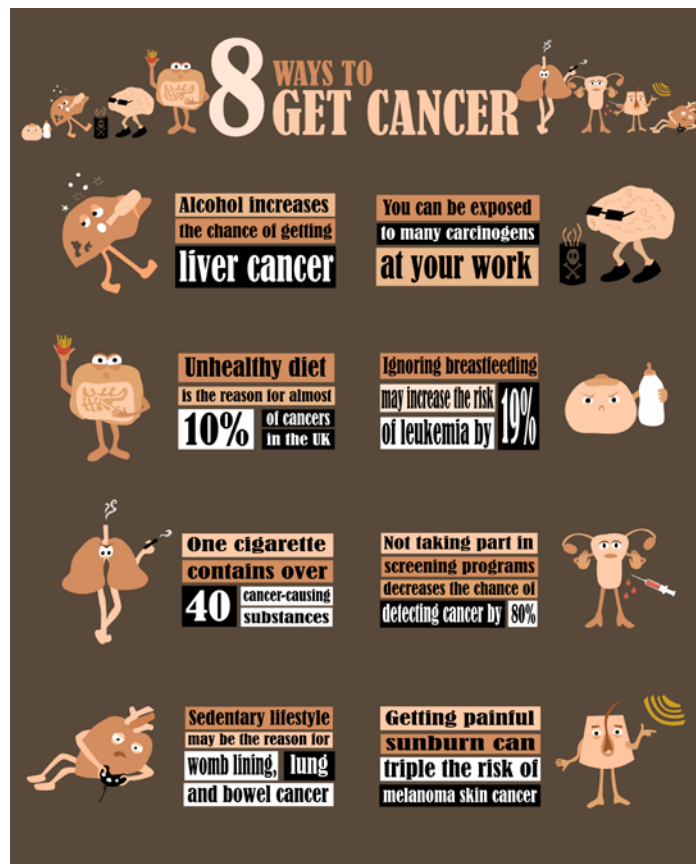


Cancer Code Youth Competition

Summary of the 2016 European Week Against Cancer Youth Competition: *design an infographic for the European Code Against Cancer*



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cancer-code-europe.larc.ir

Association of European Cancer Leagues (ECL)

Date: May 2016

WEBLINK:

http://www.europeancancerleagues.org/images/European_Code_Against_Cancer/YOUTH/Summary_of_Cancer_Code_Youth_Competition.pdf



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1. Summary

As part of its ongoing mission to promote the European Code Against Cancer, the Association of European Cancer Leagues (ECL) launched a competition in March 2016 aimed at school age children and young adults, encouraging them to design an infographic for the European Code Against Cancer.

The topic of infographic design was selected on the basis of recommendations given by ECL's member leagues, and the ECL youth ambassadors for cancer prevention group. Both groups had stressed the importance of visual communication when promoting complex information such as the European Code Against Cancer, and had also emphasised that promoting the European Code Against Cancer to young people was a priority objective. Therefore, the decision to create a visual design competition to encourage young people to engage with the messages and the underlying science of the Code in a creative way, neatly addresses the aforementioned objectives.

The competition was opened to groups of 3-5 participants (in order to encourage collective working) aged between 8 and 18 years old, resident in the wider European region (as defined by membership of the WHO-Europe region). The competition was timed to conclude during the European Week Against Cancer (25-31 May), which runs during the last week of May every year.

By the final deadline of 15 May 2016, 363 entries had been submitted to the competition, which included 1190 individual participants. The winning entry came from a team in Bilgoraj, Poland. The winner was selected by an independent jury based on an objective scoring criteria, and was announced on the first day of the European Week Against Cancer 2016.

Overall, the level of engagement for an ECL competition was unprecedented and so exceeded expectations. The quality and diversity of entries was also noticeably high. Despite the high interest, entries came from just 8 EU member states, and so further efforts must be made in the future to increase the number of countries participating.

All eligible entries will shortly be displayed on ECL social platforms, whilst the shortlisted entries and those meriting an honourable mention will be disseminated in a dedicated publication.



2. Background

The Association of European Cancer Leagues (ECL) is a pan-European umbrella organisation of national and regional cancer leagues. Since 1980, ECL has been providing a unique and important platform for cancer societies.

