



ewac
European Week
Against Cancer

25-31 May

EUROPEAN WEEK AGAINST CANCER

25-31 MAY 2023

Got 5 minutes to spare? Join the Cancer Leagues' community to help us reach maximum impact during #EWAC2023!

CONTENTS



what is EWAC?



EWAC 2023 goals



7 days, 7 themes

- Primary prevention
- Early detection
- Access to treatment
- Research
- Patients and survivors
- Digital health and care
- World No Tobacco Day



How can you contribute to the campaign?

- Have you got 5 minutes?
- Have you got 30 minutes?
- More than 30 min to spare?



useful materials & links

WHAT IS EWAC?

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.

EWAC is organised by the [Association of Cancer Leagues \(ECL\)](#), in collaboration with its member leagues and partners across Europe. During EWAC, all public, private and non-profit organisations in the cancer community are encouraged to organise virtual events, promote relevant publications and projects, as well as make use of our communication materials.

WHAT ECL WANTS ACHIEVE DURING #EWAC2023?

In 2023, ECL's EWAC campaign will highlight and focus on the future of cancer prevention in Europe and the role the European Code Against Cancer (ECAC) and Europe's Beating Cancer Plan (#EUCancerPlan) play in cancer prevention, screening, treatment and survivorship.

During **#EWAC2023**, ECL will:

- raise awareness about the initiatives and actions of [Europe's Beating Cancer Plan \(EBCP\)](#) and [the European Code Against Cancer \(ECAC\)](#)
- reflect on progress and the role that each one of us has in promotion and the implementation of the Cancer Plan.
- promote the recommendations of cancer leagues to ensure that the successful implementation of the EBCP.

Europe's Beating Cancer Plan

- [Communication on Europe's Beating Cancer Plan](#)
- [Implementation Roadmap](#)
- [Webpage](#)

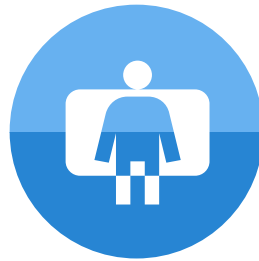
7 DAYS OF #EWAC2023

#EWAC2023 will take place between Thursday 25 May and Wednesday 31 May 2023. Each day will focus on a different aspect of the cancer control continuum.



PRIMARY PREVENTION

Thursday, 25 May



EARLY DETECTION

Friday, 26 May



ACCESS TO TREATMENT

Saturday, 27 May



RESEARCH

Sunday, 28 May



DIGITAL HEALTH & CARE

Monday, 29 May



PATIENTS & SURVIVORS

Tuesday, 30 May



TOBACCO CONTROL

World No Tobacco Day
Wednesday, 31 May

Check out the [EWAC drive](#) to find useful materials, including logos, visuals for each day and ready-made messages for your social media channels.

HOW CAN YOU JOIN #EWAC2023?

Everyone has a role to play in the fight against cancer! You can join the campaign - even if you only have 5 minutes to spare.



HAVE 5 MINUTES TO SPARE?

1. Visit [EwAC's official webpage](#).
2. Share and post messages and images on social media (Twitter, Facebook, LinkedIn, and Instagram).



HAVE 30 MINUTES TO SUPPORT #EWAC2023?

1. Visit [EwAC's official webpage](#).
2. Support [#EwAC2023](#) on Twitter, Facebook and LinkedIn by linking, sharing and posting [our material](#), or your own content.
3. Add the [EwAC Twibbon](#) to your Twitter & Facebook profile pictures.
4. Add an [EwAC banner](#) to your email signature.



WHAT ELSE CAN THE CANCER COMMUNITY DO?

1. Get busy on social media creating your own content and sharing [our material](#).
2. Hold [online meetings/webinars](#) with your partners, collaborators and members to inform them about the actions within [Europe's Beating Cancer Plan](#).
3. Participate in other ECL activities. [Find them here!](#)



5 MIN SUPPORTER'S PLAN



Support #EWAC2023 on social media!

ECL will be posting messages throughout the week. Choose one or more messages and social media cards, and share them with your social media friends.

You can also create your own material. Remember to use the hashtags #EWAC2023 and #EUCancerPlan to help create a wave of engagement.

Post one of the ready-made messages and images on your personal or your organisations' Facebook, Twitter and LinkedIn timelines. See the official social media handles and more resources on page 9.

Click HERE to download the images you will need to accompany your post(s).





30 MIN SUPPORTER'S PLAN



1. Share and create posts for Facebook, Twitter and LinkedIn
2. Add the EWAC Twibbon to Twitter and Facebook



How? It's easy! Go to:

- <https://twibbon.com/support/european-week-against-cancer>

Click on 'Login to add Twibbon' then on 'Add to Facebook/Twitter'

Tweet your support or post on your Facebook wall:

“Please help support European Week Against Cancer, add a #Twibbon now! <https://twibbon.com/support/european-week-against-cancer>”

3. Add the EWAC banner to your email signature

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JOIN THE EUROPEAN WEEK AGAINST CANCER

25-31 May 2023

www.cancerweek.eu



SUPER SUPPORTER'S PLAN



We encourage cancer organisations to get in touch with their members, regional affiliates and partners to create further awareness about [#EWAC2023](#) and [#EUCancerPlan](#).

1. Join the social media campaign

Use EWAC's [logo](#) on your own posts and content. Share stories, best practices, publications and events connected to different cancer issues.

2. Make use of the official [#EUCancerPlan](#) visuals assets on social media

Cancer organisations wishing to raise awareness of the initiatives and actions within the [#EUCancerPlan](#) they feel more strongly about, can use and adapt these [official visual assets](#).

3. Organise an online meeting or a webinar

Connect with your members, supporters and partners during [#EWAC2023](#)! This is a great opportunity for you to showcase your efforts to accelerate the implementation of [#EUCancerPlan](#) at the national and regional level, as well as get feedback and help from the community to amplify your voice locally.

4. Send a letter to national decision-makers

EWAC is the perfect time to reach out to national decision-makers regarding your (and ECL's) priorities for the implementation of [#EUCancerPlan](#). You can also reach out to your MPs, [MEPs](#) and national agencies for public health etc.

5. Join events and activities supported by ECL:

- [#GetScreenedEU](#) campaign
- 25 May 2023 - [Exploring the Link Between Weight and Cancer](#) - ECL & EUPHA
- 1 June 2023 - Webinar - [Radon and Cancer Risk Webinar](#) - EONS
- 9-11 November - [Conference on Advanced Breast Cancer](#) - [ABC Global Alliance](#)



VISIT THE OFFICIAL [EWAC 2023 WEBPAGE](#)



FOLLOW US ON SOCIAL MEDIA



[@EU_EWAC](#) [@CancerLeagues](#)



[@WeekAgainstCancer](#) [@CancerLeagues](#)



[ECL Association of European Cancer Leagues](#)



[#EWAC2023](#) [#EUCancerPlan](#)



EXPLORE THE EWAC 2023 COMMUNICATIONS MATERIALS

Go to [EWAC 2023 Google Drive](#) and find:

- EWAC logos
- Email signature
- Visuals for Twitter, Facebook and LinkedIn
- Frames for Facebook & Twitter
- Social media calendar with suggested posts
- Template letter to decision-makers



NEED MORE INFO?

Contact us at ewac@cancer.eu