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# THE ASSOCIATION OF EUROPEAN CANCER LEAGUES

# YOUTH AMBASSADORS TOOLKIT 2018



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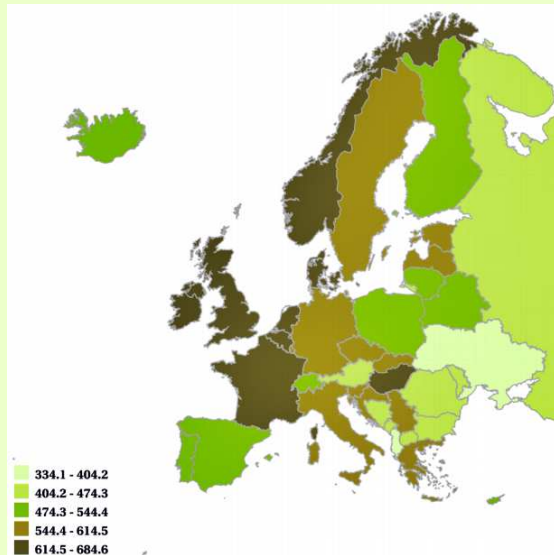
# 1. UNDERSTANDING THE BASICS OF THE EUROPEAN CODE AGAINST CANCER



Information about the ECAC can be found on:

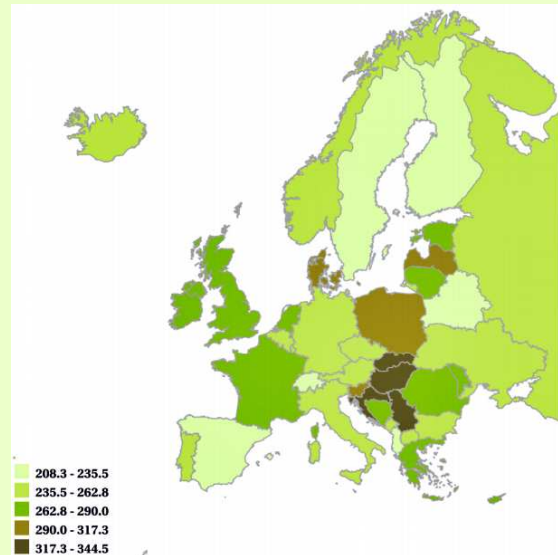
- [www.cancercode.eu](http://www.cancercode.eu)
- <https://cancer-code-europe.iarc.fr>

## ESTIMATES OF CANCER INCIDENCE



Both sexes, All sites but non-melanoma skin  
Age standardised rate (European new) x 100.000 [1]

## ESTIMATES OF CANCER MORTALITY



Both sexes, All sites but non-melanoma skin  
Age standardised rate (European new) x 100.000 [1]

Among the 504.6 million inhabitants of the member states of the European Union (EU28), there are annually 2.64 million new cancer cases and 1.28 million deaths from cancer. It means 1 in 4 deaths in EU are from cancer.[2] It is estimated that this cancer burden could be reduced by up to one half if scientific knowledge on causes of cancer could be translated into successful prevention.[3]

The European Code Against Cancer (ECAC) is a set of recommendations providing advice on the prevention of cancer. The 12 recommendations are addressed to the European Union citizens to inform them about measures they can take to reduce their risk of developing cancer or dying from cancer.[4] Recommendations deal with avoiding exposures to carcinogenic agents, adopting healthy behaviours or encourages medical interventions that prevent developing cancer.

Originally the ECAC was developed in 1987, revised in 1994 but its 3rd edition was published in 2003 and listed seven recommendations on the adoption of healthier lifestyles to improve many aspects of general health and the prevention of many cancer deaths. Current ECAC edition is the 4th one, launched in October 2014. The principles of current edition were that the recommendations should be suitable for a broad target audience, refer to actions that individuals can take themselves to reduce their cancer risk and should be based on scientific evidence. To develop latest edition European Commission mandated the International Agency for Research on Cancer (IARC) who coordinated 6 topic related expert working groups including more than 100 leading European scientists.