In 2014, ECL received the mandate from the European Commission to promote the European Code Against Cancer via the instrument of an operational grant for non-governmental organisations. Financed through the Third EU Health Programme (2014-2020), this resource supports a number of activities to promote the recently updated European Code Against Cancer.

As part of this framework, ECL launched a competition in March 2016 aimed at school age children and young adults, encouraging them to design an infographic for the European Code Against Cancer.

ECL has run several youth-oriented competitions in the past, the most recent example being the European Code Against Cancer logo design competition held in September 2015. This activity has proven to be popular amongst the key target group of children and young adults (aged under 30s), which is demographic that has been identified as a priority group for the dissemination of the European Code Against Cancer.

For the 2016 iteration of the youth competitions, the topic of infographic design was selected on the basis of recommendations given by ECL's member leagues, and the ECL youth ambassadors for cancer prevention group. Both members and youth ambassadors stressed the importance of visual communication when promoting complex information such as the European Code Against Cancer.

The competition was timed to conclude during the European Week Against Cancer (25-31 May), which runs during the last week of May every year. This decision was taken in order to maximise the level of publicity for the competition.



3. Method

The process for organising the infographic design competition was based upon the successful model applied to previous youth competition orchestrated by ECL. This approach focuses on school age children, encourages the active participation of teachers or other educators, and prioritises group working over individual efforts.

The competition was opened to groups of 3-5 participants (in order to encourage collective working) aged between 8 and 18 years old, resident in the wider European region (as defined by membership of the WHO-Europe region).

The incentives on offer for the entrants were a new iPad mini tablet for each group member. In addition, to recognise and encourage the participation of educators, an incentive work-related prize was on offer for the supervising teacher or adult educator (see *annexe 1 for competition guidelines*).

In order to allow for the widest participation possible, no restrictions were placed on the formats for the submission of entries. This approach also encourages creativity on the part of the entrants, as they could possibly submit an entry as an online presentation, video, or a more conventional image-based format.

The competition was opened at the beginning of March, with an initial deadline of 24 April 2016. The winner would be announced during the European Week Against Cancer between 25-31 May 2016. This would allow for the maximum publicity for the winning entry. In the process of conducting the competition, the deadline was extended once due to demand by interested parties. The extended deadline was, therefore, 15 May 2016.

Publicity for the competition was generated via the various social media platforms of ECL (e.g. Facebook and Twitter), and via conventional mail-outs to ECL members and wider stakeholders. In addition, a micro-site was created on which general information about the competition was posted, such as: rules of eligibility; basic guidelines and suggested content; and links to further information and online platforms supportive for creating infographics (*annexe 2*).

All entries were submitted via email to the dedicated email address ECAC@europeanleague.org. Entries were only valid if they were submitted with a completed entry form stating the essential information about the group, and with a signed disclaimer for authenticity of the entry (signed by a supervising teacher or adult).

The jury for the competition was drawn from a mixture of science communication practitioners and cancer control experts. The intention was to have a neutral and independent jury to decide the winner based on an objective scoring criteria, which scored shortlisted entries on a scale of 0-20 per the following categories: visual appeal; innovative use of data / information; and clarity of link to the European Code Against Cancer. The maximum score available for each entry would therefore be 60. As 5 judges formed the jury, the maximum total score would be 300 (*annexe 3 depicts judging score sheets and eventual scores*).

The members of the jury were: Mirja Karlsson, Tina Lipuscek, Johannes Martinez-Schmitt, Julien Tognetti, and Wendy Winn.

