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# DISSEMINATION OF THE EUROPEAN CODE AGAINST CANCER

## WORKSHOPS REPORT

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## Executive summary

The European Code Against Cancer (hereafter, “ECAC”) is an initiative of the European Commission to inform people about actions they can take for themselves or their families to reduce their risk of cancer. ECAC is comprised of 12 evidence-based recommendations, which the public can understand and follow without any special skills or advice.

Following the publication of the 4th edition of the ECAC, the Association of European Cancer Leagues (ECL) has received core funding from the European Commission via the 3rd EU health programme to support the dissemination of the latest version of the ECAC through close cooperation with cancer leagues at the national and regional level.

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 report is an overview of the two dissemination workshops that held in 2016. The first workshop (and the third in total since 2015) was held in Brussels at the headquarters of *Kom Op Tegen Kanker*. The workshop focused on the application of behavioural insights to health promotion and cancer prevention. The workshop concluded that behavioural science offers promising avenues for cancer prevention, yet caution should be exercised when deciding whether to proceed with interventions grounded in this conceptual approach. Thus, a balance must be struck between well designed and appropriate individual actions, in complimentary with population measures to address regulatory and policy change to positively influence the wider context in which individual live and make choices.

The second workshop (and fourth in total) was held in Lyon at the headquarters of the International Agency for Research on Cancer (IARC). This workshop was concerned with on the one hand providing a country-by-country update on the status of ECAC dissemination at national and local levels, and on the other providing an introduction to the proposed evaluation of the impact of the ECAC.

The workshop concluded with a series of concrete measures for follow up including: ECL to pursue a close cooperation with IARC to develop a pilot initiative to evaluate the impact of the ECAC; cancer leagues to work together with cancer screening experts and centres to explore the possibility of disseminating the ECAC through the implementation of organised cancer programmes; and to target decision-makers at the national level to include ECAC in such important policy documents such as the respective national cancer control plans.

## Background

The European Code Against Cancer (hereafter, “ECAC”) is an initiative of the European Commission to inform people about actions they can take for themselves or their families to reduce their risk of cancer. ECAC is comprised of 12 evidence-based recommendations which the public can understand and follow without any special skills or advice.

Following the publication of the latest edition of ECAC in 2014, the Association of European Cancer Leagues (hereafter, “ECL”) signed a strategic grant agreement under the 3rd Health Programme (2014-2020) of the European Union (EU), which included the specific mandate to communicate ECAC in collaboration with the national and regional members of ECL.

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.

The series of workshops began in 2015 and focused on topics related to the preparation of mass dissemination of ECAC. This included valorising the official translations of the new edition of ECAC, discussing key target groups for dissemination, and analysing best practice communication methods for disseminating the Code.

Following a positive evaluation by participants, the workshop process continued in 2016 focusing on the implementation of actions to promote ECAC. The first workshop of 2016 (and the third workshop in total) took place in Brussels at the premises of *Kom Op Tegen Kanker* in May 2016. The second workshop (fourth in total) was held at the premises of the International Agency for Research on Cancer (IARC) in September 2016.

This report presents an overview of the proceedings and the lessons learned from the two workshops held in 2016.

## Overview of 3<sup>rd</sup> dissemination workshop – 23-24 May 2016, Brussels

The third dissemination of the European Code Against Cancer workshop took place on 23 and 24 May 2016 at the premises of ECL's member from Flanders (Belgium): *Kom Op Tegen Kanker*. The workshop was timed to coincide with the annual European Week Against Cancer (EWAC), which is celebrated from 25-31 May each year.

### Participants

Invitations to attend the workshop were sent to the designated cancer prevention representatives of ECL's members and allied stakeholders. **In total, 21 participants attended the workshop covering 18 separate cancer leagues from 15 countries.**

A complete list of participants and speakers can be found in **annex 1** of this report.

### Theme

The focus of the workshop was on the application of behavioural science insights to health promotion and disease prevention interventions and policies, and how this can improve the dissemination of the European Code Against Cancer.

This theme had been chosen based on the outcomes of a teleconference held in December 2015, which was attended by cancer prevention delegates of cancer leagues, during which time the preparation for the 2016 iteration of the ECAC dissemination was discussed.

The full programme of the workshop can be found in **annex 2** of this report.

### Aims and objectives

The general aims of this workshop were to provide participants with expert insight into the key conceptual topic of behavioural science, and demonstrate how this can be applied in practice using techniques such as social marketing.

The objectives of the workshop were for participants to gain new knowledge of the key concepts and how they can be applied to measures for the dissemination of the ECAC, to learn about examples of existing practice from peers in cancer leagues from other countries, and appreciate how this information can help support their efforts to promote ECAC.

## Summary of workshop proceedings

The workshop was structured over two days. The first day dealt with an introduction to the key concepts, and examples of effective practice from cancer leagues. The second day focused on applying the key concepts, which was illustrated with examples by invited speakers. The speakers' biographies can be found in **annex 3**.

### DAY 1

- **Prof. Jeff French, social marketing as a technique for social change**

Prof. Jeff French is a visiting Professor at Brighton University and a Fellow at Kings College London University and teaches at six other universities on a regular basis. Prof. French has published over 90 academic papers and five books and numerous guides and tool kits on the topics of behavioural influence, social marketing, and social programme planning and social communication.

His presentation gave a comprehensive introduction to social marketing, outlining the key concepts involved with specific examples of their application in practice. Social marketing is being increasingly used in health promotion and disease prevention given its proven effectiveness in designing, applying, and evaluating programmes focused on influencing social behaviour. The robust evidence underlining the application of social marketing is particularly welcome by funders and donors given their desire for knowledge on impact, return on investment and evaluation.

In addition, social marketing aligns with the general trend from expert-derived programmes and interventions towards 'value to citizen' based strategy, which is essentially a customer-oriented approach. A further strength is that social marketing interventions are, at their core, SMART: Specific, Measurable, Achievable, Realistic, and Time-bound.

In conclusion, social marketing has value as the evidence suggests that it works. It is particularly useful in contributing towards effective action for complex issues, such as the behaviours addressed by the ECAC. However, planners should be careful before rushing into the development of tactics based on this approach, as without a sound evidential basis in human behaviour, the programmes and interventions will not perform as intended. For the application to the ECAC, the presentation of the ECAC can often be too long and disinteresting, as it has been shown that simpler and more concise messaging is more effective.

- **Prof. Alberto Alemanno, introduction behavioural change – a behavioural approach to health promotion**

Prof. Alberto Alemanno is Jean Monnet Professor of Law at *Ecole des Hautes Etudes Commerciales* (HEC) Paris and Global Professor at New York University School of Law. Alberto's research has been centred on the role of - and need for - evidence and public input into domestic and supranational policymaking.

His presentation introduced the topic of behavioural change science and how approaches from this domain can be applied to health promotion. This field is concerned with the systematic analysis and investigation of human behaviour. The research tells us that even small and apparently insignificant details can have major impact on people's behaviour.

The lessons learned from the various applications of this approach to public policy design and interventions has been that people are sensitive to context; do not often respond to objective experience; and not always 'rational' but victims of mental shortcuts, biases and heuristics.

In terms of legislative actions, the sub-theme of 'nudging' has been particularly popular, especially in the US and UK context. In this respect, there are 3 degrees of behavioural interventions:

- 1<sup>st</sup> degree nudges - 'mere' provision of information (e.g. labelling);
- 2<sup>nd</sup> degree nudges - rely on biases and heuristics but can be detected (e.g. defaults);
- 3<sup>rd</sup> degree nudges - shape decisions and preferences in a manner that is 'resistant to unpacking', often visceral (e.g. vivid warnings).

In conclusion, Prof. Alemanno states that it is now time to regulate how people behave, not how they are assumed to behave.

- **Parallel sessions – Miri Ziv, Media as a tool for social marketing; and Marc Michils – working with social media**

Following this presentation, parallel group working sessions were held. The purpose of these sessions was for participants to learn more about the practical examples of relevant health promotion and cancer prevention activities undertaken by two ECL member leagues: Israel Cancer Association (ICA) and Kom Op Tegen Kanker (Stand Up to Cancer, Flanders).

Miri Ziv, Chief Executive Officer – Israel Cancer Association, presented activities of ICA to promote certain messages from the European Code Against Cancer using the techniques and insights discussed in the preceding session. As an outcome of the presentation, Miri proposed the following key messages:

- The message must be reliable, well-established and creative, in order to gain attention;
- The message for the target group must be adapted to – location, language, the ambience in which it is conveyed, etc.;
- It is important to conduct an evaluation in order to fine tune and make improvements throughout the entire process.

Marc Michils, Chief Executive Officer – Kom Op Tegen Kanker, and Kurt Annendijck, policy officer, presented the actions of Kom Op Tegen Kanker of promoting health and cancer prevention via social media.

Following discussions with participants, the following key messages were presented:

- It can be sometimes difficult to find a balance between a strong and full of passion message, and a more politically correct and soft one: in France and in the Netherlands, there are fears of losing funding if messages are too strong;
- It is vital for an organisation to have a strong credibility at national level so you can quickly reply with figures and facts to false information. In Denmark, credibility is so strong that journalists call the cancer organization before publishing anything;
- Societies issue too many press releases and this is not helping; a big event will say more, especially when it follows the political agenda. Emotion leads to action;

- Volunteers are the best cancer ambassadors: they can speak about your organisation in their neighbourhood. So, it is important to let them know how the money they are collecting is spent.

## **DAY 2**

- **Dr. Benedikt Herrmann, behavioural science insights applied to health promotion & population health**

Dr Benedikt Herrmann is team leader of the “Behavioural Economics Team” of the Institute for Health and Consumer Protection of the Joint Research Centre of the European Commission. Dr Herrmann’s presentation focused providing specific examples of concrete interventions developed based on behavioural science insights.

The first of these interventions was concerned with a pilot initiative to test behavioural nudges to improve participation rates in colorectal cancer screening. This was done by using differing key phrases in the screening invitation letters to understand what effects this had on participation rates. The study found that any positive effects on participation that were detected in the first iteration of the study, were not replicated in the follow up.

The second intervention focused on a study to encourage physical activity amongst schoolchildren in a small town in Italy. The study tested a series of social incentives designed to understand the extent to which peer group pressure influences behaviour to increase physical activity. The study found that peer incentives can be more effective than individual incentives.

Dr Hermann concluded by stating that whilst this area shows promise the returns can be rather small for the significant amount of time and investment that is required. Therefore, it may be worth considering more cost-effective options such as teaming up with “role models” to positively influence behaviour.

- **Kadri Vanem, behavioural science insights applied to health promotion & population health: the experience of Civil Society**

Kadri Vanem is a board member of IOGT International since autumn 2014 and works mostly on alcohol policy in Europe.