The current edition of the ECAC is structured according to three levels:

**Level 1** – the 12 messages of the ECAC

**Level 2** – a series of frequently asked questions and answers for each of the 12 messages

**Level 3** – the scientific manuscripts associated with revision of the ECAC.

[1] ECIS - European Cancer Information System. <https://ecis.jrc.ec.europa.eu>

[2] Causes of death in the EU28 in 2011. <http://ec.europa.eu/eurostat/documents/2995521/6131615/3-25112014-BP-EN/aab2c2d3-aed9-430a-a561-e188b8ef49d8>

[3] Danaei G, Vander HS, Lopez AD et al. Causes of cancer in the world: comparative risk assessment of nine behavioural and environmental risk factors. The Lancet, Vol.366, Issue 9499

[4] Schuz J, Espina C, Villain P et al. European Code against Cancer 4th Edition: 12 ways to reduce your cancer risk. Cancer Epidemiology, Vol.39 Suppl.1

# EUROPEAN CODE AGAINST CANCER

## 12 WAYS TO REDUCE YOUR CANCER RISK



- 1. Do not smoke.** Do not use any form of tobacco.
- 2. Make your home smoke free.** Support smoke-free policies in your workplace.
- 3. Take action to be a healthy body weight.**
- 4. Be physically active in everyday life.** Limit the time you spend sitting.
- 5. Have a healthy diet:**
  - Eat plenty of whole grains, pulses, vegetables and fruits.
  - Limit high-calorie foods (foods high in sugar or fat) and avoid sugary drinks.
  - Avoid processed meat; limit red meat and foods high in salt.
- 6. If you drink alcohol of any type, limit your intake.** Not drinking alcohol is better for cancer prevention.
- 7. Avoid too much sun, especially for children.** Use sun protection. Do not use sunbeds.
- 8. In the workplace, protect yourself against cancer-causing substances by following health and safety instructions.**
- 9. Find out if you are exposed to radiation from naturally high radon levels in your home.** Take action to reduce high radon levels.
- 10. For women:**
  - Breastfeeding reduces the mother's cancer risk. If you can, breastfeed your baby.
  - Hormone replacement therapy (HRT) increases the risk of certain cancers. Limit use of HRT.
- 11. Ensure your children take part in vaccination programmes for:**
  - Hepatitis B (for newborns).
  - Human papillomavirus (HPV) (for girls).
- 12. Take part in organized cancer screening programmes for:**
  - Bowel cancer (men and women).
  - Breast cancer (women).
  - Cervical cancer (women).

## 2. CANCER CAMPAIGNS

### 2.1. WORLD CANCER DAY 2018 CAMPAIGNS AROUND THE WORLD [5]

#### PORTUGAL

The Portuguese League Against Cancer ran awareness raising campaign during the World Cancer Day. Hundreds of schools, companies and sports associations joined the campaign and helped with spreading World Cancer Day “We can. I can” message. Even FC Porto accepted the challenge and on 4 February in the match against Sporting Clube de Portugal all the team’s staff members, including the coach, wore the World Cancer Day pin and players showed their support by coming onto the playing field wearing World Cancer Day t-shirts. Throughout the match World Cancer Day messages were promoted on the stadium screens.

#### MALDIVES

For their World Cancer Day #WeCanI Can Support through Sport initiative, the Cancer Society of Maldives (CSM) teamed up with a number of National sports associations to get everyone across the country active for the World Cancer Day. The Society also targeted schools with cancer awareness and prevention messages, including an art initiative for students whose line art pieces would be utilised for an art therapy colouring book for cancer patients. CSM also joined the Support through Sport social media campaign and raised awareness nationwide through TV, radio, and online-newspapers.

