

Workshop on the dissemination of the European Code Against Cancer (ECAC) Summary Report

Danish Cancer Society
27 September 2017, Copenhagen (Denmark)

Background

On 27 September 2016, representatives from 14 cancer leagues plus invited key stakeholders from the International Agency for Research on Cancer (IARC), met at the 6th workshop on the dissemination of the European Code Against Cancer (ECAC).

The latest workshop on the dissemination of the ECAC, which was held in Copenhagen at the headquarters of the Danish Cancer Society, reflected on the impact that the ECAC has had in the 30 years since its inception, and considered possible methodologies to evaluate the ECAC. In addition, a section of the workshop was dedicated to discussing promoting cancer prevention messages with the media.

Summary

Professor Witold Zatonski, President of the Health Promotion Foundation in Poland, and member of the scientific committee for the current edition of the ECAC, presented the first keynote speech on the experience of communicating ECAC in Poland.

Previous editions of ECAC were translated and adapted to specific contexts in Poland. This included creating a short version to be distributed in regional cancer centres, medical universities, and hospitals. ECAC was particularly well spread thanks to the active engagement of schools, which led to the eventual participation of 391.000 children in the Małopolska region in an ECAC dissemination action.

The strategy for the future is to continue and build on previous activities, and to strengthen the collaboration between the Ministry of Health and the Ministry of Education, as was the case with the recent collaboration during World Youth Days in Krakow in 2016.

Dr Hans Storm, Chief Medical Adviser at the Danish Cancer Society, presented the historical perspective both as a former member of the scientific committee of the 3rd edition of the European Code against Cancer, and as the previous head of cancer prevention at the Danish Cancer Society. Dr Storm reflected on the progress between the initial version and the 3rd edition.

The 3rd edition represented a marked improvement on the earlier editions which had been criticised as the phrasing of the messages were not aimed at the general population. This required a change in the way cancer prevention professionals speak to the public, leading to an enhanced emphasis on adequate communication techniques that have been systematised into the development and use of the ECAC ever since.

Dr Storm pointed out that from the outset cancer leagues had been actively involved in not just the dissemination of the ECAC, but in the development of the messages through the participation of a former ECL president, and other representatives of cancer leagues, in the scientific committee.



Danish Cancer Society



Thomas Krogh, of the Danish Cancer Society, made the final presentation of the first session by focusing on the different ways to use the European Code against Cancer to affect policy making. In using the ECAC, the Danish Cancer Society has tried to evaluate the usefulness methods of specific methods to reach this (and other) target groups. More than anything else, the most important thing in politics would be to get the timing correct. Therefore, a lot of effort has been placed in the current strategy of the Danish Cancer Society to have an appropriate timeline with clear targets for impact and milestones leading up to them, in respect of the various messages of the ECAC.

Following the presentations, a discussion was held addressing the problem analysis that after almost 30 years of dissemination, little had been done to determine the impact of the ECAC. Nevertheless, ECAC has been shown to be very popular in Poland (as demonstrated in the recent ECAC awareness surveys coordinated by ECL), and seems to have exerted a very strong influence.

Two approaches fundamental to an evaluation of the impact of the ECAC emerged from the discussion: that which is directed at understanding how the ECAC can improve the cancer literacy of individuals, and that which proposes to examine the ECAC in terms of its impact on the development of interventions, thereby encouraging action at the population level. In the example of Poland, focusing on improving cancer literacy has seemingly borne fruit given the dramatic decrease in tobacco smoking and associated lung cancer mortality. It appears that the inclusion of the ECAC in Poland's national cancer control programmes has had a significant influence on the resulting awareness and application of the ECAC, particularly amongst Schools.

In terms of an evaluation method, Dr Storm cautioned against trying to attribute a certain value to ECAC in terms of its contribution to reduced cancer mortality or incidence in Europe. What counts is that this tool collects the best available evidence and that organisations such as cancer leagues apply this rigorously in their health promotion and cancer prevention actions.

After this discussion, the participants were asked to split into small groups of 4 or 5 people and to discuss together their experiences of using the ECAC and what evaluation methods they are familiar with, which could be applied to the ECAC.