Kadri’s presentation showcased a number of the public campaigns that IOGT has organised, which have been based on behavioural insights research. These initiatives have a unifying theme in that they attempt to highlight the importance of the social environment to the preceding behaviour of the individual.

The examples presented by Kadri emphasise how interventions designed to influence individual behaviour must sufficiently take into account the social and political environment which the individual operates.



- **Prof. Annie Anderson, behavioural science insights applied to health promotion & population health**

Prof. Annie Anderson is a Public Health Nutritionist and dietitian. Her training spans biological aspects of nutrition as well as behavioural, social and cultural dimensions.

Prof. Anderson's presentation looked at addressing cancer prevention by progressing from theory to practical action. As a basis, the ECAC is the ideal tool on which to build evidence-based interventions. The challenge in cancer prevention is using this evidence to overcome people's misconceptions about cancer risk. Sadly, fatalistic beliefs are still prominent in the population despite the existence and widespread use of ECA by cancer societies and other actors in cancer prevention. Part of the solution to this issue is to turn evidence into action through well-designed behavioural interventions.

It is important to keep in mind that facilitating knowledge on information on cancer prevention is not enough. When information alone is not enough, one must turn to measures such as advocacy to pressure for policy and legislative change, such as campaigning against food marketing to children, and for clear labelling information on food products.

However, Prof. Anderson stressed that this does not detract from the importance of providing information as this is still key. For example, it is vital that people are made aware of how issues such as obesity are linked to increased cancer risk, which at present is not widely known by the public.

In conclusion, ECAC is a strong and consistent evidence base which provides an essential starting point for action. Recognising challenges and taking an evidence based approach to these problems is extremely important.

- **Conclusions**

At the conclusion of the workshop the following key points and areas for follow up were identified:

- Behavioural insights show promise and clearly point the way towards evidence-based policies and interventions to promote healthy behaviours. To be effective, these issues must seek to create value and focus on co-production with the target group by, for example, facilitating informed decision-making;
- Care must be taken to ensure that individual level interventions are balanced with the population-level regulatory action that address and improves the environments in which people live and make choices on a daily basis;
- It is clear that cancer prevention actions need to move beyond providing information and facilitating knowledge, however, it is important that provision of evidence-based information is not diminished as a result. For instance, the ECAC can be a vital tool to address the lack of public knowledge about key risk factors and causes of cancer such as obesity;
- Evaluation is not easy and can seem prohibit expensive, yet small-scale evaluations must be attempted in order to detect that interventions and policies are having the intended effect.

## Overview of 4<sup>th</sup> dissemination workshop – 23-24 September 2016, Lyon

The fourth dissemination workshop took place on 22 and 23 September 2016 at the headquarters of the International Agency for Research on Cancer (IARC) in Lyon, France. This workshop was kindly hosted by IARC in recognition of IARC's role as the scientific coordinator of the 4<sup>th</sup> edition of the European Code Against Cancer.

Holding the workshop at IARC allows cancer leagues the opportunity to connect with IARC, bringing together the actors implementing ECAC with the scientific experts responsible for its production. This connection will prove valuable as both cancer leagues and scientific stakeholders move towards evaluating the impact and effect of the ECAC.

### Participants

Invitations were once again extended to the designated cancer prevention representatives of ECL's members and allied stakeholders. An additional effort was made for this workshop to include representatives from Ministries of Health or public health agencies responsible for issues related to the dissemination of ECAC. This strategy is applied most notably to those countries in which a national or regional cancer league (fitting the membership criteria of ECL) is not present.

**In total, 18 participants attended the workshop covering 8 separate cancer leagues and 10 countries were represented overall.** A complete list of participants and speakers can be found in **annex 4** of this report.

### Theme

The main theme of the workshop was the provision of country-by-country updates on the national campaigns and initiatives to disseminate the latest edition of ECAC.

The workshop also included important discussions on the evaluation of the impact of the European Code Against Cancer, cooperation with cancer screening programmes, and an introduction to the work and scope of IARC.

The full programme of the workshop can be found in **annex 5** of this report. The speakers' biographies can be found in **annex 6**.

### Aims and objectives

This workshop aimed to provide participants (representatives of cancer leagues and invited key stakeholders) with a comprehensive introduction to the IARC and the IARC Monograph process; an opportunity to present their specific initiatives for promoting ECAC; consider a proposal for the evaluation

of the impact of ECAC; and discuss the role of cancer leagues in promoting organised cancer screening and its implications for promoting ECAC.

The objectives of the workshop were:

- For cancer leagues to present the status of ECAC dissemination in their country or region (highlighting the challenges and successes to date), and to provide and receive feedback from peers on their dissemination activities;
- To gain an appreciation of previous studies that have evaluated ECAC, and discuss a proposal for evaluating the impact of the current edition of ECAC;
- To consider the role that cancer leagues can and are playing in promoting organised cancer screening programmes (in accordance with current scientific evidence and the 4th edition of ECAC), and to arrive at least one concrete proposal for future, structured cooperation in this area by the end of the workshop;
- To update participants' knowledge and awareness of IARC's work, with special emphasis placed on the appreciating the IARC Monograph process, and for cancer leagues to share with IARC their experiences of how they use the information provided by the Monographs.

## Summary of workshop proceedings

As per the previous workshop, the workshop was structured over two days. The first day dealt with an introduction to the key concepts, and examples of effective practice from cancer leagues. The second day focused on applying the key concepts, which was illustrated with examples by invited speakers.

### DAY 1 – CURRENT STATUS OF ECAC DISSEMINATION

- **Dr Joachim Schüz - welcome address**

Dr Schüz, Head of Section Environment and Radiation (IARC), opened the workshop with a welcome address on behalf of the Agency. Dr Schüz paid tribute to all cancer leagues for their role in valorising the translations of the 4th edition of the ECAC. Leagues were especially useful in helping to ensure the translations used language that is understandable for the general population.

Dr Schüz noted that the concept for the “questions and answers” section of the ECAC website arose from discussion of meetings with cancer leagues during the development of the 4th edition of the ECAC. The “questions and answers” section has been very important as it allows the average person to find further information about the recommendations of the ECAC, and provides advice about what they can do to reduce their risk of cancer for both themselves and their families.

In conclusion, this workshop represents a timely occasion for IARC to catch up with cancer leagues, to discuss how to maintain and update elements of the ECAC, and consider issues for the future, such as evaluating its impact.

- **Dr Christopher P. Wild - introduction to IARC – scope & work of the agency**

Dr Wild, Director of IARC, gave an historical overview of the development of IARC and provided a comprehensive introduction to the Agency's work.

Primarily known for research, the scope of IARC's work extends more broadly than basic research, to encompass, encompassing translational and implementation research, which is captured in the concept of "research-plus".

In terms of cancer prevention, IARC harnesses the knowledge of basic science and fuses this with epidemiological data to support evidence-based prioritisation of cancer prevention. This allows IARC to evaluate prevention programmes and enhance their implementation.

IARC also generates and evaluates data, firstly through inter-disciplinary research, and secondly through the organisation of independent expert reviews, including: the IARC monographs; Handbooks for Cancer Prevention; and WHO Classification of tumours.

In concluding, Dr Wild noted that although cancer prevention is clearly essential, it is neglected in terms of prioritisation and resource allocation globally. This is despite the acknowledged fact that "no country can treat its way out of the cancer problem".

Dr Wild has recently proposed the creation of an alliance of European organisations focused on prevention, which would be named **Cancer Prevention Europe**. Cancer leagues are encouraged to explore how they could support this concept.

- **Round-table discussion on the status of ECAC dissemination**

A round-table discussion was held to update participants on the status of the dissemination of the European Code Against Cancer at the national and local levels across Europe. Representatives from 9 cancer leagues presented an update during the session. In addition, one update was provided by a representative of the Ministry of Health for Malta:

- **Slovakian League Against Cancer** (via teleconference) – each year, the Slovakian league against cancer organises the national week against cancer in early October. The entirety of the Code is shared during the week, although the week itself focuses on one message as its theme.

A strong focus is placed on the educational environment for young people, with schools being used to distribute versions of the Code. Recent campaigns have emphasised physical activity message of ECAC, such as the 'frog jump' challenge, which used social media to generate interest for the campaign.

- LINK: [www.zabakyzazdravie.sk](http://www.zabakyzazdravie.sk)

- **Irish Cancer Society** – the Irish Cancer Society has been actively promoting the 4th edition of the Code since October 2014. This included a specially designed infographic communicating the 12 messages of the ECAC, plus a video about ECAC which was shown in GP surgeries across Ireland. As well as creating specific communication aerials to promote the ECAC and its messages, ECAC provides the evidence-base for much of the society's prevention work.

ECAC is also directly incorporated into specific community health interventions, such as the ‘Fit for Life & Work’ programme, which specifically targets young unemployed men and women. This initiative includes a section dedicated to educating the participants about the European Code Against Cancer. Kevin O’Hagan, who made the presentation on behalf of the Irish Cancer Society, kindly provided a SWOT analysis of the status of ECAC dissemination, which is available in **annex 7**.

- LINK: <https://www.cancer.ie/reduce-your-risk/healthy-lifestyle/europeancode>
  
- **Polish League Against Cancer** – ECAC has been actively promoted at the national level in Poland since the publication of the first edition. During this time, the Marie Skłodowska-Curie Oncology Centre has been at the forefront of these activities. Several communication products were produced for the previous edition of ECAC. These versions targeted: the public; health professionals; and young people, for whom a special comic book series was created based on the messages of ECAC.
 

Whilst no funding has yet been provided to update these materials in line with the 4th edition of the Code, dissemination of the latest edition has continued through the development of a dedicated website. The recently established Polish League Against Cancer has been active in promoting the ECAC, and has widely promoted ECL actions to publicise the ECAC.