#### AROUND THE WORLD

In recent years, cities around the world have signalled their commitment to the global challenge of cancer by lighting up major landmarks in the World Cancer Day colours of orange and blue. Landmarks including the Empire State Building in New York City, the Skydance Bridge in Oklahoma City, the Jet d’eau in Geneva, and several across Canada - Niagara Falls, the CN Tower in Toronto, City Hall in Halifax, High Level Bridge in Edmonton, Calgary Tower, and Rogers Arena, the Olympic Cauldron and Canada Place Sails in Vancouver - have all lit up their city skylines on 4 February.

#### NIGERIA

Nigerian Project “Pink Blue” chose the occasion of World Cancer Day to launch the Abuja Breast Cancer Support Group - the city's first patient support group. The milestone achievement was commemorated with a medal-giving ceremony for breast cancer survivors attended by leaders from the cancer control community as well as His Royal Majesty Dr. Kabiru Musa, the Emir of Azara. Project “Pink Blue” also used the Day to call on the Federal government to set up a national agency for cancer control, urging decision-makers to make cancer control a national health priority.

**WORLD CANCER DAY  
LIGHTING UP CITIES**



Royal Opera House (Muscat, Oman)



Empire State Building  
(New York, USA)



CN Tower  
(Toronto, Canada)



## 2. CANCER CAMPAIGNS

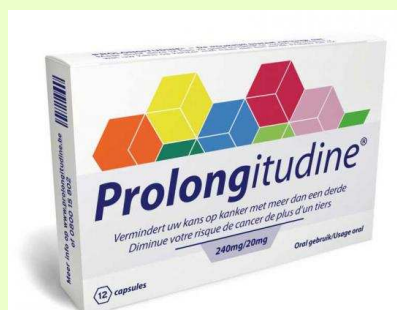
### 2.2. EUROPEAN CODE AGAINST CANCER PROMOTION IN ECL MEMBER LEAGUES

#### FOUNDATION AGAINST CANCER BELGIUM

##### PROLONGITUDINE: MIRACLE METHOD TO REDUCE YOUR CANCER RISK!

Campaign promotes the ECAC through the element of surprise. What appears as a realistic pharmaceutical product packaging, in fact contains a leaflet with messages of the ECAC. The campaign is supported by follow up actions and promotions on social media, including short viral videos for each message. Marketed at pharmacies and general practitioners, the display box has been sent to 4,692 pharmacists and 11,527 general practitioners.

**Target group:** General public, reached through pharmacists and general practitioners.



#### CATALAN FEDERATION OF ENTITIES AGAINST CANCER (FECEC)

##### CATALAN WEEK OF CANCER PREVENTION

FECEC has organised the Catalan Cancer Prevention Week (SECAPC) for a number of years. In October 2017, the campaign focused on the ECAC recommendations 4 and 5. Under the motto "Act against Cancer: Eat Healthy and Get Moving" campaign was aimed at promoting healthy lifestyles among the teenage population. The week includes more than 20 activities, covering TV spots, social media competition and endorsements by notable personalities from Catalunya.

**Target group:** Teenagers (in 2017)



#### FOUNDATION AGAINST CANCER BELGIUM

##### SPORTING EVENT ONKOLYMPIAD

Since 2015, the Slovak League organises the "Onco-Olympics", which offers sporting activities for cancer patients in several disciplines: boccia, floorball, penalty shootout, shooting hoops, and rope-jumping. In 2017 nearly a hundred participants gathered in Kosice to enjoy three days of sports activities, charity basketball game, social events and access to useful healthy lifestyle information provided by Kosice-Šaca Hospital staff.

**Target group:** Current cancer patients



#### CYPRUS ASSOCIATION OF CANCER PATIENTS AND FRIENDS (PASYKAF)

##### PLAY "TAKIS & MILITSA"

Cyprus Association of Cancer Patients and Friends (PASYKAF) has organised a short play entitled "Takis & Militsa" highlighting the importance of the ECAC recommendations. In addition, they have designed and printed a wide range of materials, including: a special booklet, leaflet, and handouts, which have been distributed widely among schoolchildren and young people.

