

European Week Against Cancer

#EWAC22

Communications Toolkit

What is #EWAC22?

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 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 **#EWAC22** campaign will focus on the role that each one of us has in accelerating the implementation of [Europe's Beating Cancer Plan](#) ([#EUCancerPlan](#)) – a key priority of the European Commission in the 2019-2024 legislative term – and raising awareness of the initiatives and actions mentioned in its [Implementation Roadmap](#).

#EWAC22 will take place between Wednesday 25 May and Tuesday 31 May 2021. Each day will focus on a different aspect of the cancer control continuum.

7 DAYS OF EUROPEAN WEEK AGAINST CANCER (EWAC)



PRIMARY PREVENTION

25 May



EARLY DETECTION

26 May



ACCESS TO TREATMENT

27 May



RESEARCH

28 May



DIGITAL HEALTH & CARE

29 May



PATIENTS & SURVIVORS

30 May



TOBACCO CONTROL

31 May





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 #EWAC22.

→ Let us know: **'In your opinion, which initiative or action mentioned in the [Communication](#) on Europe's Beating Cancer Plan and its [Implementation Roadmap](#) 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 1 photo of yourself and a short quote (maximum 90 words) 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 23 May 2021 to: Gina@cancer.eu



Share, like, comment, and engage on social media in support of #EWAC22. 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.

- ⦿ 1 in 4 deaths in the #EU is due to #cancer. Increased cooperation across #Europe can protect citizens! Let's make beating cancer a #MissionPossible! Get involved in #EWAC22 <https://bit.ly/ewac-22> @EU_EWAC @MAC_MEPs



- ⦿ I am joining @EU_EWAC to advocate for pooling #EU resources, efforts and data to beat #cancer! Join @MAC_MEPs and support the campaign <https://bit.ly/ewac-22> #EUCancerPlan #EWAC22
- ⦿ 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 #EWAC22 campaign <https://bit.ly/ewac-22> @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 #EWAC22 to raise awareness of the #EUCancerPlan @EU_EWAC <https://bit.ly/ewac-22>
- ⦿ #EUCancerPlan is here! Let's ensure the fight against #cancer remains a top #EU priority! Find out more about #EWAC22 <https://bit.ly/ewac-22> @EU_EWAC @MAC_MEPs
- ⦿ #Cancer affects all of us. This week, on #EWAC22, join @MAC_MEPs to make beating cancer a #MissionPossible through the #EUCancerPlan. <https://bit.ly/ewac-22> @EU_EWAC

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



Why not add the **EWAC frame to your Facebook and/or Twitter profile's** picture?

Adding a Twibbon to your profile pictures is very easy!

Go to: <https://twibbon.com/Support/european-week-against-cancer> and **add the official EWAC logo to your profile picture.**

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

#EWAC22 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 reach 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.

We are happy to facilitate contact and set up **short, virtual meetings** between you and **any of [ECL members societies across Europe](#)** and in your home countries.

Interested? Contact us at: Flore@cancer.eu



4. 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 #EWAC22.

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 #EWAC22: <https://bit.ly/ewac-22>
- 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:

- #EWAC22 | #EUCancerPlan | #MissionPossible

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

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

Contact the MAC Secretariat:

- Would like a custom quote card? Email Gina@cancer.eu
- Would you like to connect with national and regional cancer societies in your? Send an email to Flore@cancer.eu

THANK YOU FOR YOUR SUPPORT!