  - LINK: <http://www.kodekswalkizrakiem.pl/>
  
- **Portuguese League Against Cancer** – the league has a history of working in close collaboration with schools for its health promotion activities, which has developed into a specific cooperation to promote ECAC to school age children. As an illustration, the “Health Vox Pop” campaign was presented, demonstrating how social media and online videos can be used to educate and inform about the ECAC.
  - LINKS: <https://www.facebook.com/voxpopsadaude.lpcc;>  
<https://www.ligacontracancro.pt/paginas/detalhe/url/vox-pop/>
  
- **Cancer Society of Finland** – the Cancer Society of Finland has created a dedicated website for the promotion of the ECAC in both Finnish and Swedish. The site is the central communications hub providing information on ECAC that is specific to the Finnish population. The society also has a number of spate websites related to individual messages of the Code and regularly publishes a widely distributed magazine that addresses issues related to the 12 messages of the Code.
  - LINK: <https://www.ilmansyopaa.fi/>
  
- **Danish Cancer Society** – the society has a strategic objective to develop specific goals for action in relation to the 12 messages of ECAC and have these adopted as national policy goals for cancer prevention. In addition, the society implements a number of high-visibility public awareness and behavioural change campaigns designed to encourage the implementation of the ECAC recommendations in practice.
  - LINK: <https://www.cancer.dk/cooludenroeg/om/>

- **Israel Cancer Association** – the association communicates the code differently according to target group. Younger, school-age children receive advice primarily on sun safety, which has formed a key part of the association’s highly effective work to reduce skin cancer mortality dramatically over the past 25 years. Adolescents and young adults receive more of the messages of the Code, focusing on tobacco and physical activity in particular. Whereas the adult population is presented with a more comprehensive overview the ECAC messages.
  - LINK: [http://en.cancer.org.il/template\\_e/publications.aspx?maincat=67](http://en.cancer.org.il/template_e/publications.aspx?maincat=67)
- **Cancer Focus Northern Ireland** – Cancer Focus has actively promoted the Code from the very first edition. In addition to specific educational campaigns on ECAC messages, Cancer Focus has placed a special emphasis on communicated ECAC to the political level, and has succeeded in ensuring that ECAC will be prominent in the cancer prevention strategy for Northern Ireland. Cancer Focus works with a variety of health professionals to promote the code, and is exploring possibilities to work with other professions outside of the health field, such as tattoo artists.
  - LINKS: <https://cancerfocusni.org/cancer-prevention/mens-health/>;  
<https://cancerfocusni.org/about-us/public-affairs/>
- **Ministry of Health, Malta** – ECAC is the basis of all the cancer prevention work that takes in Malta. For the 4th edition of the ECAC, a special promotional document in Maltese was produced and widely disseminated. Research indicates that the Maltese population associates cancer with issues such as treatment and survivorship. Therefore, the ECAC is an increasingly vital tool educate the general public about cancer prevention and health promotion. Future work will focus on training health professionals to be able to implement this responsibility.
  - LINK: <http://www.nationalcancerplatform.org.mt/>
- **Romanian Cancer Society** – in Romania, 45% of the population lives in rural area. Therefore, a one size-fits-all approach to cancer prevention is not possible. Specific activities have been implemented at the local and regional level to promote ECAC messages. Of importance has been the pilot cervical and breast cancer screening programmes, which led to the distribution of the ECAC to 25,000 recipients in rural communities. In terms of the national perspective, priority has been given to ensuring that ECAC is included in the national cancer control plan, which has recently been revised in 2016.
  - LINK: <http://srcro.weebly.com/>

Representatives of the cancer leagues and national ministries also paid special attention to challenges they have encountered whilst promoting the ECAC. Common issues have included: anti-vaccination campaigns; reduction in funding from national sources for campaigns and initiatives to promote the ECAC; and contrasting narratives on ECAC messages, such as in regards to drinking alcohol.

Following a general discussion, the following key points were made:

- There is a need to better understand how the general population reacts to the messages of the ECAC, and what the subsequent impact on their behaviour;
  - A mechanism should be developed by which the Code is regularly updated on a small-scale. This is particularly important for updating the ‘questions and answers’ section of the ECAC website, which could require more regular updating to keep pace with evidence and emerging trends. Cancer leagues should play a key role in this process;
  - The expert scientific committees which were convened to develop the 4th edition of ECAC should be kept together to support the process of renewing the evidence base for the ECAC. Cancer leagues should explore fostering closer links with the various experts in the dissemination of the ECAC;
  - More examples on evidence-based interventions relating to the implementation of ECAC messages should be gathered, evaluated and publicised to provide greater clarity on the ECAC messages can be translated into successful cancer prevention actions. In this respect, a close cooperation between cancer leagues and national authorities, in collaboration with the scientific experts such as IARC, is required.
- **Dr Nereo Segnan - cooperation with Cancer Screening programmes**

The 12th message of the ECAC encourages participation in organised screening programmes according to EU guidelines and the best quality international evidence for quality assurance. To explore further this topic and how, potentially, screening programmes can be harnessed to promote the ECAC recommendations, Dr Nereo Segnan (Head of Unit for the Department of Cancer Screening at the Centre for Epidemiology and Cancer Prevention (Piedmont - Italy), and member of the scientific committee for the development 4th edition of the ECAC) presented an overview on complex field of organised cancer screening programmes.

The presentation covered 5 key areas:

- 1) how and why cancer screening is addressed in the 4th edition;
- 2) elaboration of the key terms for the organisation of organised cancer screening;
- 3) the state of the art of cancer screening in Europe;
- 4) possible areas for cooperation with cancer leagues in the promotion of cancer screening;
- 5) overview of how primary prevention can be addressed in cancer screening programmes.

In conclusion, Dr Segnan proposed a follow up workshop with relevant staff members of cancer leagues, plus wider stakeholders, to explore further these concepts and develop closer collaboration for systematically promoting the ECAC through organised cancer screening programmes. Other topics can also be addressed during this meeting, and so agenda should be developed and agreed upon before the end of 2016.

## **DAY 2 – EVALUATING THE IMPACT OF ECAC**

- **David Ritchie - online survey on public awareness of the European Code Against Cancer**

The first presentation of the second day was delivered by David Ritchie (ECL) who introduced the online public awareness survey commissioned by ECL in October 2015. The online survey was performed by YouGov in 5 European countries (Finland, France, Poland, Spain, and the UK). A representative sample of 6,109 people participated in survey.

Survey questions asked respondents about their opinions on cancer prevention and whether they had previously heard of the European Code Against Cancer. Combining the results for all 5 countries showed that 10% of respondents knew of the ECAC. This figure ranged from 17% in Poland, to just 1% in the UK. ECL will re-launch the survey in October 2017 to gauge whether the awareness of the Code has increased since the original survey.

Following a discussion on the presentation, workshop participants agreed that it was important to schedule a future meeting to look closer at the objectives of the follow up survey, and analyse whether a few the questions from the original survey can be modified to derive more useful data on cancer prevention attitudes and behaviours.

- **Dr Alberto Lana Perez - Evaluation of previous edition(s) of the European Code Against Cancer**

Dr Alberto Lana Perez presented the experiences from evaluations of earlier editions of the ECAC. Dr Lana Perez's research group at the University of Oviedo is one of the few institutes to use the ECAC in scientific studies and evaluations.

The first evaluation was performed in 1990, shortly after the publication of the first edition of the ECAC. The objective of this study was to evaluate what is known and practiced of the European Code Against Cancer by students and teachers in Asturias region of Spain. A relationship was also found in females between knowledge and practice of the ECAC in relation to food intake, tobacco and alcohol consumption, and cancer. Overall, the findings indicated a lack of knowledge and practice of the Code, suggesting that greater dissemination of ECAC was required.

Evaluations of the later editions of the ECAC developed specific interventions to assess cancer-related behaviours. In 2005, an educational intervention was tested with primary health care nurses, who received training to provide information about the ECAC. This study found that engaging highly motivated healthcare providers could have a beneficial impact on the knowledge and adherence to the ECAC.

- **Dr Carolina Garcia Espina - Evaluation of an educational intervention supplemented with SMS for the dissemination of the European Code Against Cancer – A pilot study**

Dr Carolina Garcia Espina, staff scientist at the International Agency for Research on Cancer (IARC), presented a proposal for a pilot study to evaluate the impact of the ECAC via an educational intervention supplemented by SMS.

Dr Garcia explained that justification for the proposal by noting that almost 30 years since the publication of the first edition of the ECAC, and three subsequent updates later, it is still not well known among EU



citizens, and even health professionals and cancer prevention and control scientists. Furthermore, previous editions of the ECAC have received little evaluation. Therefore, research on the impact of ECAC is very timely at this stage.

The pilot would propose different intervention methods for promoting the ECAC, and would supply follow up information by SMS (or the smartphone application “WhatsApp”, if feasible). The pilot would have relevance for the work of cancer prevention professionals by studying effective and appropriate methods to implement and disseminate cancer prevention strategies and tools.

Further information on the proposal will be sent amongst the wider contact list of ECL member leagues to provide further comments and input to the proposal, and begin the process of exploring a possible scale-up of the pilot.

- **Dr Dana Loomis, Introduction to the IARC Monographs: example of red and processed meat classification**

The final session of the workshop was delivered by Dr Dana Loomis, Deputy Head of Section of IARC Monographs. IARC Monographs are a series of scientific reviews on the evaluation of carcinogenic risks to humans. The IARC Monographs identify environmental factors that can increase the risk of cancer in humans.

Dr Loomis gave a thorough overview of the development of the IARC Monographs, tracing the history of the initiative, through to a systematic explanation of the process followed by IARC during the production of the Monographs. The presentation placed a special emphasis on the recent classification of carcinogenic risk for red and processed meats, given their explicit reference in the 4th edition of ECAC.

As cancer leagues are actively using the evidence provided by the IARC Monographs in their work, the presentation was important for demonstrating the extensive methods used to develop the Monographs. Future cooperation on this topic could extend to sharing experiences on how cancer leagues have communicated information conveyed by the Monographs, and how leagues have responded to media enquiries on this information.

- **Conclusions**

At the conclusion of the meeting several areas were identified for follow-up:

- To investigate provision for continuous update of the ECAC, focusing particularly on the “questions and answers” section of the ECAC website. This will involve direct cooperation between cancer leagues, the EC, IARC and the ECAC scientific expert groups;
- To develop an agenda for a workshop on cooperation with cancer screening programmes to be held by April 2017;
- To consult with cancer leagues on the objective of ECAC public awareness survey to be launched in October 2017;
- To disseminate information related to the proposed pilot study to evaluate the impact of ECAC.

The next workshop on the dissemination of the ECAC is scheduled for 13 February 2017, in Malta.

## Post-workshop evaluations

After each workshop, a short process evaluation was conducted to gauge the opinions of participants about the content and methodology of the workshop, and seek areas for future improvement.

### Evaluation of 3<sup>rd</sup> dissemination workshop, May 2016

All 21 participants of the May 2016 workshop were contacted by email and provided with the hyperlink to complete the online evaluation survey. In total, 16 responded to this survey, giving a response rate of 76%.

