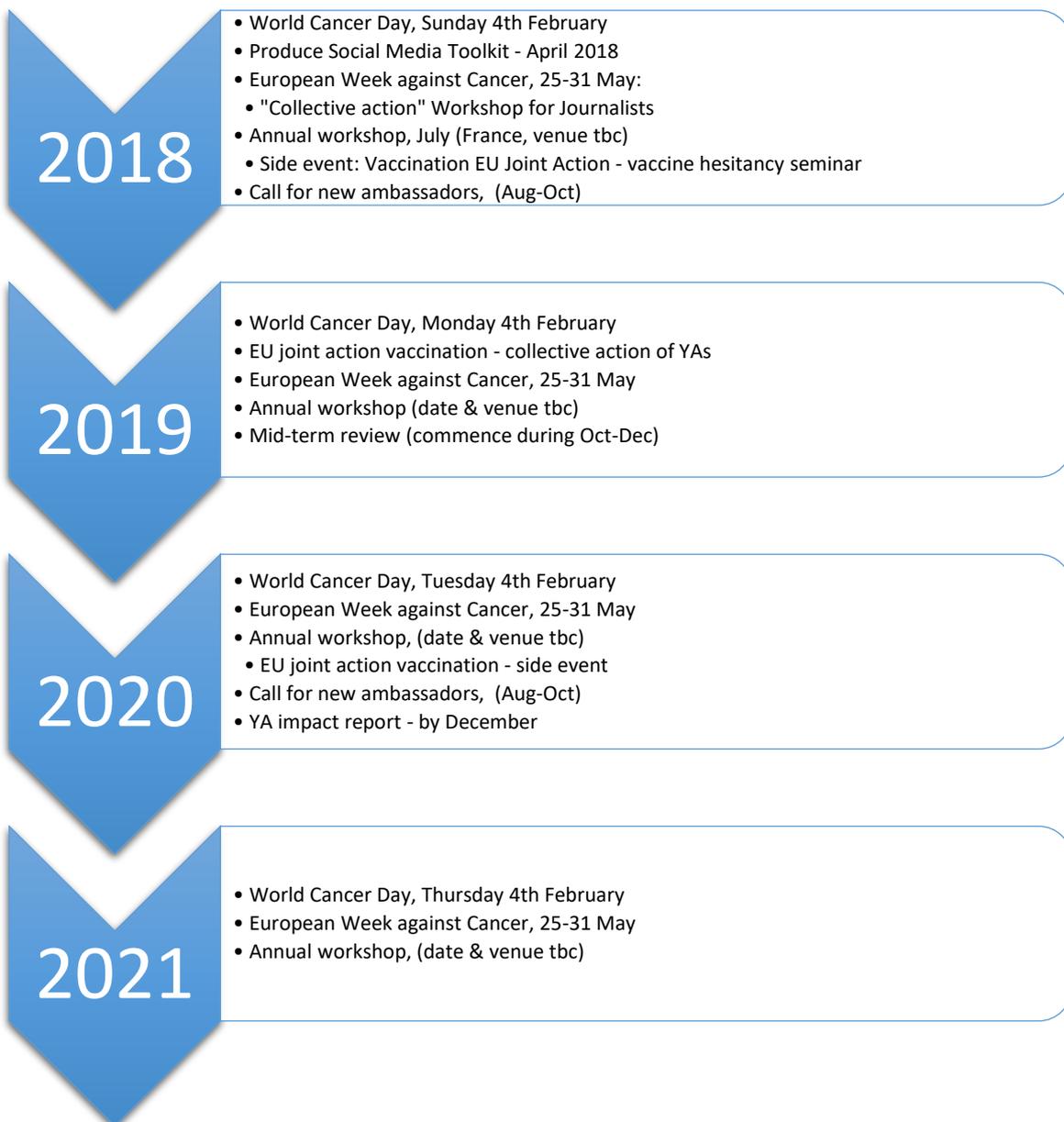
Collective actions

- During key periods of year, namely World Cancer Day and the European Week Against Cancer, Youth Ambassadors will be supported by the ECL secretariat to develop and implement collective actions to promote the programme and the ECAC, for example:
 - Organise a joint workshop for key stakeholders;
 - Synchronised publicity actions across several countries;
 - Social media activity and targeted press releases.

Additional opportunities to participate in events and conferences will be made available on an ad-hoc basis. Moreover, Youth Ambassadors will regularly be given the opportunity to join and participate in other ECL organised events.

Milestones: 2018-2021

Several key milestones for the group to work towards are proposed for the 4-year period. These milestones represent the important points at which the aims to be active and effective to meet the overall mission and goal.