**Target group:** School-age children and young people, teachers, and educators.



## 2. CANCER CAMPAIGNS

### 2.3. YOUTH AMBASSADORS PROMOTING ECAC

#### PRESENTATIONS AND LECTURES

One of the most convenient ways how to disseminate the ECAC messages is giving presentation about the code. Many of Youth Ambassadors have presented the ECAC in their organisations or while taking part in bigger events, conferences, workshops.



**i** Youth Ambassador Pawel Koczkodaj regularly gives lectures about the ECAC during conferences in Poland and abroad. Lecture topics range from concrete and particular like *"ECAC as an efficient tool in primary cancer prevention"* to more intriguing ones - *"What broccoli has in common with cancer? About healthy lifestyle and diet in context of the European Code Against Cancer"*.

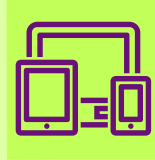
#### OTHER ACTIVITIES (E.G. RUN)

You can get more creative when planning an event. Decide on a new way how to promote the code. For example, in 2017 former Youth Ambassador Helena Vučković organised a run to promote the ECAC messages.



**i** The "I CAN run Against CANcer" is an initiative of the ECL Youth Ambassador Helena Vučković to promote European Code Against Cancer. The event was hosted by the Croatian League against Cancer and was the opening ceremony of the European Week against Cancer 2017 in Croatia. Participants run for 12 minutes symbolising 1 minute for 1 European Code Against Cancer message. It was arranged so that every person, no matter how physically active in everyday life, could participate. During the race printed ECAC materials and refreshing drinks with ECAC logo were available.

#### SOCIAL MEDIA



Social media promotion is an efficient way how to reach broad audience. Youth Ambassadors can use their own, their organisations' networks or approach influencers & organisations with wider social media following.

**i** During the World Cancer day 2017 on 4 February, Youth Ambassador Oksana Totovytska was successfully working on disseminating ECAC materials in Ukraine through social media. With the help of Oksana video with the ECAC messages was shared on Ministry of Health of Ukraine, Ministers of Health Ulyana Suprun's and "Coalition for smoke-free Ukraine" Facebook accounts. All accounts in total have more than 140 thousand followers that could be reached. Additionally, Oksana introduced code's messages and Youth Ambassador programme with two blog posts that were shared on online media in Ukraine – resulting in 20 thousand more views.

#### STANDS AND DISSEMINATION OF PROMOTIONAL MATERIALS



There are wide range of the ECAC promotional materials available – make a good use of current ones or create your own that works the best with your target audience and in your country. Informational stands with the ECAC promotional materials can be one of the ways how to spread the ECAC messages.

**i** In 2017 Youth Ambassador Ariadna Feliu Josa spent 31 May (the No Tobacco Day) at the Catalan Institute of Oncology where a stand was set up in the hall of the main building to raise patients, relatives and professionals' awareness of the importance of quitting smoking and to promote the ECAC.

# 3. TAKE ACTION!

## 3.1. YOUTH AMBASSADORS INDIVIDUAL ACTIONS

Youth Ambassadors are expected to engage in at least one activity in their home country to promote the ECAC. What exactly is this activity? It is all up to you! Get inspired in previous toolkit pages and find out what would work the best for you! Here are some useful tips to help with planning.

### ECAC PROMOTIONAL MATERIALS



On [www.europeancancerleagues.org](http://www.europeancancerleagues.org) are available various ECAC promotional materials:

- ECAC is translated in 23 EU official languages and various other languages. Translations are available: <https://goo.gl/8eAaiJ>
- To promote the code in video format, use video translated in your language or in English. Videos in 23 European languages are available: <https://goo.gl/zuNYGW>
- Other materials (e.g. ECAC in leaflet format, poster or poster with animations, template PowerPoint presentation about the ECAC & Youth Ambassadors) are available: <https://goo.gl/78gLx1>

ECL can provide help with preparation of the ECAC materials and in some cases offer financial assistance. Contact ECL in order to understand what kind of help can be provided.