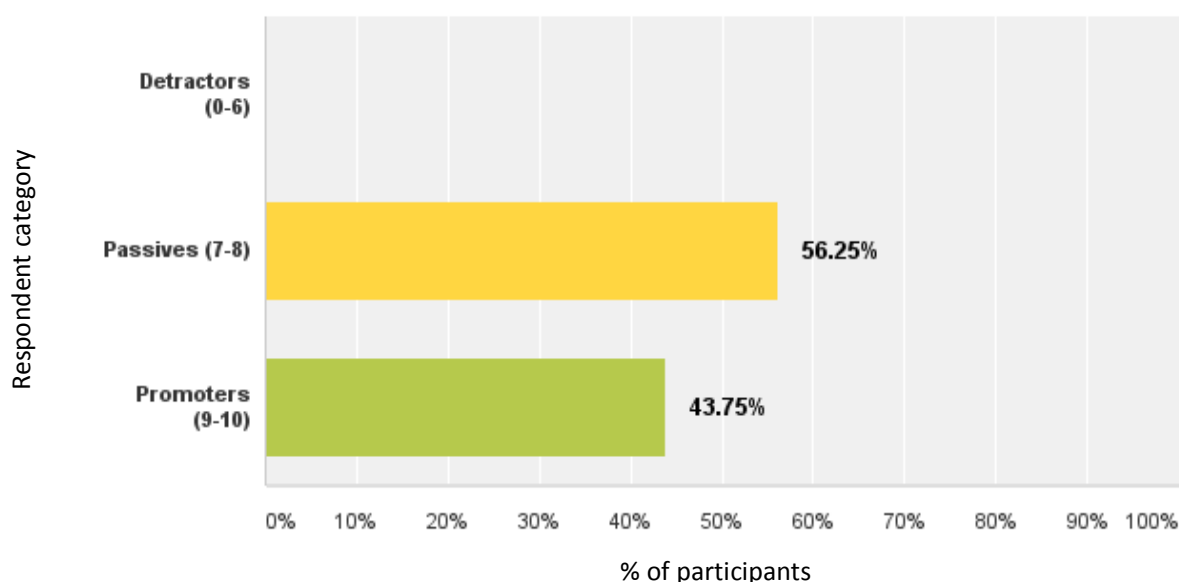
Participants to the workshop were asked about their opinion of the workshop, organisation and content, and were offered the opportunity to provide suggestions for how to improve the workshop process.

- **Question 1: How likely is it that you would recommend the workshop to a colleague?**

Participants were asked to rate on a scale of 0-10 how likely they would be to recommend the workshop to a colleague. Responses scoring 9 or 10 out of 10 were categorised as “promoters” and, therefore, highly likely to recommend the workshop to a colleague. Responses scoring 7-8 were categorised as “passives” and, therefore, not likely to make either a favourable or unfavourable recommendation. Responses scoring 0-6 were categorised as “detractors”, thus likely to make a negative recommendation.

The survey data indicates that none of the participants were likely to make a negative recommendation and that 44% are likely to make a favourable recommendation.

Figure 1 - responses to question one per response category

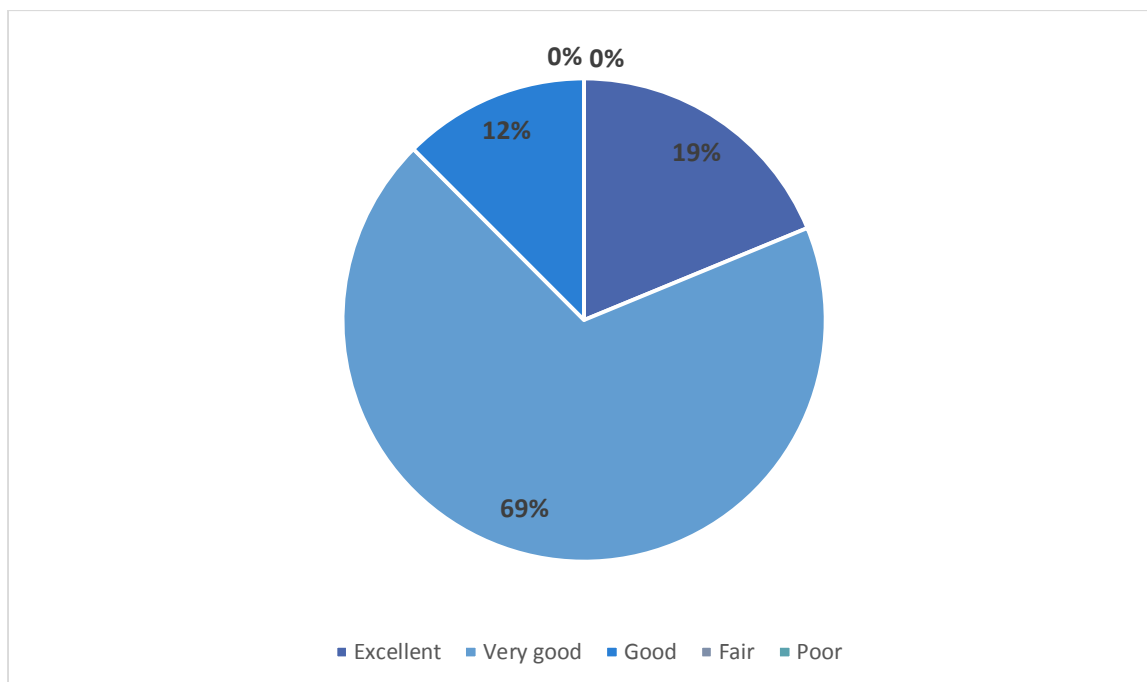


Detractors (0-6)	Passives (7-8)	Promoters (9-10)	# responses
0%	56.25%	43.75%	
0	9	7	16

- **Question 2: Overall, how would you rate the workshop?**

This question asked participants to rate their general impression of the workshop. In total, 88% of respondents rated the workshop as either excellent or very good.

Figure 2 - responses to question 2

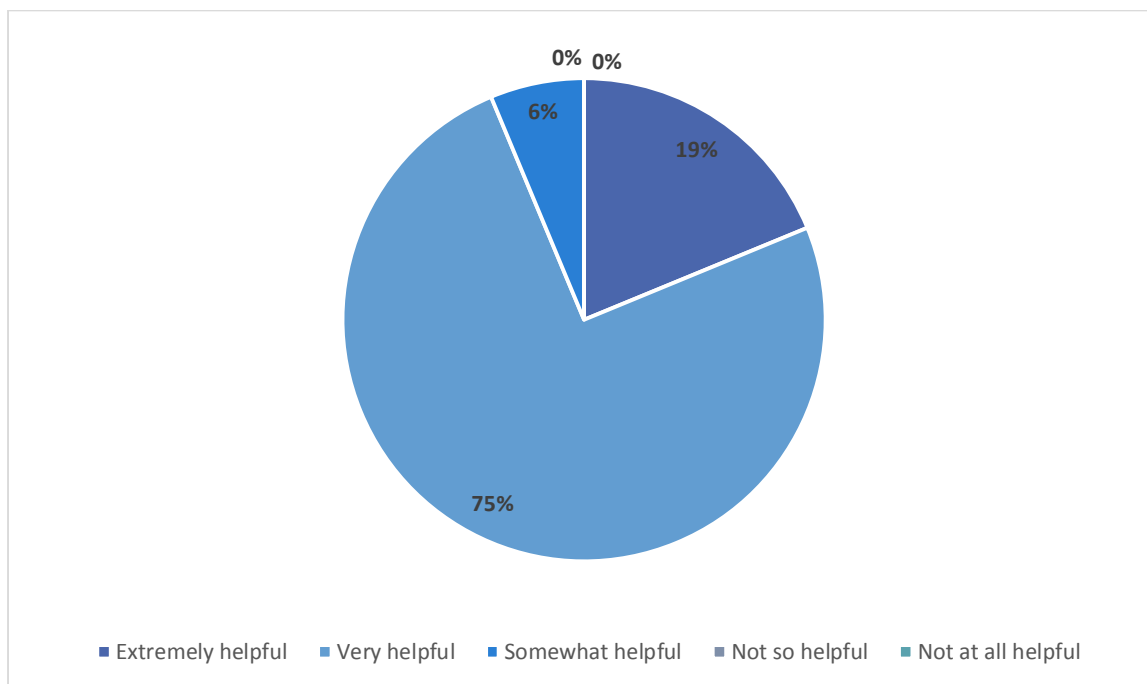


<b>Excellent</b>	18.8%	3
<b>Very good</b>	68.8%	11
<b>Good</b>	12.5%	2
<b>Fair</b>	0.0%	0
<b>Poor</b>	0.0%	0

- **Question 3: How helpful was the content presented at the workshop?**

This question asked participants to declare how helpful the workshop content would be for their daily work. In total, 15 out of 16 respondents indicated the workshop was either extremely helpful or very helpful.

Figure 3 - responses to question 3

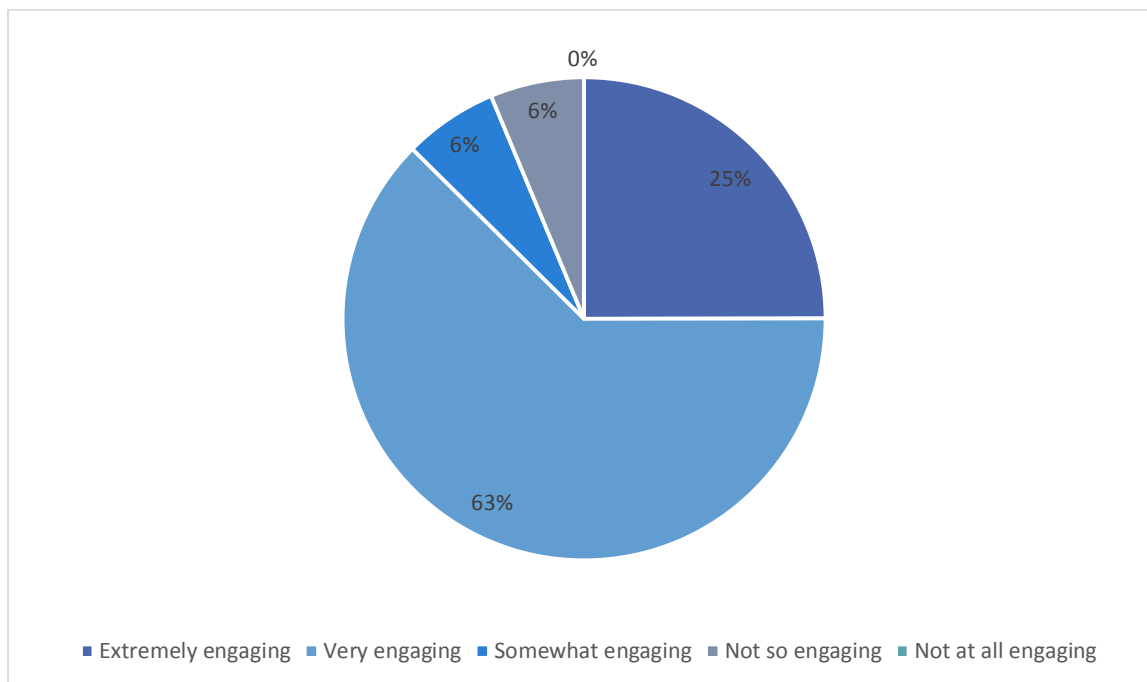


<b>Extremely helpful</b>	18.8%	3
<b>Very helpful</b>	75.0%	12
<b>Somewhat helpful</b>	6.3%	1
<b>Not so helpful</b>	0.0%	0
<b>Not at all helpful</b>	0.0%	0

- **Question 4: How engaging were the speakers at the workshop?**

This question asked participants to rate the workshop speakers in terms of the speakers’ degree of engagement. In total, 14 of the 16 respondents rated the speakers as either extremely engaging or very engaging.