The feedback resulting from the small group discussions amongst participants during the second session of the workshop stressed that identifying certain targets, for dissemination and uptake at the national level, would be one valuable action to take towards developing an evaluation of the ECAC. The identification of such targets could draw inspiration from the example of the Danish Cancer Society whereby national goals for cancer prevention have been established based on the 12 recommendations of the ECAC.

In terms of the immediate follow-up from the workshop, a meeting of invited experts covering the scientific committees of the current and former editions of the ECAC, plus selected practitioners familiar with the local and national implementation of ECAC, will be organised for early 2018. This meeting will build on the initial viewpoints established at the workshop of 27 September, and seek to establish consensus for the development of a systematic evaluation of the ECAC. Concurrently, supportive alliances, for example with ENCR, will be explored to ensure



Co-funded by
the Health Programme
of the European Union



Danish Cancer Society



the relevant stakeholders are engaged from the outset of this initiative.

The second session of the workshop was focused on working with the media to promote cancer prevention messages. Claus Fahrendorff, head of press relations at the Danish Cancer Society, presented the latest strategy of the society to engage with the media, promote the brand of the society, and disseminate the essential messages on which the society works.

The Danish Cancer Society has developed a new approach to its communication and media strategy that looks at both the 'brain' – that is the research, data and knowledge as encapsulated by the wealth of expertise working under the Danish Cancer Society umbrella – and the 'heart' – that is the emotional and personal responses that people have to the issues we are dealing with when we talk about cancer prevention. This approach accepts that we are no longer in control of the messages and information as in previous times, due to the proliferation of social media, but that by adopting strong and clear principles, a consistent and recognisable image and identity for the society can be forged and disseminated.

The new media landscape is changing not just how we all communicate, receive, and share information, but is affected so much more of our daily lives. In this context, it is important that we break out from the traditional methods of communicating with and via the media and embrace the new possibilities. Otherwise, we risk losing control of the messages and worse still suffering similar fates to those of once huge corporate entities, such as Kodak, who were overtaken by the pace of

technological and the concomitant societal change.

Other important principles to bear in mind and which have been integrated into the next strategy for the society are: to always put the recipient of the information at the centre and emphasise with them by asking "what do they want to receive?" and how can we be responsive to that; to avoid create things without first involving the eventual target group in the development; and to focus on building and developing a community, which becomes more feasible and efficient due to the new media tools and channels. Investing in building a community now will pay off in the long-term, as trust will have been established.

Following this presentation, Peter Dalum, head of unit for UV and alcohol issues in the cancer prevention department of the Danish Cancer Society. Peter focused on the "Danish Sun Safety" and "Help a Dane" campaigns. After each campaign, a thorough evaluation must be made, and it is essential to ask whether the target group have read on or more stories. In this respect, the Danish Cancer Society dedicates half of the staff resources in the cancer prevention secretariat to evaluation tasks.

The lessons of the society's experience are that the media should be seen as an essential and integrated part of any campaign, and their participation needs to be proactively planned from the start. The media should be linked to all relevant activities, especially at the local level where there is a huge potential for multiplying stories involving volunteers.

At the conclusion of the workshop, brief examples were presented on the practice of other cancer leagues present at the meeting.



Co-funded by
the Health Programme
of the European Union



Danish Cancer Society



More information on these presentations are available the ECL website:

www.europeancancerleagues.org.

Follow-up actions

- Establish within ECL a cancer prevention network from which participation at future workshops or events relating to the European Code against Cancer would be drawn;

- Organise a follow-up meeting with experts from the current and former scientific committee of the ECAC, plus invited stakeholders, to develop a consensus for the systematic evaluation of the ECAC;

- Consider in 2018 the development of specific targets with measurable indicators that can be consistently followed at the national level across Europe;

- Identify the necessary alliances, for example with cancer registries, that could be helpful for the development of an evaluation of the ECAC.



Co-funded by
the Health Programme
of the European Union

This event has received funding under an operating grant (number: 747456) from the European Union's Third Health Programme (2014-2020). Any views expressed in relation to this event do not necessarily reflect the official views of the EU institutions.