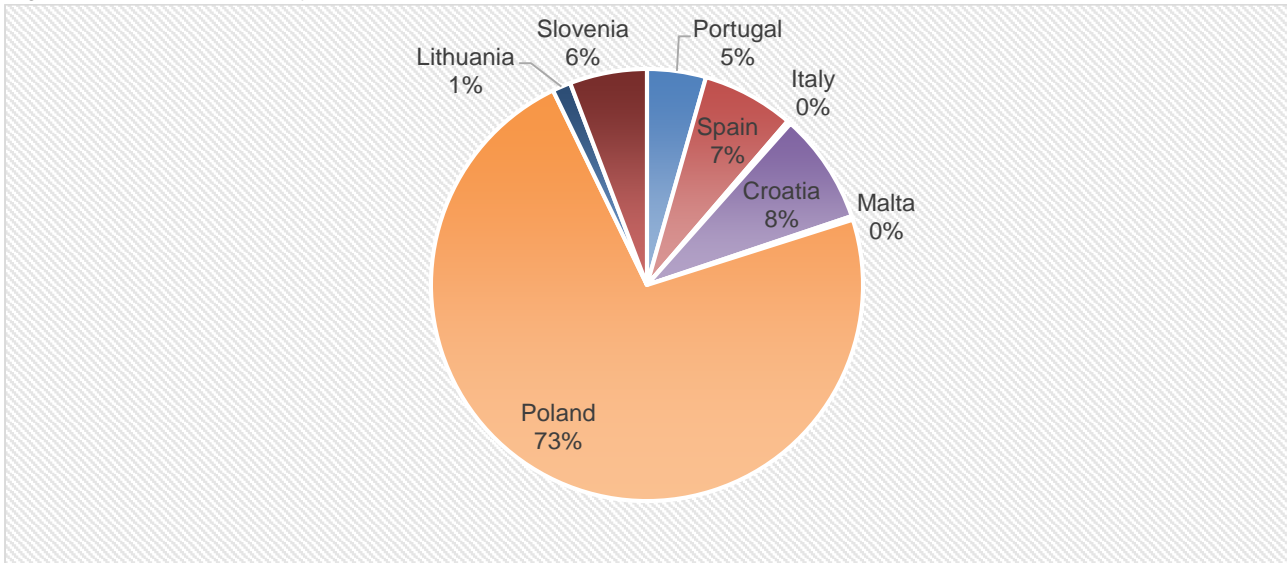


4. Results

Following the extension of the deadline to 15 May 2016, a total of **363 teams** had submitted entries to the competition. The total number of participants was **1190**. The average age of the participants was **12.7 years old**.

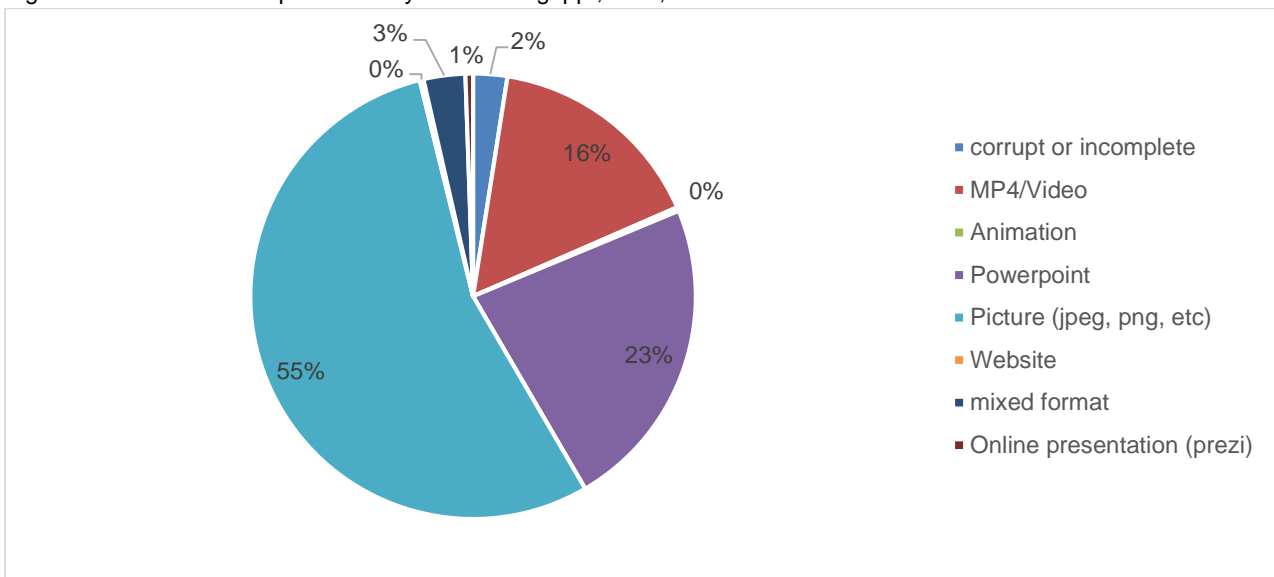
Entries were submitted from 8 EU countries: Croatia (30); Italy (1); Lithuania (5); Malta (1); Poland (264); Portugal (16); Slovenia (21); and Spain (25).