Figure 4 - responses to question 4

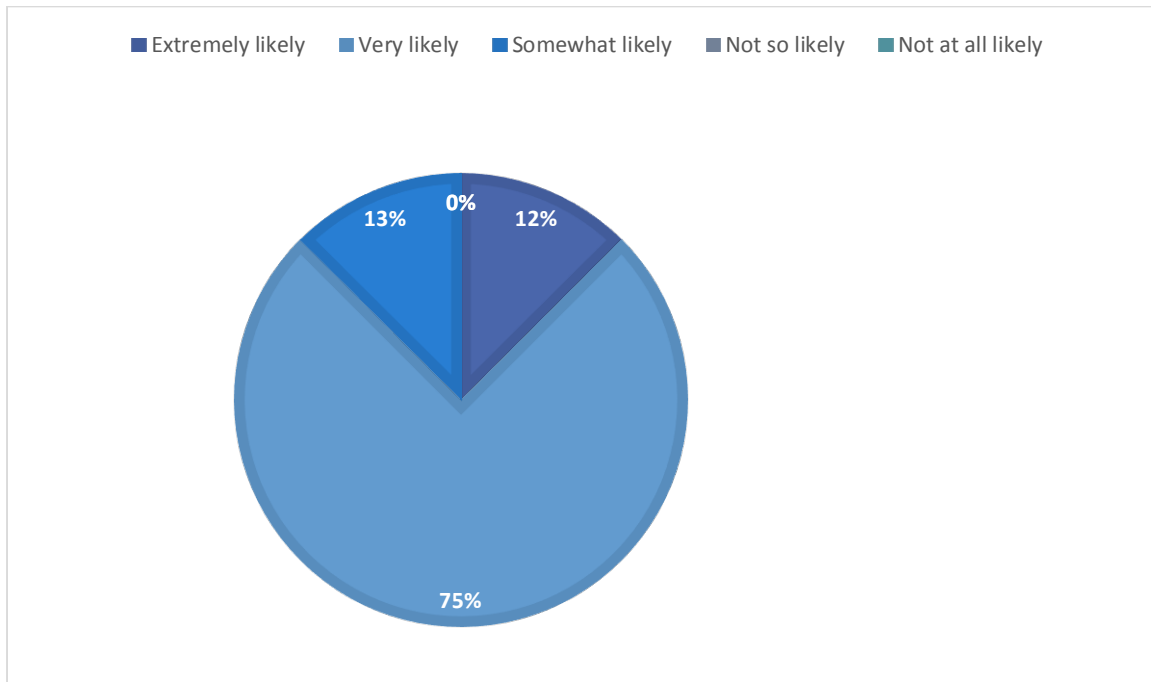


<b>Extremely engaging</b>	25.0%	4
<b>Very engaging</b>	62.5%	10
<b>Somewhat engaging</b>	6.3%	1
<b>Not so engaging</b>	6.3%	1
<b>Not at all engaging</b>	0.0%	0

- **Question 5: How likely are you to use what you have learned from the workshop in the future?**

This question asked participants to indicate the likelihood that they would use the information of the workshops in the future. 88% of respondents stated that they were either extremely likely or very likely to use the learning from the workshop in the future.

Figure 5 - responses to question 5



<b>Extremely likely</b>	12.5%	2
<b>Very likely</b>	75.0%	12
<b>Somewhat likely</b>	12.5%	2
<b>Not so likely</b>	0.0%	0
<b>Not at all likely</b>	0.0%	0

- **Question 6: Please include any suggestions for improvement, e.g. changes to format, organisational issues etc.**

This question was open-ended and allowed participants to provide additional comments to help improve the workshop process. 6 people provided some form of feedback to this question. The key issues identified by these responses were: to have more workshop-based discussion activities, more time for questions and answers, and a common space for bilateral discussions.

<b>Please include any suggestions for improvement, e.g. changes to format, organisational issues etc.</b>	
<b>Answer Options</b>	<b>Response Count</b>
	6

## Evaluation of 4<sup>th</sup> dissemination workshop, September 2016

All 18 participants of the May 2016 workshop were contacted by email and provided with the hyperlink to complete the online evaluation survey. In total, 7 responded to this survey, giving a response rate of 39%.

Participants to the workshop were asked about their opinion of the workshop, organisation and content, and were offered the opportunity to provide suggestions for how to improve the workshop process.

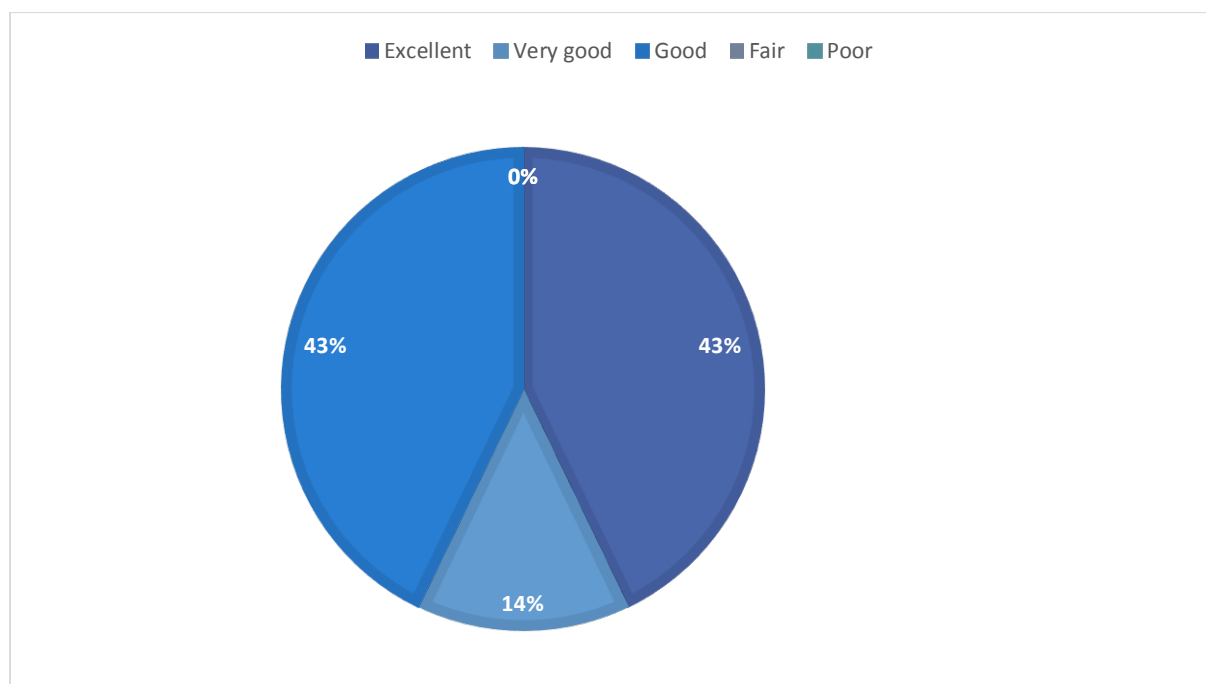
For this evaluation, additional open-ended questions were added to provide more qualitative feedback.

- **Question 1: Overall, how would you rate the workshop?**

Participants were asked to rate their general impression of the workshop. 57% rated the workshop as either excellent or very good.

Overall, how would you rate the workshop?		
Answer Options	Response Percent	Response Count
Excellent	42.9%	3
Very good	14.3%	1
Good	42.9%	3
Fair	0.0%	0
Poor	0.0%	0

Figure 6 - answers to question 1



<b>Excellent</b>	42.9%	3
<b>Very good</b>	14.3%	1
<b>Good</b>	42.9%	3



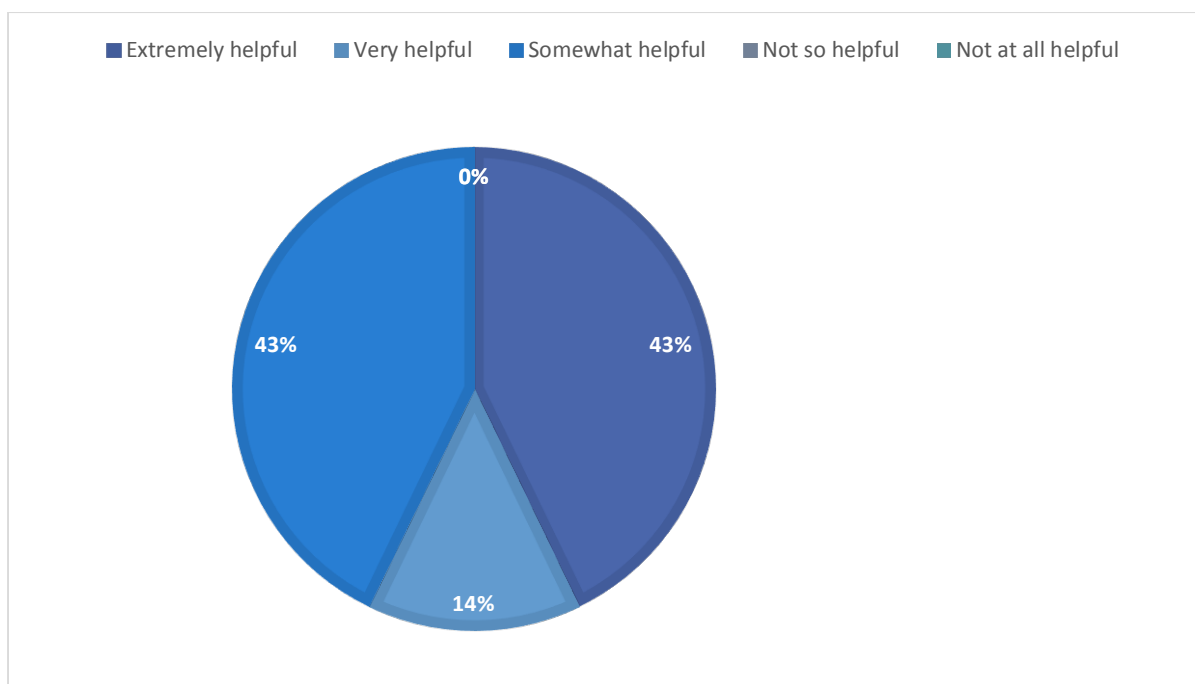
Fair	0.0%	0
Poor	0.0%	0

- Question 2: How helpful was the content presented at the workshop?**

This question asked participants to declare how helpful the workshop content would be for their daily work. In total, 4 out of 7 respondents indicated the workshop was either extremely helpful or very helpful.

