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ewac

**European Week
Against Cancer**

25–31 May

ACTION TOOLKIT

Supported by
the Association of European Cancer Leagues

EUROPEAN WEEK AGAINST CANCER

The European Week Against Cancer (EWAC) takes place between 25 and 31 May each year and brings together cancer leagues, health advocates, civil society groups, policymakers, and cancer patients and survivors to raise awareness about the importance of cancer prevention and care.

EWAC is a flagship initiative from the [Association of European Cancer Leagues](#) (ECL), a non-profit umbrella organisation bringing together 35 national and regional cancer leagues advocating for improved cancer control and care across Europe. Our vision is a Europe free of cancer.

[Find out more](#)



A WEEK OF ACTION

The European Week Against Cancer takes place each year between 25 to 31 May. Each day will focus on a key theme, but we encourage everyone to share messages about cancer prevention and care throughout the entire week.

25 MAY

Primary prevention

26 MAY

Early detection

27 MAY

Access to medicines

28 MAY

Patients and survivors

29 MAY

Research

30 MAY

Digital health

31 MAY

World No Tobacco Day





To achieve a Europe free of cancer, we need to intensify the fight against the disease

Every nine seconds, someone in the European Union is diagnosed with cancer

Cancer claimed the lives of an estimated 1.3 million people in 2022 alone

Cancer is the leading cause of death for both men and women aged under 65 years in the EU

The economic toll of cancer in Europe exceeds €100 billion each year

About 40% of all cancer cases in the EU can be prevented

Get the facts about cancer from the World Health Organization (WHO), the International Agency for Research on Cancer (IARC), and from your national and regional cancer league.

GET INVOLVED

1

Join the conversation on social media by using the hashtags **#EWAC2026** and **#EuropeanWeekAgainstCancer**

2

Help spread the word online by sharing the messages and visuals from this toolkit

3

Promote the European Week Against Cancer using the free EWAC logo and visuals. Please note that using the logo does not reflect an endorsement by ECL or our members



[@EU_EWAC](#)



[@WeekAgainstCancer](#)



[@cancerleagues](#)



[@weekagaincancer.bsky.social](#)

[@cancerleagues.bsky.social](#)



[Association of European Cancer Leagues](#)



CAMPAIGN MATERIALS

Ready-to-use content for sharing key messages across platforms

Free visuals and templates to spread the news about EWAC online

Add your own logo by using our [Canva templates for Instagram, LinkedIn, Facebook and X/Twitter](#).

Official EWAC logo, available for use in promotional materials

Please note that using the EWAC logo does not imply endorsement by ECL or its members





25 May

PRIMARY PREVENTION

Cancer causes 1 in 4 deaths in the European Union. The good news? Over 40% of all cancer cases can be prevented. Together, we stand united for a Europe free of cancer. Join the European Week Against Cancer: www.cancer.eu/ewac #EWAC2025

Cancer affects everyone, but where you live and how much you earn can still influence your risk. Across Europe, inequalities in prevention and vaccination programmes persist. Let's push for equitable care for everyone – join the conversation: www.europeanweekagaincancer.org #EWAC2026

What if preventing cancer could start with simple, daily changes and smart policy action? The new #EuropeanCodeAgainstCancer shows 14 ways people – and policymakers – can help prevent cancer. This #EuropeanWeekAgainstCancer, help share the message: www.europeanweekagaincancer.org #EWAC2026

Smoking causes 27% of all cancer cases. You can stop this trend by following the #EuropeanCodeAgainstCancer:

Do not smoke.

Do not use any form of tobacco or vaping products.

This #EuropeanWeekAgainstCancer, help share the message: www.europeanweekagaincancer.org #EWAC2026

Did you know that overweight and obesity can cause 13 different types of cancer? Policymakers urgently need to make the healthy choice the easiest choice. Discover how to reduce your risk using the #EuropeanCodeAgainstCancer: www.europeanweekagaincancer.org #EWAC2026

25 May

PRIMARY PREVENTION

Exercising can significantly reduce your risk of several types of cancer. Yet many adults in the EU aren't active enough. To prevent cancer, limit the time you spend sitting. This #EuropeanWeekAgainstCancer, explore the #EuropeanCodeAgainstCancer: www.europeanweekagaincancer.org

What we eat matters. Diets high in fruits and vegetables help protect against cancer. But making healthy choices the easiest choices for everyone requires action at every level. Learn more: www.europeanweekagaincancer.org
#EuropeanWeekAgainstCancer #ECAC5

