

## European Code Against Cancer Dissemination Teleconference

### End of year summary & planning for 2016

#### Teleconference report

7 December 2015

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**ECL Secretariat:** Kate O'Regan (Policy & Project Officer); David Ritchie (Senior Cancer Control Officer); Wendy Yared (Director).

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### Overview

Several workshops were held during 2015 focusing on the dissemination of the European Code Against Cancer. The purpose of these workshops was to exchange experiences amongst peers active in cancer prevention. This included the cancer prevention leads and nominated representatives of national and regional cancer leagues from across Europe, along with invited experts and stakeholders.

The final workshop of 2015 was conducted by teleconference and took place on Monday 7 December 2015 (Agenda in *annex A*). The objective of the teleconference was to provide an overview of the work performed in 2015, and to receive feedback on the emerging findings and recommendations on disseminating the European Code Against Cancer. Participants also shared their plans for 2016.

Reflecting on the activities and experiences of 2015, the key messages from the discussion were:

- The approach to disseminating ECAC should be general, as opposed to stratified according to defined target groups, because the 4<sup>th</sup> edition of the Code is still relatively new (especially in languages other than English). The emphasis should, therefore, be on broad dissemination, which becomes progressively more niche over time;
- The targeted approach to disseminating the Code amongst young people should be continued. The youth ambassadors group is a good initiative to facilitating this, but

greater efforts should be made to engage them in developing the specific activities during the coming years;

- Social media is a cost-effective tool for the dissemination of the Code and efforts to disseminate the Code via this medium should be stepped up in 2016. Social media is especially useful for reaching younger people, which further highlights the importance of making the most of social media;
- It is important to target health professionals, with a particular emphasis on those in training. Ensuring that health professionals are familiar with the Code will allow for a broader and deeper dissemination of the Code;
- An early-warning mechanism should be put in place to alert cancer leagues, in a timely manner, of upcoming events and potential newsworthy items that are relevant to the Code and its messages. The example of the recent news coverage of the carcinogenic classifications of red and processed meat was highlighted as an instance in which it would be helpful to have advanced intelligence in order to prepare cancer leagues for the subsequent queries from the media and general public;
- Much greater use of the European Week Against Cancer (25-31 May) should be made in future years, and could include a return to setting specific themes each year: themes could be chosen in relation to the messages of the Code. A central event or conference would be appreciated as a way to bind together disparate actions taking place across Europe.

## Summary of discussions

### A. 2015 activities

The first item on the agenda was a brief overview of activities involving the ECL secretariat concerning the European Code Against Cancer conducted in 2015. This included:

- **Official Translations** – official translations produced by the European Commission and, subsequently, amended and validated by the cancer leagues. The translations were published in September 2015.
- **Workshops** - Two “dissemination” workshops had taken place prior to the teleconference: the first was held in Luxembourg in April 2015, focusing on the translations of the Code and an initial sharing of experience for promoting the Code at national and regional levels; the second was held in Belfast, UK in November 2015 and looked at improving the visibility of cancer prevention websites through search engine optimisation strategies.

Summaries of the workshops can be found at:

<http://europeancancerleagues.org/european-code-against-cancer/code-workshops.html>.

- **Youth Ambassadors group** – The Youth Ambassadors for Cancer Prevention group was created in 2015. The purpose of the group is to help improve the dissemination of the Code to young people. To date, 19 Ambassadors are involved in this group, meaning that not all countries are covered in this group. Therefore, greater efforts is required to increase effort to enlarge this group. More information can be found at: <http://europeancancerleagues.org/european-code-against-cancer/youth-ambassadors-for-cancer-prevention.html>.
- **Logo competition** – A competition was launched during the summer of 2015 to find a new and visually distinctive logo for the European Code Against Cancer. The winners, announced during the ECL annual meetings in November are a duo from Bucharest, Romania. The logo will now be used on all ECL's Code related communications.
- **Code awareness survey** – In October/November 2015, an online survey was conducted in 5 countries (Finland, France, Poland, Spain, UK) to, amongst other things, assess the levels of awareness of the Code in the general population. The survey found that 10% of the surveyed population had previously heard of the European Code Against Cancer.