One respondent inserted the comment: “The content was very much in keeping with the challenges that leagues are grappling with at a practical and research level.”

Figure 7 - answers to question 2



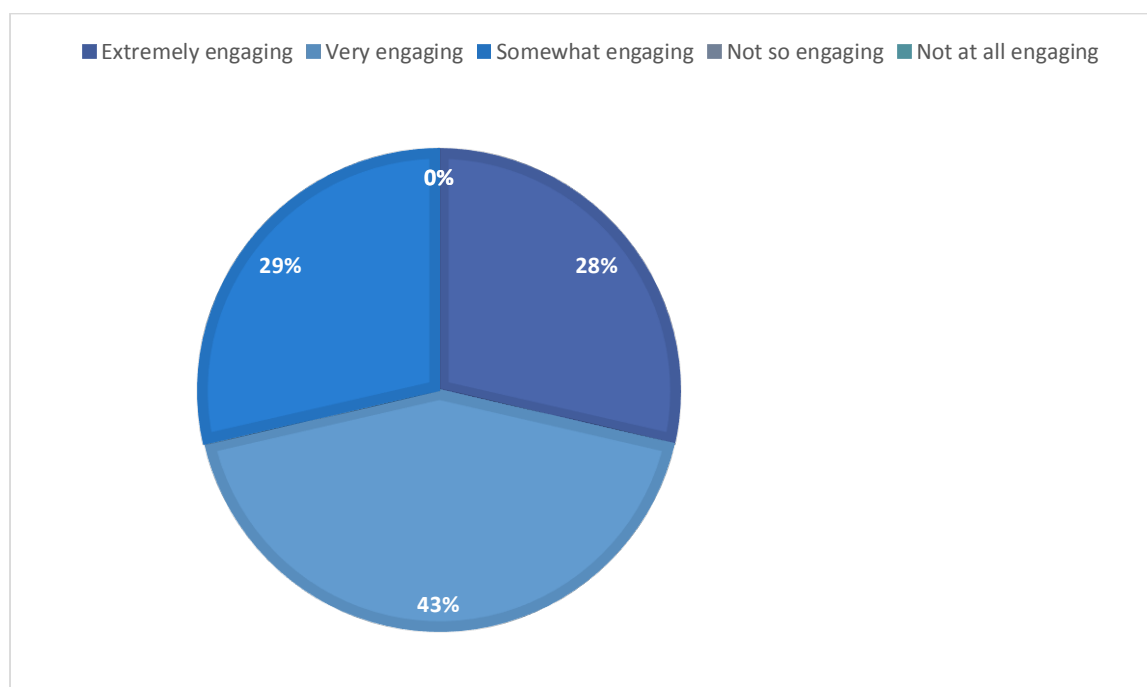
<b>Extremely helpful</b>	42.9%	3
<b>Very helpful</b>	14.3%	1
<b>Somewhat helpful</b>	42.9%	3
<b>Not so helpful</b>	0.0%	0
<b>Not at all helpful</b>	0.0%	0

- **Question 3: How engaging were the speakers at the workshop?**

This question asked participants to rate the workshop speakers in terms of the speakers’ degree of engagement. In total, 5 of the 7 respondents rated the speakers as either extremely engaging or very engaging.

How engaging were the speakers at the workshop?		
Answer Options	Response Percent	Response Count
Extremely engaging	28.6%	2
Very engaging	42.9%	3
Somewhat engaging	28.6%	2
Not so engaging	0.0%	0
Not at all engaging	0.0%	0

Figure 8 - answers to question 3

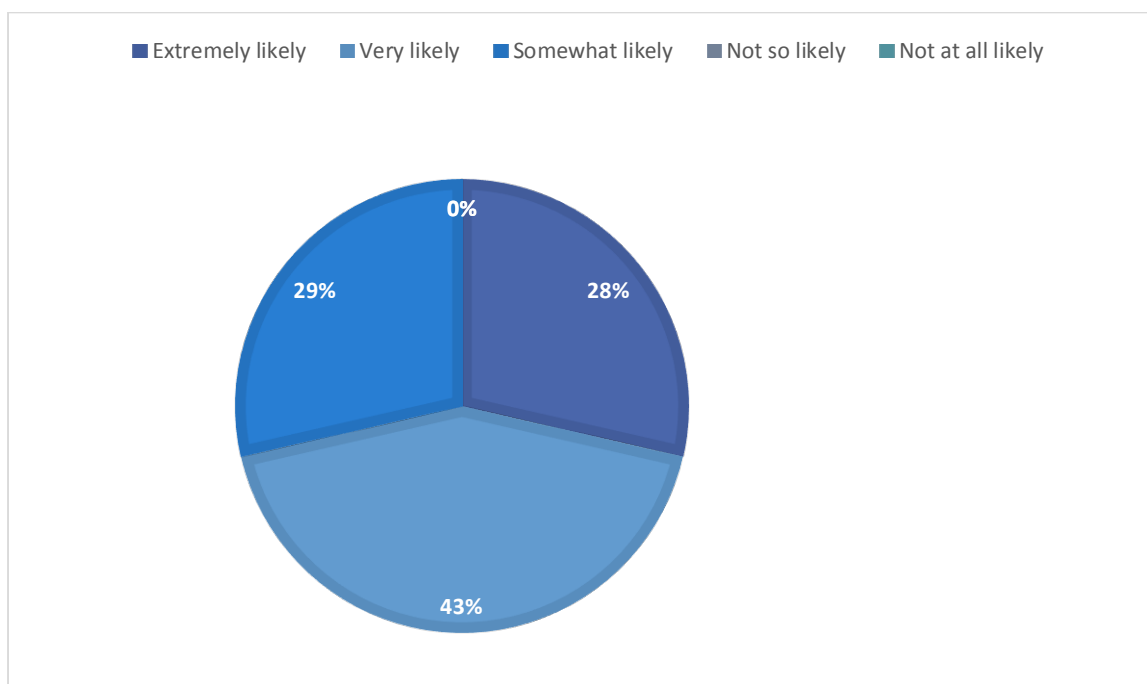


<b>Extremely engaging</b>	28.6%	2
<b>Very engaging</b>	42.9%	3
<b>Somewhat engaging</b>	28.6%	2
<b>Not so engaging</b>	0.0%	0
<b>Not at all engaging</b>	0.0%	0

- **Question 4: How likely are you to use what you have learned from the workshop in the future?**

This question asked participants to indicate the likelihood that they would use the information of the workshops in the future. 72% of respondents stated that they were either extremely likely or very likely to use the learning from the workshop in the future.

Figure 9 - answers to question 4

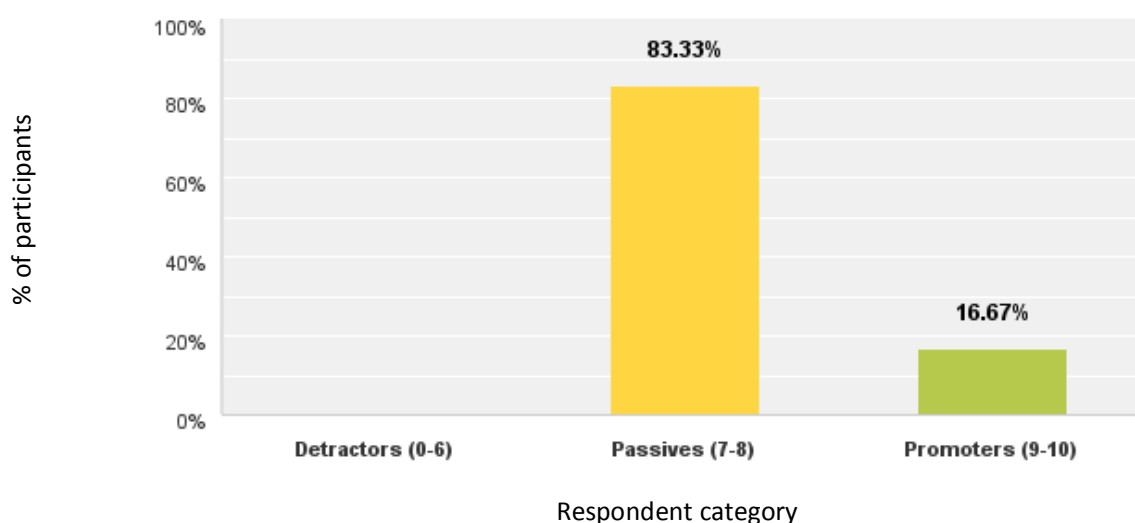


<b>Extremely likely</b>	28.6%	2
<b>Very likely</b>	42.9%	3
<b>Somewhat likely</b>	28.6%	2
<b>Not so likely</b>	0.0%	0
<b>Not at all likely</b>	0.0%	0

- **Question 5: How likely is it that you would recommend participating at future workshops to a colleague?**

Participants were asked to rate on a scale of 0-10 how likely they would be to recommend the workshop to a colleague. Responses scoring 9 or 10 out of 10 were categorised as “promoters” and, therefore, highly likely to recommend the workshop to a colleague. Responses scoring 7-8 were categorised as “passives” and, therefore, not likely to make either a favourable or unfavourable recommendation. Responses scoring 0-6 were categorised as “detractors”, thus likely to make a negative recommendation.

The survey data indicates the majority of participants are not likely to make a recommendation about the workshop to a colleague.



Detractors (0-6)	Passives (7-8)	Promoters (9-10)
0%	83.33%	16.67%
0	5	1

- **Question 6: Which part of the workshop programme was the most useful or meaningful for you?**

This question allowed participants to highlight those aspects of the workshop that were the most positive and helpful to their working practice. Respondents appreciated the expert presentations and ideas for evaluation of the ECAC, but overwhelmingly found the status update on the ECAC dissemination as the most useful.

- **Question 7: Please include any suggestions for improvement e.g. changes to format, organisational issues etc.**

Participants were asked to submit any suggestions for improvement of workshops to be held in 2017. For the organisational aspects, participants agreed that organisation was appropriate and that sufficient time was devoted to each section. Consideration should be given to the finishing time to allow all participants to leave in time to return home. In terms of the format, one respondent noted that future workshops should focus more on the different contexts of the cancer leagues and how this impacts dissemination of ECAC. Additionally, participants should bring solid pre-prepared presentations to illustrate the situation.

## Conclusions

The evaluation of both workshops clearly indicate that each workshop was favourably received by the participants, and provided much appreciated opportunities for cancer leagues to network, share experiences and knowledge on how to promote the ECAC effectively.

The dissemination workshop in Brussels was particularly well attended, with 18 cancer leagues present. The evaluation of this workshop suggested that the topics presented were highly relevant, but that more time and space was needed for a complete update on the current situation for ECAC dissemination in the countries and regions covered by ECL's members.