Alcohol causes seven types of cancer, leading to over 119.000 cancer deaths in Europe each year. When it comes to cancer risk, there is no safe level of consumption. This #EuropeanWeekAgainstCancer, learn how policymakers and people can take action: <https://cancer-code-europe.iarc.who.int/>
#ECAC5

Did you know there is strong evidence that breastfeeding decreases the risk of breast cancer in mothers? Supportive policies that protect women's rights can make a real difference for families. Learn more from the #EuropeanCodeAgainstCancer: <https://cancer-code-europe.iarc.who.int/>
#EWAC2026

Skin cancer is increasing across Europe, and UV exposure is the main cause. Protect your skin: limit sun, use protection, and avoid sunbeds. Learn more from the #EuropeanCodeAgainstCancer: <https://cancer-code-europe.iarc.who.int/> #EWAC2026

25 May

PRIMARY PREVENTION

Exposure to cancer-causing factors at work still causes too many deaths in the EU. This #EuropeanWeekAgainstCancer, inform yourself and call on your employer to protect you and your colleagues. Learn more: <https://cancer-code-europe.iarc.who.int/> #EWAC2026

Radon is a leading cause of lung cancer, responsible for about 19,000 lung cancer deaths in Europe every year. To know your risk, check a local radon map and get your home tested. Learn more from the #EuropeanCodeAgainstCancer: <https://cancer-code-europe.iarc.who.int/> #EWAC2026

Air pollution is the largest environmental health risk in the EU, causing lung cancer and possibly contributing to other types of cancer. Stronger policies can save lives. Learn more: <https://cancer-code-europe.iarc.who.int/> #EuropeanWeekAgainstCancer #EWAC2026

Cancer-causing infections like hepatitis B and the human papilloma virus (HPV) can have serious impact if they persist over time. Prevention is possible: vaccinate both girls and boys and take part in testing and treatment programmes. Learn more: <https://cancer-code-europe.iarc.who.int/> #EWAC2026 #ECAC5

Hormone replacement therapy can help manage menopause – but it's important to understand the full picture. This #EuropeanWeekAgainstCancer, inform yourself about HRT and cancer through the #EuropeanCodeAgainstCancer: <https://cancer-code-europe.iarc.who.int/> #EWAC2026



26 May

EARLY DETECTION

Early detection saves lives. Take part in organised screening programmes for bowel, breast, cervical and lung cancer, as recommended in your country. This [#EuropeanWeekAgainstCancer](#), explore the [#EuropeanCodeAgainstCancer](#): <https://cancer-code-europe.iarc.who.int/> [#EWAC2026](#)

Screening programmes can save lives. But not everyone in Europe has the same access. Our postcode can affect if – and how early – cancer is detected. Let's work to close this gap. Learn more from the EU Joint Research Centre: <https://cancer-inequalities.jrc.ec.europa.eu/> [#EuropeanWeekAgainstCancer](#)

Cancer inequalities cost lives. Where you live should not determine your risk of cancer or your chances of surviving it. During the [#EuropeanWeekAgainstCancer](#), we call for equal access to early detection programmes for everyone across Europe. Help share the message: www.europeanweekagaincancer.org

27 May

ACCESS TO MEDICINES

Unequal access to medicines remains one of Europe's most striking inequalities in cancer care. Between 2020 and 2023, patients in Germany had access to 54 out of 56 EU-authorized medicines, while people in Malta could only access two. It's time to close the gap. #EWAC2026

Hospitals across Europe are often paying very different prices for the exact same cancer drugs, without knowing they are overpaying. Confidential price negotiations are leaving hospitals in the dark. Find out more from the European Fair Pricing Network: <https://buff.ly/C9tDmJx> #EWAC2026

Access to medicines shouldn't depend on your postcode. The high costs of new treatments put them out of reach for countries with limited budgets. By jointly buying expensive medicines, EU governments can ensure patients across the continent have timely and fair access to the life-saving treatments they need. #EWAC2026

One in five critical medicines in the EU is used to treat cancer. Any disruption in their supply can have serious and immediate consequences on patients' lives. By future-proofing initiatives like the Critical Medicines Act, the EU can ensure patients across the continent have timely and equitable access to life-saving treatments. #EWAC2026

28 May

PATIENTS AND SURVIVORS

Cancer does not have to end a working life, but inadequate workplace support often does. Cancer patients are 1.4 times more likely to face unemployment. This #EuropeanWeekAgainstCancer, listen to their stories: <https://buff.ly/FzCLksu>

Work means income, connection, and a sense of identity. For cancer patients and survivors, returning to work is a key step to recovery. Yet the road back can be difficult and is tackled differently across Europe, leading to inequalities in support and care. Learn more: <https://buff.ly/FzCLksu> #EWAC2026

Talking about your cancer diagnosis at work can be an overwhelming task. European cancer leagues offer helpful tips for both employees and employers on navigating these conversations.