Figure 1: chart of the country of residence for the competition entrants



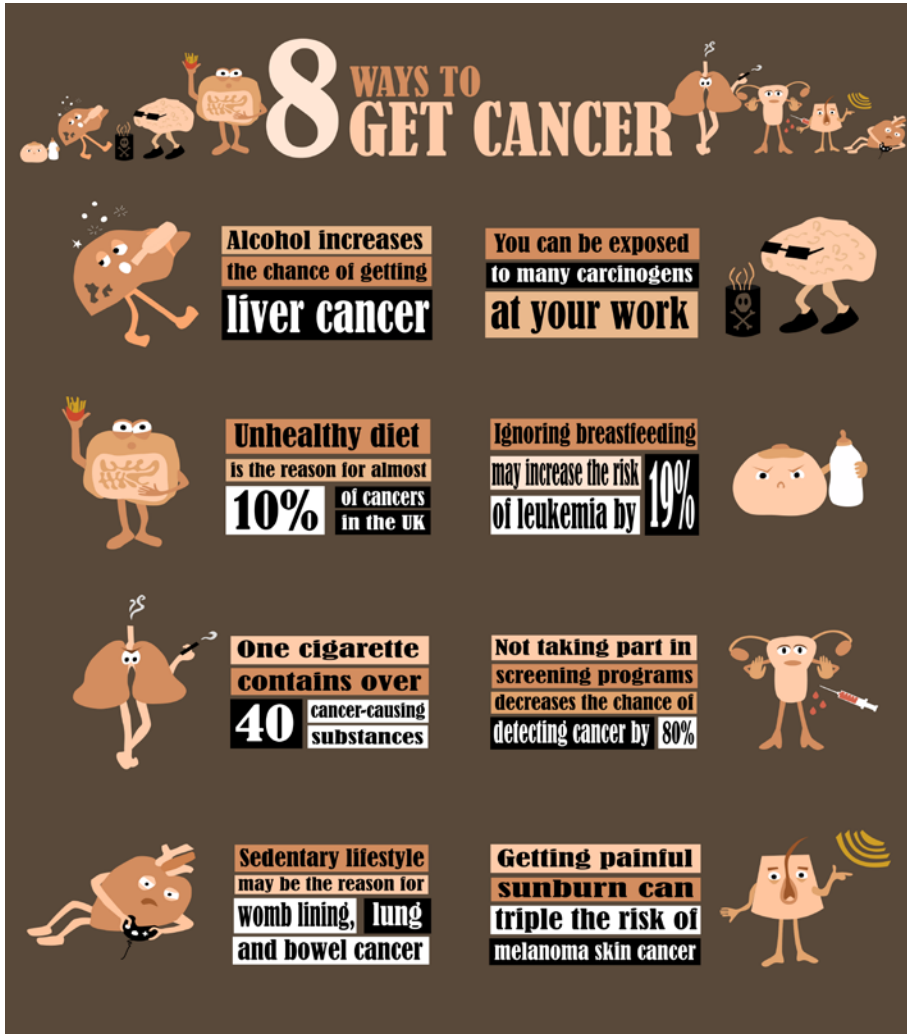
As per the competition guidelines, multiple formats were submitted to the competition. Unfortunately, 9 entries were ineligible due to incomplete or missing information on the entry form or corrupted files that were sent as the team's competition entry. This entailed that 354 entries were eligible for initial shortlisting.

Figure 2: chart of the competition entry formats: e.g. ppt, MP4, etc.



The ECL secretariat shortlisted entries to a final ten, which were then provided to the independent jury for them to score. Following the submission of the jury's scores, a clear winner was identified as the team composed of Anna BRYLA; Michal BUCZEK; Edyta KOSCIELSKA; Adrianna ROJ; and Stanislaw ZAN from Bilgoraj, south-eastern Poland.

Figure 3: the winning entry of the competition



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The winning entry was announced online on the ECAC and ECL twitter and Facebook pages on Wednesday 25 May 2016: [the first day of the European Week Against Cancer](#). The tweet announcing the competition winner earned 2,239 impressions and was retweeted 20 times.