The workshop concluded that behavioural science offers promising avenues for cancer prevention, yet caution should be exercised when deciding whether to proceed with interventions grounded in this conceptual approach. For instance, the desire to move beyond knowledge provision is welcome and necessary, yet this should not come at the expense of abandoning important information provision, as awareness of a number of ECAC messages is still rather low. Thus, a balance must be struck between well designed and appropriate individual actions, in complimentary with population measures to address regulatory and policy change to positively influence the wider context in which individual live and make choices.

The subsequent workshop in Lyon built upon the feedback evaluation of the Brussels workshop by focusing the content around a country-by-country update of the ECAC dissemination status. This topic was complimented by the inclusion of presentations looking towards the evaluation of the impact of ECAC and related activities, which shall be the central theme for activities in 2017. Though fewer leagues were present for this meeting, the organisation was improved by the allocation of a sufficient time for each session of the workshop.

The workshop concluded with a series of concrete measures for follow up for the participants and ECL as a network. This includes pursuing a close cooperation with IARC to develop the pilot initiative to evaluate the impact of the ECAC, working together with cancer screening experts and centres to explore the possibility of disseminating the ECAC through the implementation of organised cancer programmes, and targeting specifically decision makers at the national level to include ECAC in such important policy documents as the respective national cancer control plans.

The recommendations from both workshops will be integrated into the design and organisation of the next planned workshop, which shall take place in Malta on 13 February 2017.

## Annex 1

### European Code Against Cancer Workshop

23-24 May 2016

### List of Participants

Name	Surname	Position	Affiliation
Kurt	ANNENDIJK	Beleidsmedewerker	Kom op tegen Kanker (Flanders, Belgium)
Brigitte	BOONEN	Skin Cancer Expert	Belgian Foundation against Cancer
An	CLAES	Doctor- researcher	Kom op tegen Kanker (Flanders, Belgium)
Joanna	DIDKOWSKA	Cancer Prevention Manager	Polish Cancer League / MSC Oncology Centre
Cristiana	FONSECA	Health Education Coordinator	Portuguese League Against Cancer - Northern Branch
Suzanne	GABRIELS	Manager Tobacco Control	Belgian Foundation against Cancer
Bernadett	HADFI	Volunteer	Hungarian Cancer League
Maria	IOANNIDOU	Chief Executive Officer	The Cyprus Anticancer Society
Mikkel Hyldebrandt	JENSEN	Head of Secretariat, Prevention & Information	Danish Cancer Society
Kim	KRUIJT	Policy officer	Dutch Cancer Society
Maiti	LOMMEL	Public Health	Fondation Cancer, Luxembourg
Maija	LUOTONEN	Web communications officer	Cancer Society of Finland
Maresa	MCGETTIGAN	Cancer Prevention Officer	Cancer Focus N Ire
Adriana	MELNIC	Executive Director	Romanian Cancer Society
Kevin	O'HAGAN	Cancer Prevention Manager	Irish Cancer Society
Georgia	ORPHANOU	Marketing Manager	The Cyprus Association of Cancer Patients and Friends
Marie-Noelle	RASSON	Prevention	Belgian Foundation against Cancer
Emmanuel	RICARD	Délégué à la prévention	Ligue contre le cancer -France
Sami	RUOKANGAS	Producer, Digital Services	Cancer Society Of Finland
Lara	SIGURDARDOTTIR	Project manager, education and prevention	Icelandic Cancer Society
Durita	TAUSEN	Chairman	The Faroese Cancer Society

Annex 2  
European Code Against Cancer Workshop  
23-24 May 2016  
Brussels, Belgium  
Monday 23 May (Day 1)

<b>Welcome Lunch</b>		<b>11:30 – 12:30</b>
<b>Introduction</b>		<b>12:30 – 12:45</b>
<b>Introductory Keynote Lectures</b>		<b>12:45 – 13:45</b>
<ul style="list-style-type: none"> <li>Social Marketing as technique for social change <i>Prof. Jeff French, European Social Marketing Association</i></li> </ul>		
<ul style="list-style-type: none"> <li>Introduction to behavioural change: a behavioural approach to health promotion <i>Prof. Alberto Alemanno, HEC Paris / NYU School of Law</i></li> </ul>		<b>13:45 – 14:45</b>
<b>COFFEE BREAK</b>		<b>14.45 – 15.00</b>
<b>Parallel workshops: peer review for cancer leagues – first iteration</b>		<b>15:00 – 16:15</b>
<b>Session A</b> Media as a tool for Social Marketing Presentation: Miri Ziv – Israel Cancer Association	<b>Session B</b> Working with social media Presentation: Marc Michils – Kom Op Tegen Kanker	
<b>Short Break</b>		<b>16.15 – 16.30</b>
<b>Parallel workshops: peer review for cancer leagues – second iteration</b>		<b>16:30 – 17:45</b>
<b>Session A</b> Repeat of previous session	<b>Session B</b> Repeat of previous session	
<b>Conclusion</b> <ul style="list-style-type: none"> <li>Brief conclusion &amp; introduction to Day 2</li> </ul>		<b>17:50 – 18:00</b>
<b>Evening Dinner – details will be provided during workshop</b>		<b>19:30</b>



Tuesday 24 May (Day 2)

<b>Registration</b>	<b>09:00 – 09:15</b>
<b>Introduction</b> <ul style="list-style-type: none"> <li>Feedback from parallel workshops (Day 1)</li> </ul>	<b>09:15 – 09:30</b>
<b>Keynote Lectures – applying behavioural science</b> <ul style="list-style-type: none"> <li>Behavioural science insights applied to health promotion &amp; population health <i>Dr. Benedikt Herrmann, Joint Research Centre (European Commission)</i></li> <li>Behavioural science insights applied to health promotion &amp; population health: the experience of Civil Society <i>Kadri Vanem, Board Member IOGT</i></li> </ul>	<b>09:30 – 11:00</b>
<b>BREAK</b>	<b>11:00 – 11:15</b>
<b>Concluding lecture</b> <ul style="list-style-type: none"> <li>Applying the workshop’s themes to the promotion of the European Code Against Cancer <i>Prof. Annie Anderson, Scottish Cancer Prevention Network &amp; University of Dundee</i></li> </ul>	<b>11:15 – 12:00</b>
<b>End of workshop</b>	<b>12:00</b>
<b>External Lunch</b> <ul style="list-style-type: none"> <li>Café Bota (Koningsstraat 236, 1210 Brussel)</li> </ul>	<b>12:30 – 13:30</b>

## Annex 3

### European Code against Cancer Workshop

23-24 May 2016, Brussels

#### Speakers' Biography

##### **Prof. Jeff French**

Professor Jeff French is a global thought leader in the fields of behavioural influence, social marketing, and social programme planning and social communication. Jeff has published over 90 academic papers and five books and numerous guides and tool kits on these subjects. Jeff is a visiting Professor at Brighton University and a Fellow at Kings College London University and teaches at six other universities on a regular basis. Previously Director of Policy and Communication at the UK Health Development Agency and a civil servant in the UK Department of Health. In 2004 Jeff led the UK government review of Social Marketing and set up the National Social Marketing Centre in 2005. In 2009 Jeff became the CEO of Strategic Social Marketing Ltd.

Strategic Social Marketing works internationally with some of the world's biggest private companies, NGO's and governments on the development and evaluation of programmes that aim to influence positive social and health behaviour.

Jeff is a member of several national and international policy committees and is a member of the Editorial Board of four professional Journals. Jeff is the organiser of the European and World Social Marketing Conferences and a member of the European Social Marketing Association Board and the EU funded ASSET pandemic preparedness programme.

Jeff has worked on behaviour change, health communication and social policy programmes in over 29 countries. Jeff has just completed the first professional technical guide to Social Marketing for the European Centre for Disease Control. Jeff leads the social component of the EU funded ECom Programme. Jeff has worked on many occasions for WHO as a consultant most recently on developing a marketing and communication strategy for the Greek government's health reform programme and chairing the WHO European International Health regulations forum. Jeff has worked with government departments and agencies around the world on behavioural programmes related to, health, transport, safety, drug misuse, gambling, forestry, environmental issues, recruitment, obesity and animal health.

### **Prof. Alberto Alemanno**

Alberto Alemanno is Jean Monnet Professor of Law at Ecole des Hautes Etudes Commerciales (HEC) Paris and Global Professor at New York University School of Law. Alberto's research has been centered on the role of - and need for – evidence and public input in domestic and supranational policymaking. In particular, he has been focusing on and promoting the study of the emerging law and policy of risk and global health. He has explored, in particular, the use of scientific evidence and behavioural research - as drawn from psychology, cognitive sciences and economics - in regulatory decision-making and in the judicial review of science-based measures by courts. At present, he is working on the legal implications and potential contribution of behavioural research in policymaking across policy areas.

Due to his commitment to bridge the gap between academic research and policy action, he regularly provides advice to a variety of NGOs and governments across the world as well as international organizations, such as the European Commission, the European Parliament, the Organisation for Economic Cooperation and Development, the World Health Organisation, on various aspects of European Union law, international regulatory cooperation, international trade and global health law as well as evidence-based policymaking.

Originally from Italy, Alemanno is a graduate of the College of Europe and Harvard Law School. He holds a PhD in International Law and Economics from Bocconi University. Prior to entering academia fully time, he clerked at the Court of Justice of the European Union, worked as a Teaching Assistant at the College of Europe in Bruges and qualified as an attorney at law in New York.

He is the founder and editor of the European Journal of Risk Regulation and the co-founder of The Good Lobby, an innovative skill-based matching organization connecting people with expertise and knowledge with civil society organizations that need them. He established and runs the Summer Academy in Global Food Law & Policy, which has become the leading training programme for professionals, policymakers and scholars committed to a more sustainable and fairer food supply chain.

Alberto Alemanno was appointed Young Global Leader by the World Economic Forum in 2015. For more information: [www.thegoodlobby.eu](http://www.thegoodlobby.eu)

## **Miri Ziv**

Miri is a Medical Sociologist and serves as a consultant for the Israeli medical authorities, providing guidance on issues relating to cancer control. One of her main areas of expertise and interest lies in the area of breast cancer advocacy.

Miri is active both locally and globally. She works towards initiating and implementing national projects, especially in the area of cancer control, for example, she initiated steps that led to the implementation of the National Mammography Screening Program in Israel, Skin Cancer Awareness Month, as well as countless other programs to raise awareness and promote early detection, methods of prevention and new means for rehabilitation for patients and survivors.

Miri earned a M.A. degree in Medical Sociology with distinction at Tel-Aviv University, and completed the study requirements for the PhD. program. Additionally, she taught Medical Sociology at Tel Aviv University for about a decade.