ECL currently has 25 member leagues in 23 countries. Many of the leagues have prepared their own promotional ECAC materials. Take a look if there is an ECL member in your country and whether they have materials that could be used to promote the ECAC. Some good examples are:

- Irish Cancer Society has created infographic: [https://www.cancer.ie/sites/default/files/content-attachments/ics\\_12\\_ways\\_a3\\_web.pdf](https://www.cancer.ie/sites/default/files/content-attachments/ics_12_ways_a3_web.pdf)
- Association of Slovenian Cancer Society has designed infographic in Slovenian targeted to children school age: [http://www.protiraku.si/Portals/0/Publikacije/PDF/Zgibanka\\_12\\_Nasvetov.pdf](http://www.protiraku.si/Portals/0/Publikacije/PDF/Zgibanka_12_Nasvetov.pdf)
- German Cancer Society has published ECAC with icons and short descriptions: <https://www.berliner-krebsgesellschaft.de/praevention/>

### SOCIAL MEDIA

Social media is a powerful tool in getting your messages across to public. In the EU 63% of internet users use social networks. In the age group 16 - 24 almost 9 in 10 (88%) internet users in the EU participate in social networks.[6] Our social media is convenient and easy way to reach people - most of us have few hundred followers on our social media channels. Introduce the ECAC to them! For more tips and tricks about social media please see chapter Social Media in the toolkit.



# 3. TAKE ACTION!

## 3.2. YOUTH AMBASSADORS JOINT ACTIONS

Regularly Youth Ambassador group is collaborating to promote the programme and the ECAC together. Collective actions are mostly coordinated by ECL but inspiration and ideas come from Youth Ambassadors themselves. See below some examples of our previous joint actions or visit <https://goo.gl/dMcw7z> to find out more.

### VIDEO WITH THE ECAC MESSAGES

At the end of 2017 Youth Ambassadors created video presenting the ECAC. Video combines 12 Youth Ambassadors presenting each of the 12 ECAC messages in their languages.



### #CANCERCODE PHOTO

In 2018 Youth Ambassadors promoted the ECAC on social media by forming #cancercode.



### TWITTER CHAT

During twittechat Youth Ambassadors together with general public were encouraged to ask questions on Twitter to an expert in specific topic. E.g. March 2018 twitter chat about "Lifestyle and colorectal cancer risk" was organised.

### YOUTH AMBASSADORS NEWSLETTER

Twice per year Youth Ambassadors Newsletter is prepared. It summarises all the individual and joint Youth Ambassador actions. Be active and send your articles to ECL!



Youth Ambassadors are expected to participate in these joint actions with the best of their ability. Combining our collective efforts and individual networks provide an opportunity to reach more people to spread the ECAC messages.

**Share your joint action ideas and actively participate in current ones!**

## 4. SOCIAL MEDIA TOOLKIT

### ECAC ON SOCIAL MEDIA

- ECAC has social media accounts on Facebook (@europeancancercode), Twitter (@cancercode) and Instagram (cancercode).
- Information relevant to the ECAC and Youth Ambassador group can be found also on ECL social media Facebook (@cancerleagues) and Twitter (@cancerleagues).

