



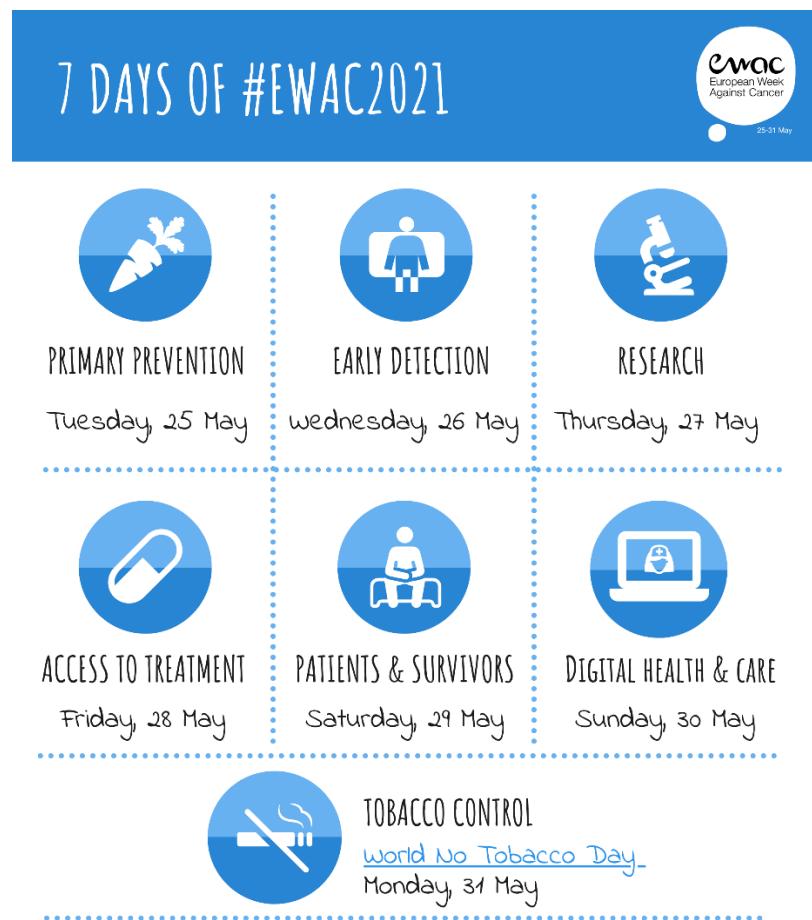
European Week Against Cancer #EWAC2021 Communications Toolkit

What is #EWAC2021?

A key international awareness week on the health calendar, the [European Week Against Cancer \(EWAC\)](#) takes place every year between **25 and 31 May** to unite Europe in the fight against cancer, under the one banner. During EWAC, individuals, organisations and governments organise various (virtual) activities and events aimed at raising awareness and educating the wider public about cancer and cancer issues.

The [#EWAC2021](#) campaign will focus on raising awareness of the flagship initiatives and supporting actions mentioned in the [Europe's Beating Cancer Plan \(#EUCancerPlan\)](#) - a key priority of the European Commission in the 2019-2024 legislative term.

#EWAC2021 will take place between Tuesday 25 May and Monday 31 May 2021. Each day will focus on a different aspect of the cancer control continuum.





How can you take part?

1. Post, share & engage on social media

Custom quote cards

Get your own custom quote card with your personal commitment or policy message.

We will design it and post it for you on [@MAC_MEPs](#) and [@MEPsAgainstCancer](#) during #EWAC2021.

→ Let your us know: '*In your opinion, which flagship initiative and/or supporting action mentioned in the [Communication on Europe's Beating Cancer Plan](#) should be prioritised and why?*'. Tell us in 90 words or less!

How will my quote card look like? See the template example below.

Email us two photos of yourself and a short quote related to any of the initiatives and actions included in Europe's Beating Cancer Plan you feel more strongly about.

Please email your photos and short quote by Monday 24 May 2021 to:
Gina@europeancancerleagues.org



Share, like, comment and engage on social media in support of #EWAC2021. Feel free to use the messages below or post your own thoughts, views and opinions related to the implementation of the #EUCancerPlan.

Ready-made messages for Twitter

Have 5 minutes to spare? Below are some ready-made messages that you can post on Twitter or adapt. Accompany your message with your own custom quote card.