For employers: <https://buff.ly/I9GtVLJ>

For employees: <https://buff.ly/8B6xc1J>

#EWAC2026

29 May

RESEARCH

Cancer is the leading cause of death for people aged 45-64 in an increasing number of EU countries. EU-funded projects are driving cutting-edge research and innovation. Learn how the EU is fighting cancer through science:

<https://buff.ly/ks5ldcY> #EWAC2026

Across Europe, cancer leagues are funding vital research – from prevention to treatment to survivorship – offering hope to millions. This #EuropeanWeekAgainstCancer, visit your national or regional cancer society to learn how you can support the fight against cancer:

<https://www.cancer.eu/members/> #EWAC2026

In 2022, over 14 thousand children and teens in Europe were diagnosed with cancer. Research is the only cure – it's how we find answers, improve treatments, and save lives. Learn more from the International Agency for Research on Cancer (IARC): <https://buff.ly/b8DNmFO> #EWAC2026

Standard breast screening saves lives but also has challenges like false positives and overdiagnosis. The EU-funded #MyPeBS project explores whether personalised breast cancer screening is a better option for women aged 40 to 70. Learn more: <http://mypebs.eu> #EWAC2026

Did you know that each year, over 56 million people worldwide need palliative care? The EU-funded Painless project seeks to understand the mechanisms underlying cancer-related pain. Learn more:

<https://palliativeprojects.eu/painless/> #EWAC2026

Prevention is the first line of defence against cancer. Through the EU-funded PIECES project, researchers and health advocates across Europe are working together to increase the reach and effectiveness of primary cancer programmes. Read more: <https://pieces-project.eu> #EWAC2026



29 May

RESEARCH

Personalised care is part of the future of cancer care. The EU-funded SPARC project brings together hospitals, researchers and patients to make innovative & tailored treatments accessible across Europe. Learn more: <https://sparc-project.eu/> #EWAC2026

The EU is funding cutting-edge research with the TRANSCEND-XR project, helping young testicular cancer survivors reclaim life after treatment using extended reality (XR). Learn how the EU is fighting cancer through science: <https://transcend-xr.eu/> #EWAC2026



30 May

DIGITAL HEALTH AND CARE

The European Health Data Space (EHDS) is a gamechanger, giving researchers across Europe secure and efficient access to health data to fast-track research into life-saving cancer treatments. Learn more: <https://buff.ly/39qAIED> #EWAC2026

In an age where misinformation can spread fast, investing in health literacy is crucial for empowering people to make informed decisions about their personal well-being. Discover how EU-funded projects like EU BCLEAR are leading the way: <https://patients.uroweb.org/bclear> #EWAC2026

31 May

WORLD NO TOBACCO DAY

31 May is World No Tobacco Day! Tobacco is the leading cause of preventable cancer, responsible for 27% of cases in the European Union. We are calling on policymakers to take action towards the first tobacco-free generation, together. Learn how: <https://cancer-code-europe.iarc.who.int/> #EWAC2026

Europe's tobacco rules are no longer fit for purpose. Vapes, heated tobacco, and nicotine pouches are booming among young people, but are largely unregulated. Without bold reform, we risk losing a new generation to addiction. #WorldNoTobaccoDay #EWAC2026

Second-hand smoke poses serious risks to non-smokers, with almost 9.000 deaths due to cancer in 2021 alone. To truly protect people's health, policymakers must follow the #EuropeanCodeAgainstCancer: <https://cancer-code-europe.iarc.who.int/> #EWAC2026

Each year, tobacco use leads to over 700K preventable deaths in Europe. That's like losing an entire city the size of Frankfurt. The revision of EU tobacco laws is a vital chance to protect our youth. Learn more for #WorldNoTobaccoDay: www.cancer.eu #EuropeanWeekAgainstCancer

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This #WorldNoTobaccoDay, help share the message:
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EUROPEAN WEEK AGAINST CANCER

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(EWAC)**

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www.cancer.eu