The final ten shortlisted entries shall be uploaded to the ECL and ECAC Facebook pages for display. All other eligible entries will be uploaded to another ECL social platform (Flickr or Pinterest) in June 2016. This will be accompanied by the creation of a playlist on the ECL YouTube channel for all video based entries (*see annexe 4 for the 2nd and 3rd placed entries*).

The shortlisted entries and honourable mentions from the complete field of entries, shall be collected in a short booklet for publication and wider dissemination.



5. Conclusion

The competition to design an infographic for the European Code Against Cancer was the most popular public competition organised by ECL to date. The number of entries exceeded all expectations, and the standard of submission was especially high. The diversity in the range of formats and imaginative approaches used by the teams was particularly striking.

The decision to focus on designing an infographic appears to have been a good choice in light of the quality and depth of entries. Infographic design allows the participants to learn and apply crucial health information related to the reduction of cancer risk, through a challenging, and yet fun and creative, design competition. This approach, therefore, addresses key aims of ECL in regards to the dissemination of the European Code Against Cancer, as it not only engages the key target group of young people, but offers the opportunity for them to learn about the important messages of the Code in an interactive way in an educational context. In addition, multiple visual communication products have been produced in the form of infographics, which was also a key objective for ECL for the dissemination of the European Code Against Cancer.

Whilst the choice of topic and decision to engage directly schools and other educational settings in the competition worked well, there is still room for improvement in the future. The submission system for entries was labour intensive as all entries were submitted by email. This led to manual sorting and recording of entries, and inevitably caused problems with large or corrupt files. In the future, an online system should be used in which participants directly upload their entries to a dedicated portal, which automatically captures all pertinent information.

The decision to allow all formats was positive in the sense that it encouraged creative responses, yet this produces a challenge in the documenting and shortlisting of entries. Some confusion was had by a number of entries who submitted generic videos as opposed to integrating the concept of an infographic in their entry. As a result, the format for entries for future competitions should be much more precise and prescriptive.

The number of countries engaged in the competition was one of the few disappointments in the competition process, as 8 EU member states were represented by at least one entry. Further efforts must be made in direct cooperation with non-active countries in future competitions.

Overall, the competition exceeded expectations in terms of engagement, and has produced a number of high quality products that can be disseminated over the coming months to promote the Code. The approach to involve groups of school-age children has been particularly effective at reaching this important target group, which has been identified as a priority for the dissemination of the European Code Against Cancer.



Annexe 1 – guidelines for entry

1st ANNOUNCEMENT

European Week Against Cancer Youth Competition 2016

Create an Infographic for the European Code Against Cancer!

Deadline: **Sunday 24 April 2016**

Are you a creative, active person, who is also a team player? Would like to do something fun and inspirational that can help promote healthy living and beat cancer? And would you also like the chance to win cool prizes?

Then why not enter our competition to promote the European Code Against Cancer by designing an colourful, informative and fun infographic that will help people understand how they can prevent cancer.

Background

To celebrate this year's European Week Against Cancer (25-31 May), the Association of European Cancer Leagues (ECL) is launching a competition for young people, to design an infographic focusing on one or all of the messages of the [European Code Against Cancer](#).

The European Code Against Cancer gives us 12 ways to reduce our cancer risk and live healthier and more active lives. As part of ECL's mission to spread the word about the Code, we are looking for ways to make people aware of its messages. That's why we need your help to design cool and informative infographics!

All eligible entries will be published online, and promoted widely during the European Week Against Cancer, with special prizes on offer for the **top three entries!**

EACH MEMBER OF THE WINNING GROUP WILL RECEIVE A NEW IPAD MINI !!!

(OR EQUIVALENT ANDROID-BASED MODEL)

Prizes are also available for the school / educational establishment of the winning entrants! So, teachers and educators will be recognised for their contribution and support.



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Eligibility

- Entries must come from **groups of 3-5** people
- All group members must be **aged between 8-18 years old**
- You can be any nationality but must be living and studying in Europe
- Only one entry per group is allowed
- All entries should include the European Code Against Cancer logo: download [HERE](#)

The infographic can be in any language, and can be developed in any format that can be shared on the internet: use your imagination! It must, however, be directly relevant to the European Code Against Cancer.

