BEST PRACTICE AND LESSON LEARNED FROM THE PREVIOUS CODE VERSION AND/OR OTHER CAMPAIGNS; SOCIAL MEDIA (FACEBOOK, TWITTER)

**Spanish Association Against Cancer:**

Regarding the dissemination of the old version of the European Code Against Cancer, our organization has developed two different kinds of campaigns and programs:

a. General actions to general population.
b. Targeted actions to specific targets or focus in specific issues.

**General population:**

Spanish Association Against Cancer started to increase the awareness of the European Code Against Cancer in 1988.

The most important resource to disseminate the Code has been our regional branches, more than 2,000 regional delegations all over Spain. More than one million copies of the Code have been handed out since 2003 through workshops, conferences, street marketing actions…

Website and social media have an enormous potential to spread the Code, not just in Spain, also on the Spanish spoken countries in Latin America (40% AECC website’s visits come from South America):

a. [aecc.es](http://aecc.es): 22 million visits per year.
b. Facebook:
   * 236,000 fans.
   * 4 million people reached per month.
   * 96% interaction rate.
c. Twitter: 32,000 followers.

To reach the working population we have developed a specific program for companies. Every month we create a newsletter with healthy recommendations based on the European Code. We send the newsletter to the companies and they forward it to all their employees, by email or posting on their intranet sites. We have a database of 1,500 companies, in the end our messages reaches more than 600,000 working people.
Targeted actions to specific targets or focus in specific issues:

Regarding the health promotion and protection, the Spanish National Cancer Strategy highlights:

1. The reduction of the smoking population.
2. Improvement the lifestyles: eating habits and physical activity.
3. Early detection: breast cancer (100% coverage achieved), cervical cancer and colorectal cancer.

In order to achieve these goals we developed different targeted campaigns and programs:

Some examples of programs targeting schools:

1. “Eat healthy is fun”: the objective is reducing the childhood obesity on the children between 2 and 9 years old.
2. “The enchanted forest”: program focus in emotional education, to help the children between 7 and 9 years old, future teenagers, to avoid the consumption of tobacco and alcohol.

The reduction of the smoking population is a very important goal. In order to help smokers to quit, we have our own program:

a. 60% success rate.
b. 6 sessions, carried out by a doctor and a psychologist.
c. 3.000 smokers joined last year.

d. In order to reach those who doesn’t have enough time to commit to the previous program, we offer respirapp, a mobile application for counseling smokers during the process of quit smoking (more than 20.000 downloads last year).

Another example of the using of the technology to increase the awareness of healthy habits is: superprotector. As a result of a research carried out by our organization, the target for sun care campaign is the children. Superprotector mixes sun care tips with the gameplay.

Regarding the colorectal cancer early detection, Spanish National Cancer Strategy set up 50% coverage rate for 2015. We faced a great ignorance on the subject of colon cancer and fecal occult blood test by the high risk population: people from 50 to 69 years old.
We needed a viral campaign and we wanted to cause a positive impact. We launched the campaign last November and, as we predicted, it got viral through Facebook, Twitter and Youtube, and since then we reached more than 3 million people. Here you have the english version.

To promote the **physical activity**: last year we organize 13 races, in different Spanish regions, with more than 40.000 runners. For this year we are going to double the number of races all over Spain.