General impressions from the activities undertaken in 2015 were:

- ECL should continue with the focus on communicating to young people. Survey results highlight that younger age groups learned more new information as a result of reading the Code. Social media will be an important tool in this respect.
- Health professionals are an important target group with whom greater effort should be made to disseminate the Code.
- ECL should explore ways to provide timely intelligence to leagues on issues relevant to the Code e.g. recent carcinogenic classification of red and processed meats

**Participants were informed that the official translations of the Questions & Answers level of the IARC Code website should be ready and available in early 2016.**

## **B. Proposed European Week Against Cancer Conference**

The second item was an information point on a proposed conference to take place during the forthcoming European Week Against Cancer (May 25-31).

The conference would focus on approaches to communicating the European Code Against Cancer, containing a plenary/open session for all interested stakeholders and closed sessions on technical issues of importance to cancer leagues.

Participants agreed that the conference should cover two days (afternoon and following morning). A draft agenda can be found in *Annex B*.

Discussion on the possible content of the conference covered the following issues:

- Workshops should have a practical component. Not only "hear about it" but also experiment "how to do it". Suggestion to invite participants from the target groups come and speak at the conference.
- Maintain a focus on health inequalities/inequities/lower socio-economic groups across all possible topics and issues to be discussed.
- Possible topics for discussion could include using social media as a tool to communicate the Code; developing and use of evaluation and/or assessment tools. Cancer leagues will be consulted first for their strategic input.
- Note of caution about being too broad and attempting to cover too much. We should look to hear from communications and behavioural change experts with particular focus on youth and youth susceptibility to health promotion messages.

Cancer leagues will be consulted on the agenda of the conference in January 2016.

## **C. Cancer Leagues' cancer prevention / health promotion activities in 2016**

The third agenda item covered a brief update from participants on their respective cancer prevention- related activities in 2016:

- **Belgium** - Priorities include tobacco control (managing the smoking quit line and lobbying towards politicians), UV prevention and campaigning against sunbeds, primary prevention with schools, promotion of colorectal cancer screening, alcohol, relay for life, and concept of European Code Against Cancer three year campaign, which will be launched early 2016 (exact time not yet decided).
- **Portugal** - The European Code Against Cancer will remain the main focus of prevention campaigns in Portugal. This will start with cervical cancer, where stories from the community will be launched. The Portuguese League will also commemorate World Cancer Day in collaboration with the mass media, and train

them to be able to speak on the code. Cancer leagues are in a strong position to secure the support of mass media due to high levels of trust. This will include TV and radio reporters. The league will also organise activity for 'Pink October'. Concerning tobacco, this will be commemorated around world no tobacco day in May.

- **Denmark** - The Danish Cancer Society (DCS) will continue with a campaign called 'cool without smoke', where young artists advocate against smoking. They will also continue the '7-signs of cancer' information campaign, as well as alcohol related cancers and dangers of UV rays. The Danish media have dedicated a week against cancer on the television (fundraising), this also ensures that cancer is kept high on the agenda of the general public. This is planned for week 43. The Code will be communicated as a whole on the website of the DCS, and messages will be translated in to 'goals' for the nation.
- **Ireland** - National Cancer Strategy to be launched in January 2016, with up to one third of messages in the strategy to be focused on prevention and they are sure that the ECAC will be included. January is lung health month and ICS will launch a lung health check in January. Other long term cancer control programmes include We Can Quit, Ex-Hale and Fit for Work. National cancer control programme will also include a skin cancer strategy.
- **Luxembourg** - Planning to launch a prevention bus, which would tour the country, focusing on special groups and changing topics every six months or so. A Relay for Life will be organised in March, with a focus on diet and physical activity. The league has also launched a smoking cessation help line. A colorectal cancer screening (population based) national programme will be launched early 2016. The league has also developed a healthy lifestyle magazine aimed at young people.
- **Israel** - Israeli league following WHO timeline: tobacco control activities will take place in May, June for skin cancer awareness, October for breast cancer awareness, and these activities are accompanied by press releases, and activities revolve around these months.

#### **D. ECL activities in 2016**

The final item was devoted to an update on the activities of the ECL secretariat that are planned for 2016. Activities will have continuity with the methods implemented in 2016. The focus of these activities will now shift towards supporting leagues to implement their Code communication activities.