Danish Cancer Society



Annex: Agenda

European Code Against Cancer Workshop

**6th workshop on the dissemination of the European Code Against Cancer
Promoting the European Code Against Cancer (ECAC): best practice on working with media &
evaluation methods
Danish Cancer Society, Copenhagen, Denmark**

27 September 2017 09:30 to 17:00

Introduction

final agenda

One of ECL's key activities to disseminate the ECAC has been the organisation of workshops for the benefit of cancer prevention representatives of cancer leagues in Europe. The workshops aim to connect peers to share experiences of communicating ECAC, identifying common barriers to effective dissemination and discuss possible solutions. This workshop will pay special attention to evaluating the ECAC and cooperation with the media.

- 09:30 – 09:50 **Registration**
- 09:50 – 10:00 **Welcome and introduction**
- 10:00 – 11:00 **Towards a systematic evaluation of the European Code against Cancer**
- *Witold Zatonski, Health Promotion Foundation*
 - *Hans Storm, Danish Cancer Society*
 - *Thomas Krogh, Danish Cancer Society*
- 11:00 – 11:30 **Coffee break**
- 11:30 – 12:45 **Evaluation methods to measure impact of ECAC & cancer prevention programmes**
- 12:45 – 14:00 **Lunch**
- 14:00 – 15:15 **Promoting cancer prevention messages with the media**
- *Peter Dalum, Danish Cancer Society*
 - *Claus Fahrendorff, Danish Cancer Society*
- 15:15 – 15:45 **Coffee break**
- 15:45 – 16:45 **Presentations of good practice of working with the media by cancer leagues**
- 16:45 – 17:00 **Conclusions**



Co-funded by
the Health Programme
of the European Union

This event has received funding under an operating grant (number: 747456) from the European Union's Third Health Programme (2014-2020). Any views expressed in relation to this event do not necessarily reflect the official views of the EU institutions.



Danish Cancer Society



Annex: List of participants

Name	Organisation	Position
Adriana Melnic	Romanian Cancer Society	Executive Director
Anne Bach Waagstein	The Danish Cancer Society	Head of press, Cancer Prevention Department
Annick Rywalski	Swiss Cancer League	Head of Prevention
Balázs Rozványi	Hungarian League Against Cancer	President
Brian Køster	Danish Cancer Society	Post-doc
Camilla Liv Erthmann Andersen	Kræftens Bekæmpelse	Senior project manager
Clara Rosàs	FECEC	Gerent
Cristiana Fonseca	Portuguese League Against Cancer	Health Education Department Coordinator
David Ritchie	ECL	Senior Cancer Control Officer
Gitte Laub Hansen	Danosh Cancer Society	Executive project manager
Halla Thorvaldsdottir	The Icelandic Cancer Society	Managing Director
Hans Storm	Kræftens Bekæmpelse	Overlæge
Katja Jarm	Association of Slovenian Cancer Societies	Public health specialist
Kim Kruijt	KWF Kankerbestrijding	Programmacoördinator team Minder Kanker
Laurianne Peron	ECL	Intern
M. Tezer Kutluk	TURKIS ASSOCIATION FOR CANCER RESEARCH AND CONTROL	PAST PRESIDENT
Marta Manczuk	Polish Cancer League	Board member
Mette Lolk Hanak	Danish Cancer Society	Head of Prevention
Maarit Rautio	Cancer Society of Finland	Communication Officer
Maarten van Den Ende	KWF kankerbestrijding / Dutch cancer society	Programme coordinator Agents
Naomi Thompson	Cancer Focus Northern Ireland	Senior Cancer Prevention Officer
Nicolas Philippou	The Cyprus Association of Cancer Patients and Friends (PASYKAF)	CEO
Pawel Koczkodaj	Maria Skłodowska Curie Memorial Cancer Centre and Institute of Oncology, Warsaw	Specialist at Primary Prevention Unit, Epidemiology and Cancer Prevention Department
Satu Lipponen	Cancer Society of Finland	Director, strategy and foresight
Sigrun Elva Einarsdottir	The Icelandic Cancer Society	Project manager / Education and Prevention
Thomas Krogh	Danish Cancer Society	Head of Secretariat
Witold Zatonski	Health Promotion Institute	President
Carolina Espina	IARC	Staff scientist
Barbara Kochman	Polish Cancer League	Secretariat
Neda Vrban	Croatian league against cancer	Ceo



Co-funded by
the Health Programme
of the European Union