Targets

To help support the evaluation of the effectiveness of the programme, several targets are envisaged to help measure the outputs and short-term impact of the actions supported under the programme:

Description	Target
Produce a “social media toolkit” for Youth Ambassadors to use to disseminate ECAC at national and local levels	Publish by April 2018
Organise annual ECAC Youth Ambassadors “Summer School”	Once per year
Contribution to the proposed EU joint action on Vaccination (NB at time of writing this action has not yet been formally agreed but is foreseen to begin in 2018)	Organise 2 meetings with joint action: 1) side event of annual workshop 2018 2) side event of annual workshop 2020
	Launch call to youth ambassadors to plan and deliver collective actions on topic of vaccination scepticism and hesitancy: Achieve by Q1 2019
Discuss establishment of national / student chapters	Discussion topic at workshop 2018 (NB national chapters will require additional funding to be identified)
ECAC Youth Ambassadors impact report (monitors use of social media actions, impact of individual and collective actions)	Publish by December 2020
Increase gradually the number of youth representatives engaged in the dissemination of the ECAC	Ensure every EU member state is represented by December 2020

Funding and collaboration

ECL is responsible for ensuring that financial resources and provision are adequate for the purposes of achieving the targets and strategic objectives of the programme.

Since the establishment of the programme in 2015, this action has been supported by ECL's framework partnership agreement with the European Commission under the third EU health programme 2014-2020. In 2017, ECL applied for a renewed agreement for the period 2018-2021, which would again be used to ensure the core activities of the programme can take place.

ECL will collaborate the **EU Solidarity Corps** initiative during the forthcoming period by hosting at least EU Solidarity Corps trainees per year. The trainees will be charged with managing the day-to-day affairs of the programme, and will have a specific responsibility for communication activities.

New collaborations are in the process of becoming established based on the initial success of the group. The proposed EU joint action on vaccination has included a task within in its work plan that specifically identifies the ECL Youth Ambassadors as partners. This collaboration will provide specific resources for interested Youth Ambassador to collaborate in small groups and submit proposals for a collective action on vaccine hesitancy. In addition, two sessions at the annual workshop will be held on this issue: one before the collective action and one following the action.

Further collaborative opportunities in this vein will be explored over the next multi-annual period. Proposals will first be discussed with the Youth Ambassador steering group before submission for approval to the Executive Board of ECL. For example, ECL already has a long-standing partnership with L'Oréal Garnier, which may have the possibility to be extended to specific support for the Youth Ambassador programme.

Additional resources will be required to: establish national chapters of the programme; to regularly expand the scope and programme of the annual workshop to a 'summer school' format; or to reimburse the maximum number of Youth Ambassadors as, at present, reimbursements are limited to 25 Ambassadors per workshop.

Annexes

List of Youth Ambassadors as of October 2017

Surname	Forename	Country	Organisation / university / affiliation etc
BALAIŠYTE	Lina	Lithuania	Lithuanian University of Health Sciences
BERIDZE	Mariami	Republic of Georgia	Youth for Public Health
CONNOLLY	Lyndsey	Republic of Ireland	YouCan
EFENDIOGLU	Enes	Turkey	Civil Life Association
ELMASLLARI	Dea	Albania	University of Hamburg
FELIU JOSA	Ariadna	Spain (Catalonia)	Tobacco Control Unit, Cancer Prevention and Control Unit, Institut Català d'Oncologia
GALKUS	Lukas	Lithuania	Lithuanian Medical Students' Association (LiMSA), Alcohol Policy Youth Network (APYN)
KHOURY	Antoun	Lebanon	"EHESP French School of Public Health"
KOCZKODAJ	Paweł	Poland	Maria Skłodowska-Curie Memorial Cancer Center, Polish Cancer League
MAYER	Anna	Germany	European Forum Alpbach, Social Entrepreneurship Forum Vienna
MCLENNAN	Elizabeth	UK (Scotland)	Scottish Cancer Prevention Network
NWAKA	Chika	Switzerland	University of Toronto/International School of Geneva
O. FOFANA	Kerfala	France	Together As One for development exchange programs abroad
O'KANE	Suzy	UK (Northern Ireland)	Cancer Focus Northern Ireland
O'NEILL FORDE	Caoimhe	Republic of Ireland	YouCan
PECLIN	Lucija	Slovenia	No excuses, APYN
PERAIN	Julie	France	European Parliament
PEROVIC	Bojan	Serbia	University of Hamburg
PICAO	Elsa	Portugal	Health Parliament Portugal
RAYCHEVA	Janet	Bulgaria	Association of Medical Students
SINGH	Deependra	Finland	Finnish Cancer Registry; University of Tampere
STOJANOVSKA	Miljana	Republic of Macedonia	Macedonian Medical Students' Association
TOTOVYTSKA	Oksana	Ukraine	NGO Advocacy Centre "Life"
VUČKOVIĆ	Helena	Croatia	Dental Students Association in Zagreb (USDMM); Croatian League against Cancer

Event feedback form for Youth Ambassadors

Name of event	
Date(s) of event	
Contact person	

Summary of event (circa 50 words.)
Target audience
Number of participants (if possible, please state number who were health professionals and number who were patients)
Key messages
Brief evaluation (what worked well, what could be improved, what was enjoyable, what was least useful, etc.)
Additional comments (optional)

NB Please remember to use EU co-financing logo and disclaimer for all actions