Entries cannot contain any copyrighted material or images (such as famous celebrities or brand logos). Each entry must also be your own **original** work and not that of any older sibling, parent or friend.

How to submit

Entries must be submitted by **email** to ECAC@europeancancerleagues.org with the infographic as an attachment (PDF, JPEG, PowerPoint, etc.), or with a link to a YouTube video or other upload.

PLEASE NOTE: entries must be submitted with the entry submission form (available [HERE](#)), which must be signed by the supervising teacher, educator or responsible adult, declaring sole ownership and providing copyright permission.

Deadline: Sunday 24 April 2016

Judging

Entries will be judged by a distinguished panel of European Cancer experts and ECL Youth Ambassadors. Winners will be notified during early May, with the winning entries published during the **European Week Against Cancer 25-31 May**.

The winning entries will be judged against the following criteria:

- Creativity and originality of design
- Relevance, clarity and accuracy of message/s
- Impact of message/s



Key points to remember

- **Keep it simple – make your infographic clear and memorable (hint: maybe focus on 1 of the 12 messages)**

- **Be creative – use any format that you think works**

- **Have fun!!**

Helpful information

- **What is an infographic?**
 - An Infographic is a way to visually represent information (especially numerical data i.e. statistics) and vocabulary, such as the messages of the European Code Against Cancer.
 - The data can be quite dull to read sometimes and quite difficult to understand. This is why infographics are useful, as they transform the information into interesting visuals!

- **Do you have any examples?**
 - There are many examples of interesting and easy to understand infographics, which are easy to find through a quick online search. We've gathered some examples we particularly like on our Pinterest page:
<https://www.pinterest.com/cancercode/infographics/>

- **Where do I get the information from for my infographic?**
 - The best place to start is the website of the [European Code Against Cancer](#).
 - Take a look at the [12 ways](#) section (which will soon be in 22 languages), as here there is plenty of information suitable for your infographic. For example:
 - Up to **50%** of cancers can be prevented
 - Tobacco use causes about **6 million** deaths each year worldwide
 - Cancer risk is **11%** lower in people who eat mostly vegetables and other plants
 - You can also find out more information on the website of your local or national cancer league! Check out the links section for more information.

- **How do I make one?**
 - That's up to you! You can use a simple PowerPoint slide, animate a short video, or use one of the several freely available tools online (see *links and resources*).



Links and resources

Here's a short list of links to places for information for your infographic, and possible tools you could use to create it:

- Information:
 - List of ECL members - national and regional cancer leagues:
<http://www.europeancancerleagues.org/about-european-cancer-leagues/ecl-members.html>
 - WHO-Europe: <http://www.euro.who.int/en/health-topics/noncommunicable-diseases/cancer>
 - See: <http://www.euro.who.int/en/health-topics/noncommunicable-diseases/cancer/news/news/2016/02/preventing-cancer-the-european-code-against-cancer>
 - IARC ECO: <http://eco.iarc.fr/>
 - EC – DG Santé:
http://ec.europa.eu/health/major_chronic_diseases/diseases/cancer/index_en.htm

- Tools:
 - Easel.ly
 - Infogr.am
 - Piktochart
 - Venngage

More information for teachers is available from:

- <http://www.teachersfirst.com/iste/infographics/index.cfm>;
- <https://venngage.com/blog/how-to-use-infographics-in-high-school-classrooms/>;

<http://www.schrockguide.net/infographics-as-an-assessment.html>



Annexe 2 – screenshot of competition micro-site



<http://ewaccompetition2016.weebly.com>



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Annexe 3 – judge’s score sheet and scores

JUDGE’S GUIDE

JUDGING ITEMS	SUGGESTED SCORE RANGES				NUMBER OF ENTRY*									
	EXCELLENCE	VERY GOOD	GOOD	FAIR	1	2	3	4	5	6	7	8	9	10
Visual Appeal Is the design aesthetically pleasing and attractive?	17-20	11-16	6-10	0-5										
Innovative use of data / information How creative is the approach taken to depict data / information?	17-20	11-16	6-10	0-5										
Clarity of the link to the European Code Against Cancer? How well does the infographic portray and promote the messages or messages of the European Code? Does the information appear relevant?	17-20	11-16	6-10	0-5										
TOTAL SCORE (60 Points Possible)														

* Please note: the numbers of each entry can be found in the description of each image on the flickr page (PRIVATE LINK).



