



ewac
European Week
Against Cancer

25-31 May

EUROPEAN WEEK AGAINST CANCER

25-31 MAY 2022

Can you spare 5 minutes? Read this toolkit and join the Cancer Leagues' community to help us reach maximum impact during #EwAC22!



ECL
Association of European
Cancer Leagues

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What is EWAC?



What is ECL trying to achieve during #EWAC22?



7 days, 7 themes

- Primary prevention
- Early detection
- Access to treatment
- Research
- Digital health and care
- Patients and survivors
- 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



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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, under one banner.

During EWAC, individuals, organisations and governments across Europe organise various virtual activities and events aimed at raising awareness and educating the wider public about cancer and cancer issues.

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 IS ECL TRYING TO ACHIEVE DURING #EWAC22?

In 2022, ECL's EWAC campaign will highlight and focus on the role that each one of us has in accelerating the implementation of Europe's Beating Cancer Plan (#EUCancerPlan) - a flagship initiative of the European Commission in the 2019-2024 legislative term.

During **#EWAC22**, ECL will seek to:

- raise awareness about the initiatives and actions outlined in the [Implementation Roadmap](#) of [Europe's Beating Cancer Plan](#).
- reflect on 'progress' and the role that each one of us has in accelerating the implementation of the Cancer Plan.
- promote cancer leagues' recommendations for ensuring the Plan's implementation works for patients and meets the needs identified by European cancer societies.

Europe's Beating Cancer Plan

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

7 DAYS OF #EWAC22

ewac
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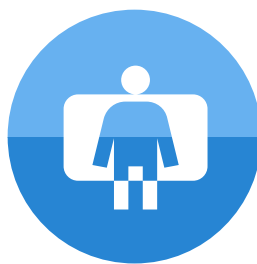
25-31 May

#EWAC22 will take place between Wednesday 25 May and Tuesday 31 May 2022. Each day will focus on a different aspect of the cancer control continuum.



PRIMARY PREVENTION

Wednesday, 25 May



EARLY DETECTION

Thursday, 26 May



ACCESS TO TREATMENT

Friday, 27 May



RESEARCH

Saturday, 28 May



DIGITAL HEALTH & CARE

Sunday, 29 May



PATIENTS & SURVIVORS

Monday, 30 May



TOBACCO CONTROL

World No Tobacco Day
Tuesday, 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 HELP?

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



HAVE 5 MINUTES TO SPARE?

1. Check out [EwAC's official webpage](#).
2. Share/post messages and images on Twitter, Facebook & LinkedIn.



HAVE 30 MINUTES TO SUPPORT #EWAC2021?

1. Check out [EwAC's official webpage](#).
2. Support [#EwAC22](#) 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's activities:
 - [webinar on breastfeeding, HRT & the European Code against Cancer \(ECAC\)](#) - 25 May
 - [policy dialogue on cancer at work](#) - 30 May
 - Cancer Prevention Europe (CPE)'s [free, self-paced e-learning modules on cancer prevention](#)



5 MIN SUPPORTER'S PLAN

Share a post on Facebook, Twitter and LinkedIn

ECL will be posting messages throughout the week. Please choose one or more messages and cards, and share them with your social media friends. If you find you have more time, create your own material. Remember to use the hashtags #EWAC22 and #EUCancerPlan to help create a wave of engagement.

1. Post one of the ready-made messages and images on your/your organisations' Facebook, Twitter and LinkedIn timelines. See the official social media handles and more resources on page 10.

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

I am supporting #EWAC22 @EU_EWAC! Together, we can shape the implementation of #EUCancerPlan and improve cancer control and care in #Europe!
<https://bit.ly/ewac-22>

The #EUCancerPlan is here! Let's ensure it works well for #patients & meets the needs identified by the #EU #cancer community! Find out more about @EU_EWAC & join the campaign: <https://bit.ly/ewac-22> #EWAC22

#CancerLeagues are the main source of info and services for citizens, #cancer patients & survivors. I am joining @EU_EWAC to shape the implementation of #EUCancerPlan! #EWAC22 <https://bit.ly/ewac-22>





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 2022

www.cancerweek.eu



SUPER SUPPORTER'S PLAN

If you have enough time, energy and enthusiasm, in addition to the activities described on page 6 and 7, we encourage cancer organisations to get in touch with their members, regional affiliates and partners to create further awareness about [#EWAC22](#) and [#EUCancerPlan](#). Here is how you can do it!

1. Get busy on social media

Throughout [#EWAC22](#), use EWAC's [logo](#) on your own posts and content. Share stories, best practices, publications and events connected to different cancer issues.

Make use of our [social media cards](#). A social media calendar, including ready-made messages for each of the 7 days of [#EWAC22](#) and visuals will be available soon!



[#CervicalCancer](#) could be the 1st [#cancer](#) EVER to be eliminated! During @EU_EWAC we're calling on the [#EU](#) and @WHO_Europe [#MS](#) to take 7 key actions to [#EndCervicalCancer](#)!
<https://bit.ly/2PxG6jF>
[#EWAC22](#) [#EUCancerPlan](#)

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

Cancer organisation 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](#).



SUPER SUPPORTER'S PLAN

3. Organise an online meeting or a webinar

Connect with your members, supporters and partners during #EWAC22! 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 with ECL's/your recommendations for the implementation of Europe's Beating Cancer Plan

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 use this [template letter](#). You can also reach out to your MPs, [MEPs](#) and national agencies for public health etc.

5. Take part in other activities supported by ECL

- Attend [ECL's webinar on Breastfeeding, HRT & the European Code Against Cancer](#) on 25 May from 14:00 - 15:15 CEST.
- Register the [European Commission's open virtual meeting of the "Supporting Ukraine, neighbouring EU Member States and Moldova" Network](#) on 25 May from 15:00 - 16:30 CEST.
- Attend [ECPC's conference 'The cancer Policy & research landscape in the meta-covid era'](#) on 27 May from 14:30 - 19:30 CEST.
- Register for the [European Commission's webinar on access to financial services for persons with a history of cancer](#) on 30 May from 10:00 - 11:30 CEST.
- Attend [ECL's virtual policy dialogue on breaking the barriers around cancer at the workplace](#) on 30 May from 13:00 - 15:00 CEST.
- Register for [SIOPE and CCI-E policy webinar on 'Making sure European initiatives deliver for children and young people with cancer'](#) on 31 May from 12:00 - 13:00 CEST.
- Access the free, self-paced e-learning modules of [Cancer Prevention Europe \(CPE\)](#) & spread the word about it!



CHECK THE OFFICIAL EWAC'S WEBPAGE

Go to <https://www.cancer.eu/european-week-against-cancer-2022/>



SOCIAL MEDIA CHANNELS AND HANDLES



@EU_EWAC @CancerLeagues



@WeekAgainstCancer @CancerLeagues



ECL Association of European Cancer Leagues



#EWAC22 #EUCancerPlan



WHERE CAN YOU FIND COMMS MATERIALS?

Go to [EWAC 2022 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?

Any communications and events-related question? Please email Gina@cancer.eu

Policy-related questions? Email Flore@cancer.eu