- ⑤ 1 in 4 deaths in the #EU are due to #cancer. Increased cooperation across #Europe can protect citizens! Let's make beating cancer a #MissionPossible! Get involved in #EWAC2021 <http://bit.ly/ewac-2021> @EU_EWAC @MAC_MEPs
- ⑥ I am joining @EU_EWAC to advocate for pooling #EU resources, efforts and data to beat



#cancer! Join @MAC_MEPS and support the campaign <http://bit.ly/ewac-2021> #EUCancerPlan #EWAC2021

- ◎ A new #cancer case is diagnosed in the #EU every 9 seconds, making it a leading cause of death across the continent. Join @MAC_MEPS and advocate for #cancer control this week during the #EWAC2021 campaign <http://bit.ly/ewac-2021> @EU_EWAC
- ◎ If #Europe further developed #prevention, early #diagnosis and #screening programmes, we could double #cancer survival rates. Join me and @MAC_MEPS this week for #EWAC2021 to raise awareness of the #EUCancerPlan @EU_EWAC <http://bit.ly/ewac-2021>
- ◎ #Cancer affects all of us. This week, on #EWAC2021, join @MAC_MEPS to make beating cancer a #MissionPossible through the #EUCancerPlan. <http://bit.ly/ewac-2021> @EU_EWAC
- ◎ #EUCancerPlan is here! Let's ensure the fight against #cancer remains a top #EU priority! Find out more about #EWAC2021 <http://bit.ly/ewac-2021> @EU_EWAC @MAC_MEPS
- ◎ #Cancer affects all of us. This week, on #EWAC2021, join @MAC_MEPS to make beating cancer a #MissionPossible through the #EUCancerPlan. <http://bit.ly/ewac-2021> @EU_EWAC

2. Add the EWAC frame to your Facebook profile and/or the Twitter Twibbon



Why not add the **EWAC frame to my Facebook profile**'s picture? It's very easy! Click [here](#)!

How can I add a Twibbon on my Twitter profile? Go to: <https://twibbon.com/Support/european-week-against-cancer> and **add the official EWAC logo to your Twitter profile picture**.

3. Ask a question regarding the #EUCancerPlan to the European Commission

Ask the European Commission questions about the flagship and supporting actions mentioned in the #EUCancerPlan during #EWAC2021.

Do you need help coming up with a question? Let us know the cancer issues you are most interested in and we will help you formulate your question/s in consultation with our wide network of members, partners and cancer experts.

Contact us at: Linda@europeancancerleagues.org

4. Connect with and support your national & regional cancer organisations

#EWAC2021 is about European action, but it is also about connecting with relevant societies representing the cancer community at the national, regional and local level.

Why not reaching out to your national or regional cancer organisations to ensure their concerns and wishes are reflected in European policy action?



We can help you connect with [national and regional cancer societies](#). Cancer leagues are the main source of information and services for the general public in their communities and have valuable insights from the field.

Contact Linda@europeancancerleagues.org if you would like to schedule a virtual meeting with any of [ECL members societies](#) across Europe.

5. Run a social media event

Bring together your supporters, followers and community through a social media event to tell them more about the #EUCancerPlan during #EWAC2021.

Why not [host a Twitter chat](#) to answer questions about #EUCancerPlan? or set up a [Facebook live](#) with a cancer expert? Or share your personal [story on Instagram](#)?

Where can you find more resources?

Visit the following webpages:

- Learn more about #EWAC2021: <https://bit.ly/ewac-2021>
- More info about the MAC Group: <https://www.europeancancerleagues.org/meps-against-cancer-about-meps-against-cancer-2/>
- Connect with other MAC MEPs: <https://www.europeancancerleagues.org/meps-against-cancer-mac-meps/>
- Connect with the national/regional cancer leagues in your country:
https://www.europeancancerleagues.org/wp-content/uploads/ECL-Members-Booklet-2020_final.pdf

Use the official hashtags to help create a wave of engagement:

- #EWAC2021 | #EUCancerPlan | #MissionPossible

Follow & tag the following social media handles in your posts:

- Twitter: [@EU_EWAC](#) & [@MAC_MEPS](#)
- Facebook: [@WeekAgainstCancer](#) & [@MEPsAgainstCancer](#)

Contact the MAC Secretariat:

- Need help with parliamentary questions? Would like to connect with national and regional cancer societies? Send an email to Linda Linda@europeancancerleagues.org
- Need a quote card or help with your communication materials? Email Gina Gina@europeancancerleagues.org

THANK YOU FOR YOUR SUPPORT!