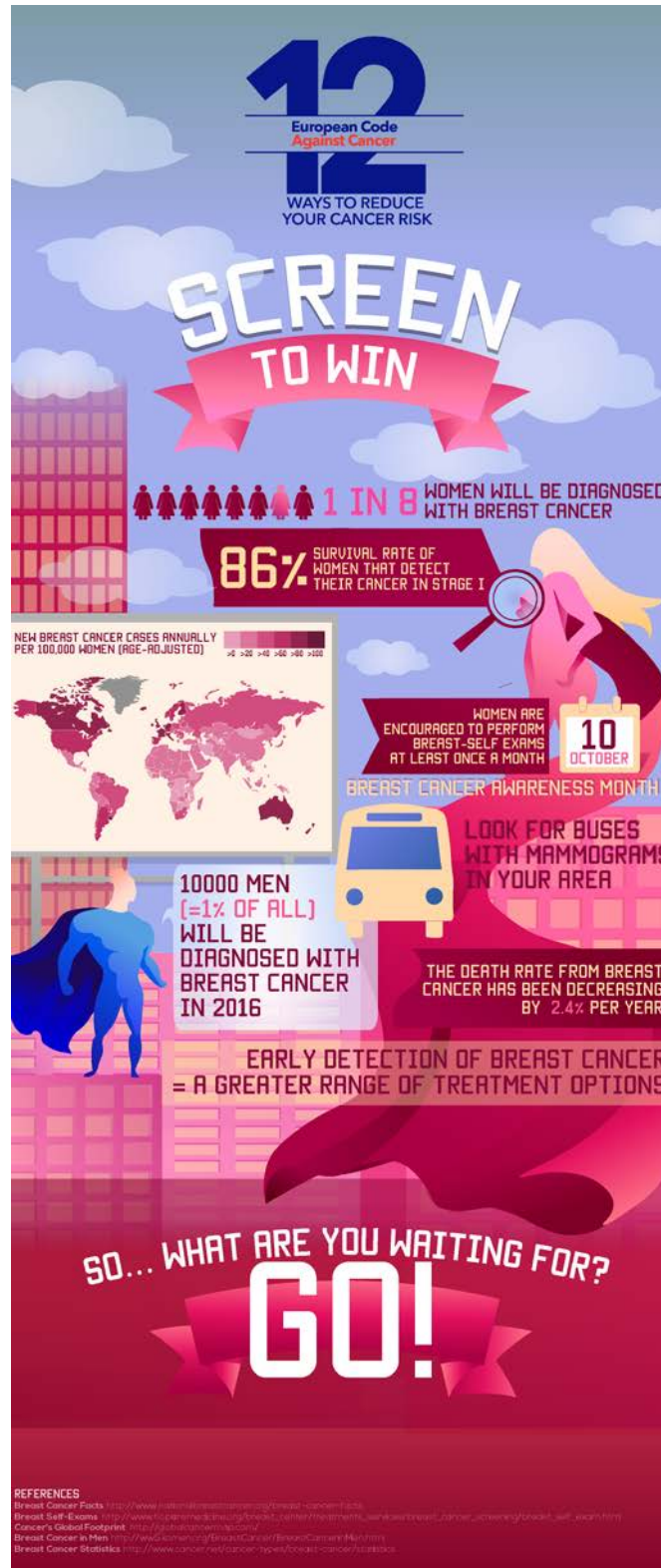
Overview of judge's scores – entries and judges names anonymised.

