Dissemination of the 4th Edition of the European Code against Cancer

Dr Carolina Espina

International Agency for Research on Cancer
Lyon, France

ECL Annual Conference
16 October 2014, Bratislava
Dissemination Strategy

• Disseminate the messages and scientific basis of the European Code against Cancer, 4\textsuperscript{th} Edition

1. Launch of the Code (Level I) on EU webpage

2. Link to IARC-based platform with Code (Level I), Questions and Answers and complementary information (Level II) and Scientific Justification (Level III)
Dissemination Strategy

Objectives

• Provide the latest evidence-based recommendations to help the European citizen reduce their individual risk of cancer

• Inform and engage the individual to take an active role in cancer prevention

• Provide a comprehensive tool that is both media- and user-friendly
Launch of the Code

- Joint Press Conference
  DG SANCO and IARC representatives

Target Audience

1. The individual
2. Media
3. EU Member States and stakeholders

- Media relations
Press Conference

• Close partnership with EU communication team to prepare for, promote, and organize the event

• Virtual press conference held with EU in duplex Lyon/Luxembourg
Media Relations

• Identify and target EU-based journalists, with the EU communication team
• Produce Press Release
• Send Press Release to IARC media list
• Prepare and brief IARC spokespeople for media interviews
• Pitch stories to journalists
• Follow-up and monitor media coverage
Public Health (14-10-2014)

4th European Code Against Cancer launched today

Today sees the launch of an updated European Code Against Cancer – the fourth edition of the Code since its creation in 1987. With the knowledge that the risk of having cancer can, to a certain extent, be reduced by adopting healthier lifestyles, and outcomes greatly improved if cancer is detected early on, the Code aims to arm citizens with key information through its 12 recommendations.

"This new Code is based on the very latest scientific evidence. It is an important tool for cancer prevention for individuals, governments, health advisers, and policy-makers. It provides a foundation for creating healthy environments and adopting healthier lifestyles to prevent cancer," said John F. Ryan, acting Director of the Public Health Directorate, European Commission.

The Code emphasizes the importance of avoiding tobacco, alcohol, and excessive sun exposure as well as the benefits of maintaining a healthy body weight and being physically active. It also recommends participation in organized programmes for bowel, breast, and cervical cancer screening. This edition of the Code includes other important recommendations to reduce cancer risk, such as vaccination against human papillomavirus, breastfeeding, and limiting the use of hormone replacement therapy.

"The Code raises awareness of the critical role of prevention in the fight against cancer," says IARC Director Dr Christopher Wild. "By adopting the Code, all European citizens can take concrete actions for themselves, their friends and families to significantly reduce their risk of developing cancer."

The updated Code is the result of a project coordinated by the International Agency for Research on Cancer (IARC) and co-financed by European Commission’s Health Programme. It is the outcome of a two-year collaborative work between cancer specialists, scientists, and other experts from across the European Union.

» Link to the Code - EN version (other language versions will be available in the coming weeks)
» Questions and Answers that provide additional information about the recommendations and the different types of cancer they help to prevent are also published on the IARC website
IARC Website

1. Banner to publicize the new Code on the IARC Home page

2. IARC News:
   - Press Release
   - Web Announcement
IARC Branded Website dedicated to the Code


(Level I) Code

(Level II) Questions & Answers

(Level III) Scientific papers supporting the Code
European Code against Cancer

4th Edition
Questions & Answers

Tobacco
- Do not smoke. Do not use any form of tobacco.

Tobacco is the leading global cause of preventable illness and death. Tobacco is the major cause of cancer. Smoking is the most harmful form of tobacco use, inducing the heaviest burden of tobacco-related illness. Cigarette smoking kills up to half of long-term users.

Each year, tobacco use causes about 7 million deaths and more than half a billion dollars of economic damage worldwide. Tobacco will kill as many as 1 billion people this century if the World Health Organization's Framework Convention on Tobacco Control (FCTC) is not implemented rapidly. In Europe, the recently revised Tobacco Products Directive (2014/40/EU) specifies the rules controlling the production, presentation and sale of tobacco and related products, intended to harmonize differences among countries, in matters of tobacco control and thus better safeguarding the public health of the population. An overview of the damaging effects on health caused by tobacco is shown in Figure 1.

Figure 1: Health consequences causally linked to tobacco use and exposure to second-hand smoke

Source: Adapted from The Health Consequences of Smoking — 50 Years of Progress. A Report of the Surgeon General, Atlanta, Ga.: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014, with permission from the U.S. Department of Health and Human Services.

- What types of tobacco products are used in Europe?
- Does tobacco use cause cancer? What percentage of cancer is caused by smoking?
- Do all forms of tobacco cause cancer?
What types of tobacco products are used in Europe?
Does tobacco use cause cancer? What percentage of cancer is caused by smoking?
Do all forms of tobacco cause cancer?
What are the cancer-causing substances in tobacco?
Does nicotine cause cancer?
Can other factors modify smoking-related cancer risks? What if I drink alcohol and smoke tobacco?
Is water-pipe smoking safe?
Can I reduce my risk of developing cancer or dying of cancer if I quit smoking?
What can I do to quit smoking?
What can I do to quit smokeless tobacco use?
Can I reduce my risk of cancer if I reduce the number of cigarettes I smoke?
What are electronic cigarettes (e-cigarettes)?
Are e-cigarettes less harmful than conventional cigarettes?
What might happen when I try to stop smoking?
Does my smoking influence others’ smoking?
Is smoking more common in certain subgroups of the population?
Can I reduce my risk of developing cancer or dying of cancer if I quit smoking?