### HASHTAGS

- When communicating ECAC messages use #cancercode.
- Youth Ambassadors are also encouraged to use #YouthAgainstCancer – in 2017 it was voted as common hashtag for the Youth Ambassador group.
- Use event specific hashtags. Find out the official hashtags the organisers have chosen and use them on your social media. *E.g. During World Cancer day on 4 February add #WorldCancerDay or #WeCanICan (World Cancer Day Campaign “We Can I Can” 2016 – 2018 official hashtag). During European Week Against Cancer #EWAC can be used.*



#### FACEBOOK BEST PRACTICES

- Even though Facebook does not limit you to 140 characters per post, shorter texts receive significantly better engagement with 5 and 4 line posts being the most appealing.
- Use conversational and personal tone in your posts. Starting conversation in your post by asking question results in 70% above average engagement.[7]
- Visuals based content is more likely to be shared than other types of posts e.g. text based. *Fun fact- turns out that each Facebook user is connected to any other Facebook user by average of 3.5 other users. So your shared post can potentially quickly reach anyone in the Facebook world. [8]*



#### TWITTER BEST PRACTICES

- Keep it short – 80 to 110 characters. Concise tweet makes an impact. It also allows users to retweet while adding their own comments.
- Use visuals, quotes, hashtags or even just numbers. Adding photo or video significantly increases level of engagement. Data varies but research by Media Blog analysed over 2 million tweets and concluded that:
  - \* Photos average a 35% boost in retweets, videos- 28%
  - \* Quotes get a 19% boost in retweets
  - \* Including a number receives a 17% increase in retweets
  - \* Hashtags receive a 16% boost [9]
- Remember that tweets cannot be edited after posting – make sure to proofread.

[7] 12 Best Practices For Media Companies Using Facebook pages. Facebook. <https://m.facebook.com/notes/facebook-media/12-best-practices-for-media-companies-using-facebook-pages/518053828230111/>

[8] Three and a half degrees of separation. Facebook Research. <https://research.fb.com/three-and-a-half-degrees-of-separation/>

[9] What fuels a Tweet's engagement? [https://blog.twitter.com/official/en\\_us/a/2014/what-fuels-a-tweets-engagement.html](https://blog.twitter.com/official/en_us/a/2014/what-fuels-a-tweets-engagement.html)

## 5. LIST OF RELEVANT AWARENESS DATES\*

### JANUARY

- Dry January
- **22 -28** Cervical Cancer Prevention Week

### JULY

- **28** World Hepatitis Day (WHO observed)

### FEBRUARY

- **4** World Cancer Day (UN observed)
- **14** World Cholangiocarcinoma Day
- **15** International Childhood Cancer Day
- **28** Rare Disease Day

### AUGUST

- **1** World Lung Cancer Day
- **1-7** World Breastfeeding Week (WHO observed)

### MARCH

- Colorectal Cancer Awareness Month
- **4** HPV Awareness Day
- **29** World Digestive Health Day

### SEPTEMBER

- Thyroid Cancer Awareness Month
- **15** World Lymphoma Awareness Day
- **24** World Cancer Research Day
- **23-30** European Week of Sport

### APRIL

- Testicular Cancer Awareness Month
- **6** World Day of Physical Activity
- **7** World Health Day (UN observed)
- **23-29** World Immunization Week (WHO observed)
- **28** World Day for Safety and Health at Work (UN observed)

### OCTOBER

- Breast Cancer Awareness Month
- **11** World Obesity Day
- **13** World Hospice and Palliative Care Day
- **16** World Food Day (UN observed)
- **19** Breast Cancer Day

### MAY

- Skin Cancer Awareness Month
- **8** World Ovarian Cancer Awareness Day
- **14** World Melanoma Day
- **18** European Cancer Nursing Day
- **25-31** European Week Against Cancer
- **28** World Blood Cancer Day
- **29** World Digestive Health Day
- **31** World No Tobacco Day (WHO observed)

### NOVEMBER

- Movember (Men's Health)
- Prostate Cancer Awareness Month
- Lung Cancer Awareness Month
- Pancreatic Cancer Awareness Month
- **15** World Pancreatic Cancer Day
- **26** Anti Obesity Day

### JUNE

- **8** World Brain Tumour Day
- **14** World Blood Donor Day (WHO observed)

### DECEMBER

- **12** International Universal Health Coverage Day