The main activities are:

- **European Week Against Cancer** – As previously mentioned, a conference is proposed for the 2016 European Week Against Cancer. Date and venue to be confirmed. In addition to the conference, the following activities are also foreseen:

- Youth competition – Initial idea to focus on ‘gamification’, encouraging young people to develop games, apps, etc., drawing attention to the Code.
  - Animated video – A short 60 second video explaining the Code will be commissioned during 2016.
- **Publications** – The January/February edition of Cancer World will include a pull-out illustrating the Code’s messages. These illustrations have also been used a 2016 calendar developed by the CanCon joint action.
- **Social media** – An Instagram and *Pinterest* account promoting the Code will be launched in 2016. M=Leagues are encouraged to connect to this via their own social media accounts.
- **Workshops** – Two workshops will take place in 2016. The provisional timing for these workshops are: March/April, & October. The final dates, venues and topics will be confirmed in early 2016.
- **Youth Ambassadors** – The Youth Ambassadors will meet for their annual workshop in July in Brussels. The group will also help with the competition and video planned under the European Week Against Cancer activities.
- **Site visits** – A series of site visits will take place in 2016. This involves the ECL secretariat visiting member leagues, but is also open to leagues themselves to join. A pilot site visit in Irish Cancer Society (November 2015) in order to gain feedback from staff and learn best practices first hand.
- **‘Train the Trainer’** workshop – a pilot ‘train the trainer’ workshop will be performed in 2016. The final dates, venues and topics will be confirmed in early 2016.

Annex A

**Teleconference Agenda**

13:30	<i>Technical set-up</i>
14:00	<b>Introduction</b> (see powerpoint presentation)
	<ul style="list-style-type: none"> <li>The purpose of this meeting is report back on activities under the frame of ECL's grant agreement with the European Commission to disseminate the European Code Against Cancer (ECAC) and to discuss plans for 2016.</li> </ul>
14:10	<b>Summary of 2015 activities</b>
	<ul style="list-style-type: none"> <li>Brief overview of the activities to support the dissemination of the European Code Against Cancer in 2015, including emerging findings and results.</li> </ul>
14:20	<b>Discussion</b>
	<ul style="list-style-type: none"> <li>Feedback from leagues on activities and emerging findings.</li> <li>Discussion of the gaps / challenges in promoting the Code at the national / local levels, identifying where the resources of ECL's agreement with the EC could be put to best use.</li> </ul>
15:00	<b>European Week Against Cancer Conference – using ECAC to promote health and prevent cancer</b> (see draft programme)
	<ul style="list-style-type: none"> <li>Introduction of concept, preliminary date &amp; venue, and expected outcomes.</li> </ul>
15:20	<b>Cancer Leagues' cancer prevention / health promotion activities in 2016</b>
	<ul style="list-style-type: none"> <li>Tour de table of participants on forthcoming health promotion / cancer prevention activities foreseen for 2016.</li> </ul>
16:00	<b>Planned ECL activities 2016</b> (see powerpoint presentation)
	<ul style="list-style-type: none"> <li>Overview and discussion of the planned activities of the ECL secretariat to disseminate the Code in 2016</li> </ul>

*Annex B*

**DRAFT Conference Agenda**

**Day 1**

13.00	<b>Welcome - introduction</b>		
13.15	<b>‘Technical workshops’ for cancer leagues – session 1</b>		
	Topic A	Topic B	Topic C
14.45	Break		
15.15	<b>‘Technical workshops’ for cancer leagues – session 2</b>		
	Topic A	Topic B	Topic C
16.45	Break		
17.00	<b>Plenary session – conclusions</b>		

**Day 2**

09.15	<i>Welcome</i>
09.30	<b>Introduction</b>
	<ul style="list-style-type: none"> <li><i>Introduction ECAC, 4<sup>th</sup> edition, etc.</i></li> </ul>
10.00	<b>Keynotes</b>
	<ul style="list-style-type: none"> <li><i>Examples from Leagues of how they have used the Code in health promotion and cancer prevention</i></li> </ul>
11.00	Break
11.30	<b>Discussion / panel</b>
12.30	<b>Lunch</b>