	Entry	1	2	3	4	5	6	7	8	9	10
Judge											
1		28	33	42	37	32	41	39	37	43	36
2		34	35	50	37	33	48	44	47	51	46
3		34	43	38	39	34	53	54	46	53	53
4		27	36	41	28	24	46	48	54	58	54
5		31	48	50	42	34	38	31	43	32	43
	Total	154	195	221	183	157	226	216	227	237	232
		10th	7th	5th	8th	9th	4th	6th	3rd	1st	2nd



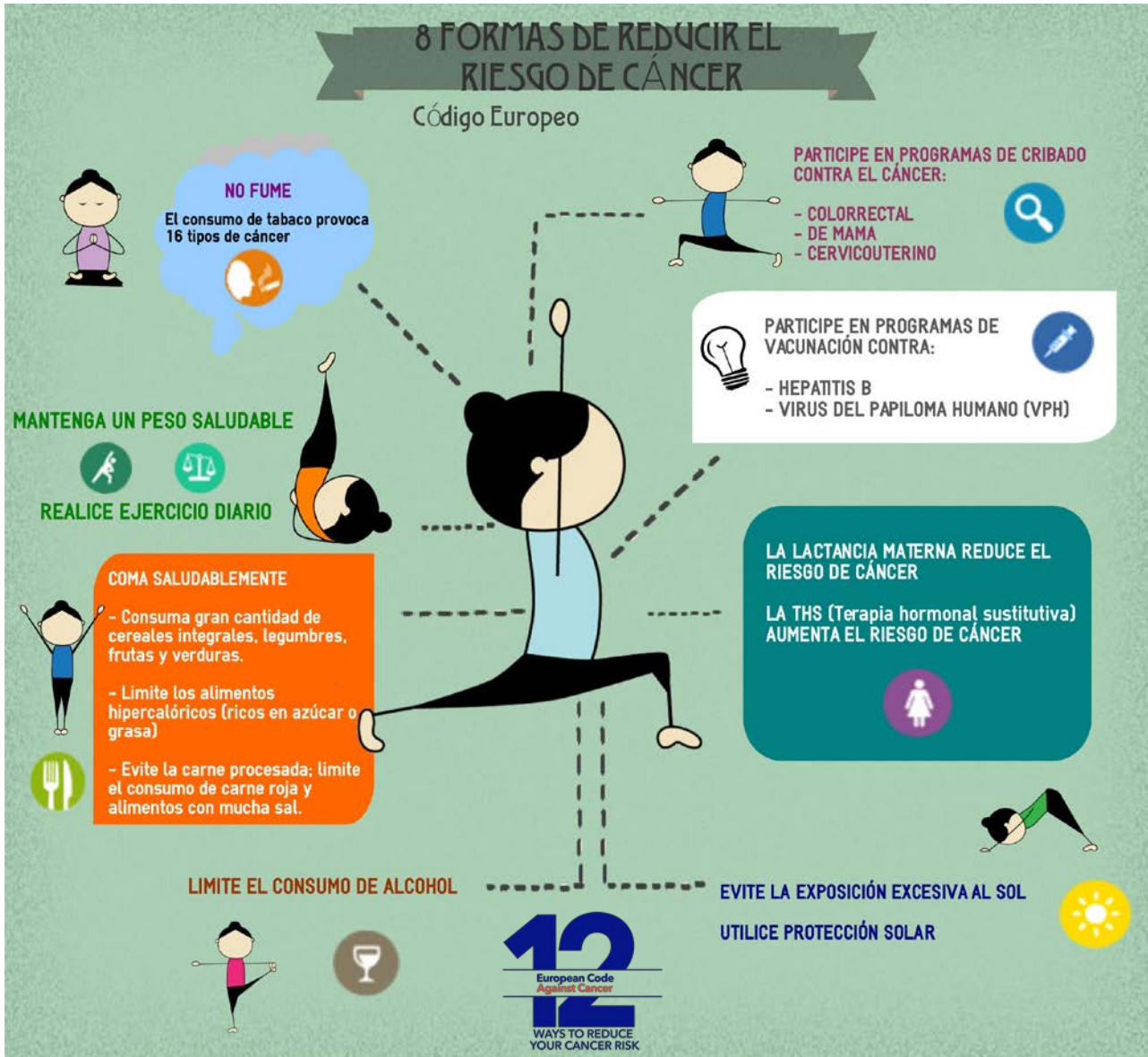
Annexe 4 – 2nd and 3rd placed entries

2nd place: Pavel BERNATOWICZ; Katarzyna BRUSZEWSKA; Sonia DEMIANIUK. Eliza KAWALSKA; and Maria LISZEWSKA. Country: Warsaw, Poland



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3rd place: Sergio PENARANDA GOMEZ. Leonardo Martin BENITEZ GONZALEZ; Julian David MOROS GONZALEZ. Country: Valencia, Spain.



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