Yes. The scientific evidence conclusively shows that the risk of cancer decreases after quitting smoking at any age, but the younger the age when stopping, the greater the benefit.

On average, smokers lose at least 10 years of life compared with those who have never smoked. Quitting smoking before the age of 40 years reduces the risk of a smoking-related death by about 90%. It is never too late to stop smoking; quitting at any age lowers the risk of smoking-related death compared with those who continue to smoke.

Quitting smoking also has other health benefits that you can see immediately (see Figure 5).

What smokers can do to quit is described here (hyperlink to Q&A 9).

Source: Reprinted by the permission of the American Cancer Society, Inc. All rights reserved. From www.cancer.org
Scientific Justification

The European Code Against Cancer and the answers to the Questions and Answers were developed based on scientific evidence. You can find below the different manuscripts that explain this evidence.

The manuscripts will be uploaded here as soon as published.
European Code against Cancer 4th Edition:

1. 12 ways to reduce your cancer risk
2. Methodology
3. Tobacco and Cancer
4. Obesity, Body Fatness and Cancer
5. Physical Activity and Cancer
6. Diet and Cancer
7. Alcohol drinking and Cancer
8. Ultraviolet radiation and Cancer
9. Environment and Occupation and Cancer
10. Ionising and Non-Ionising Radiation and Cancer
11. Breastfeeding and Cancer
12. Medical exposures including hormonal therapy, other pharmaceuticals, and medical radiation and Cancer
13. Infections and vaccinations and Cancer
14. Cancer Screening
Further dissemination

• Raising public awareness and promoting use of the Code through ECL and other stakeholders

• Identifying novel routes for dissemination

• Evaluation of the impact of the code
  – Evaluating perceptions and reactions to the code:
    • Survey-based research to gather feedback from a larger sample in other countries
  – Investigating the impact of exposure to the code on attitudes and intentions
Acknowledgements

Scientific Committee
Filippo Belardelli
Douglas Bettcher
Franco Cavalli
Gauden Galea
Gilbert Lenoir
Jose Martin-Moreno
Florian Alexandru Nicula
Jørgen Olsen
Julietta Patnick
Maja Primic-Žakelj
Pekka Puska
Flora van Leeuwen
Otmar Wiestler
Witold Zatonski

Working Group Experts

Tobacco and second-hand smoke
Maria Leon Roux (Chair)
Neela Guha
Eva Krakikova
Anne McNeill,
Silvia Minozzi
Armando Peruga
Joachim Schüz
Carolina Espina

Physical Activity, body weight, diet, alcohol and breastfeeding
Isabelle Romieu (co-Chair)
Martin Wiseman (co-Chair)
Annie Anderson
Paola Armaroli
Franco Berrino
Marie-Christine Boutron-Ruault
Michele Cecchini
Tim Key
Michael Leitzmann
Teresa Norat
Hilary J Powers
Chiara Scoccianti
Joachim Schüz
Lawrence von Karsa
Carolina Espina

Environment, occupation and pharmaceutical drugs
Joachim Schüz (Chair)
Kurt Straif
Manolis Kogevinas
Harri Vainio
Rodolfo Saracci

Infections and vaccination
Rolando Herrero (Chair)
Maribel Almonte
Ahti Anttila
Joakim Dillner
Silvia Franceschi
Paula Gonzalez
Andrew Hall
Lawrence von Karsa
Patricia Villain

Screening
Nereo Segnan (Chair)
Ahti Anttila
Wendy Atkin
Peter B. Dean
Harry de Koning
Lena Dillner
Rolando Herrero
Ernst Kuipers
Iris Lindsdorp-Vogelaar
Eugenio Paci
Jaroslaw Regula
Eero Suonio
Sven Törnberg
Lawrence von Karsa
Patricia Villain

Communication group
Jane Wardle (Chair)
Lynn Faulds Wood
Nicolas Gaudin
Kirstin Grosse Frie
Eric Lucas
Veronique Terrasse
Maria Valdivieso Gonzalez
Kelly Winstanley
Martin Wiseman
Lawrence von Karsa
Joachim Schüz
Carolina Espina
Patricia Villain

Literature group
Silvia Minozzi (Chair)
Paola Armaroli
Cristina Bellisario
Elena Biagioli
Michela Cinquini
Silvia Gianola
Teresa Norat
Rodolfo Saracci

Environment, occupation and pharmaceutical drugs
Joachim Schüz (Chair)
Kurt Straif
Manolis Kogevinas
Harri Vainio
Rodolfo Saracci
Carolina Espina

Co-financed by the

Scientific Secretariat (IARC)
Joachim Schüz
Carolina Espina
Lawrence von Karsa
Nereo Segnan
Patricia Villain
Tracy Lignini

Working Group Experts

Radiation
Joachim Schüz (Chair)
Anssi Auvinen
Esther de Vries
Friederike Erdmann
Rüdiger Greinert
John Harrison
Ausrele Kesminiene
Neil McColl
Carolina Espina