She is a graduate of the NBCC American Breast Cancer Coalition Project Lead® and of the 92nd St. Y Ford Fellowship Program in New York – Developing Community Leaders – in collaboration with Columbia University.

Locally, she has served for 20 years as a member of: The Israel National Health Committee (appointed by the Minister of Health), and is currently Coordinator of the Israel National Council of Oncology. She is a member of the National Council for Women's Health, the National Council of Health Promotion (all appointed by the Director General of the Ministry of Health), and an Executive Board Member of Israel Health Consumers Coalition.

Internationally, Miri has been serving since 1995 as a National Representative of the European Breast Cancer Coalition – Europa Donna (E.D.) (served as a member of the Executive Board from 1995-2000). From 1992-2002 she served on the Executive Board of the European Cancer Leagues (ECL). In July 2006 she was selected to serve on the Executive Board of the Union for International Cancer Control – UICC, serving therein for 2 maximum terms. Miri also serves on the Executive Board of S.I.S. (Senologic International Society, the World Society of Breast Diseases) and recently in October 2014, was appointed as a member of the S.I.S. Presidential Ad Hoc Committee for 2015-2016.

In addition, in 2014, Miri was appointed by Prof. Peter Boyle as a Senior Research Fellow of the International Prevention Research Institute (IPRI).

In 2015, Miri was appointed ESMO Faculty Member for Cancer Prevention.

- In 2005, Miri received the "Best CEO in Israel" award, presented by the Israel Association of Public Relations, for her innovative and creative activities alongside her profound management skills.

In 1997, the University of Tel Aviv Cancer Biology Research Center presented Miri with a prize usually awarded to scientists, the Nurit Kadatzaki-Roz Award, for her achievements and continuing efforts in the fight against cancer.

- A gold medal of appreciation was awarded to Miri Ziv by the Israeli Society for Clinical Oncology & Radiation Therapy (ISCORT) for "her outstanding contribution to the Society's activities". The medal of appreciation was awarded at the annual conference of the Society held in January 2011, marking a decade of ISCORT annual conferences.

- Miri was elected as Global Cancer Ambassador by the American Cancer Society to participate in activity at UN headquarters in New York and was invited to participate in the Israeli delegation to the historic UN General Assembly High-Level meeting on NCDs in September 2011.

- The American Association for Cancer Research (AACR) presented the 2015 AACR Award for Distinguished Public Service and Global Impact in Cancer Advocacy to Miri at the AACR Annual Meeting held on April 19, in Philadelphia, U.S. The award was presented to Miri for her lifelong contribution to the public's health and wellbeing, as well as her global achievements in furthering the fight against cancer.

Miri is invited to participate and lecture at conferences in Israel and throughout the globe, such as, for example:

- In November 2015, Miri was invited to the World Cancer Leaders' Summit of the Union for International Cancer Control (UICC), in Istanbul, Turkey.
- In May 2016, Miri was invited to the 40th S.I.S. Anniversary Conference in Strasbourg, France to lecture on: Supporting and empowering breast cancer patients through their trajectory – the Israeli Experience.
- In May 2016, Miri was invited to the European Code against Cancer Workshop (ECL) to lead the workshop on: Media as a tool for social marketing, in Brussels, Belgium.

Long before her experience of personal tragedy some 22 years ago, when she lost her son to cancer, as well as her brother 13 years ago, Miri acted with resolve and passion to initiate and implement plans for the prevention and early detection of cancer on the national level. Needless to say, her determination grew even stronger.

### **Marc Michils**

Marc Michils has a degree in economics and an MBA at Vlerick. He was more than 30 years in advertising and marketing.

After 10 years at the international advertising agency VVL / BBDO he founded his own firm (Quattro) in 1991 along with Walter Dermul, Jan Van den Bergh and John Cordemans.

Until the end of 2012, he was CEO of the communications agency Saatchi & Saatchi Brussels which has about 50 employees and works for clients such as Ghent University, Toyota Motor Europe, Samsonite, Club Brugge, and the European Commission (including the award winning “Ex-smokers” campaign).

On January 1 2013, Marc became the CEO of the Kom Op Tegen Kanker - Flemish League Against Cancer (Fight against Cancer).

In November 2011, Marc published: "Open Book: honest advertising in a transparent world".

### **Dr. Benedikt Herrmann**

Benedikt Herrmann is team leader of the “Behavioural Economics Team” of the Institute for Health and Consumer Protection of the Joint Research Centre of the European Commission. With an education in natural sciences and a PhD in economics he researched extensively at Kennedy School of Government at Harvard University and the Centre for Decision Research and Experimental Economics at Nottingham University. He joined an economic analysis unit of the European Commission in 2008. In November 2011 he joined the Joint Research Centre to set up the Behavioural economics team. Benedikt has published widely in leading journals of various fields, like “Social Neuroscience”, “Science”, “American Economic Review” and “Quarterly Journal of Economics”.

### **Kadri Vanem**

Kadri Vanem is a board member of IOGT International since autumn 2014 and works mostly on alcohol policy in Europe. Kadri has been active in the IOGT movement since 1998, being currently member of Forut Germany, IOGT Germany and IOGT Switzerland.

Previously she has served as board member of Active – sobriety, friendship and peace and of European Youth Forum focusing on youth and alcohol, youth participation, youth and health. Living in Brussels, she earns her daily bread as policy adviser to MEP on foreign policy in the European Parliament

### **Prof. Annie Anderson**

Professor Annie S Anderson BSc RD PhD FRCP is a Public Health Nutritionist and dietitian. After two years clinical practice she has largely pursued a research career in Public Health Nutrition at the Universities of Cambridge, Aberdeen, Glasgow and the MRC Medical Sociology Unit. Her training spans biological aspects of nutrition as well as behavioural, social and cultural dimensions.

In 1996 she was appointed to a professorial position in the University of Dundee and is currently Director of The Centre for Public Health Nutrition Research and Co-director of The Centre for Research into Cancer Prevention and Screening. Her main research interests focus on designing, implementing and evaluating theory based, behaviourally focused lifestyle (population and individual) interventions aimed at chronic disease risk reduction with a special interest in lifestyle related cancer (see also [www.cancerpreventionscotland.co.uk](http://www.cancerpreventionscotland.co.uk)).

## Annex 4

### Workshop on the dissemination of the European Code Against Cancer

22-23 September 2016

#### List of Participants

Surname	Name	Affiliation
FONSECA	Cristiana	Portuguese League Against Cancer (Northern Branch)
GRECH	Joseph	Ministry of Health - Health Promotion and Disease Prevention Directorate, Malta
HYLDEBRANDT JENSEN	Mikkel	Danish Cancer Society
KARLSSON	Mirja	Cancer Society of Finland
MCELWEE	Gerry	Cancer Focus Northern Ireland
MAGALHÃES	Alvaro	Portuguese League Against Cancer (Northern Branch)
MANCZUK	Marta	Polish Cancer League / MSC Oncology Centre
MELNIC	Adriana	Romanian Cancer Society
ITU	Andreea	Pursuit of Health & Happiness
O'HAGAN	Kevin	Irish Cancer Society
PATO BEN ARI	Avital	Israel Cancer Association
RITCHIE	David	ECL
UNGUREAN	Carmen	National Institute of Public Health, Romania
VANCE CRONIN	Joanne	Irish Cancer Society
YARED	Wendy	ECL



## Annex 5

### Workshop on the dissemination of the European Code Against Cancer

22-23 September 2016

International Agency for Research on Cancer (IARC/WHO)

#### Day 1) Thursday 22 September

<b>Registration</b>	<b>09:00 - 09:15</b>
<b>Welcome address</b> <ul style="list-style-type: none"> <li>• <i>Joachim Schüz, Head of Section of Environment and Radiation, IARC</i></li> </ul>	<b>09:15 - 09:30</b>
<b>Introduction to IARC – scope &amp; work of the agency</b> <ul style="list-style-type: none"> <li>• <i>Christopher P Wild, Director of the IARC</i></li> </ul>	<b>09:30 – 10:30</b>
<b>Coffee break</b>	<b>10:30 – 11:00</b>
<b>Round-table discussion – current status of ECAC dissemination</b> <ul style="list-style-type: none"> <li>• Update from Cancer Leagues on current status</li> </ul>	<b>11:00 – 13:00</b>
<b>Lunch</b>	<b>13:00 – 14:00</b>
<b>(Cont.) Round-table discussion – current status of ECAC dissemination</b> <ul style="list-style-type: none"> <li>• Discussion of main issues, challenges, successes, etc.</li> </ul>	<b>14:00 – 15:00</b>
<b>Coffee break</b>	<b>15:00 – 15:15</b>
<b>Discussion – Cooperation with Cancer Screening Programmes</b> <ul style="list-style-type: none"> <li>• Promoting ECAC screening messages and cooperation with CPO (WHO collaborating centre for early detection and screening) <i>Nereo Segnan, Piedmont Centre for Cancer Prevention (CPO)</i></li> </ul>	<b>15:15 – 17:15</b>
<b>Conclusions</b>	<b>17:15 – 17:30</b>
<b>Evening Dinner</b>	<b>20:00</b>

#### Day 2) Friday 23 September

## Day 2) Evaluating impact of the European Code Against Cancer

<b>Registration &amp; Brief introduction</b>	<b>09:00 – 09:15</b>
<b>Evaluating the impact of the European Code Against Cancer</b> <ul style="list-style-type: none"> <li>• Online survey on public awareness of the European Code Against Cancer <i>David Ritchie, ECL</i></li> <li>• Evaluation of previous edition(s) of the European Code Against Cancer <i>Alberto Lana Perez, University of Oviedo</i></li> </ul>	<b>09:15 – 10:30</b>
<b>Break</b>	<b>10:30 – 11:00</b>
<b>(Cont.) Evaluating the impact of the European Code Against Cancer – discussion</b> <ul style="list-style-type: none"> <li>• Evaluation of an educational intervention supplemented with SMS for the dissemination of the European Code Against Cancer – A pilot study <i>Carolina Espina Garcia, IARC</i></li> </ul> <p>Discussion:</p> <ol style="list-style-type: none"> <li>1. Input from the leagues about: a) experience in SMS/internet-based interventions; b) experience in phrasing messages based in the ECAC recommendations and Q&amp;A; c) experience training health professional to advise on the recommendations and Q&amp;A.</li> <li>2. Countries sharing similar health system to scale-up study</li> <li>3. Commenting on the proposed questionnaire</li> </ol>	<b>11:00 – 13:00</b>
<b>Lunch</b>	<b>13:00 – 14:00</b>
<b>Introduction to the IARC Monographs process</b> <ul style="list-style-type: none"> <li>• Introduction to the IARC Monographs: example of processed &amp; red meat <i>Dana Loomis, IARC</i></li> </ul>	<b>14:00 – 15:00</b>
<b>Conclusions</b>	<b>15:00 – 15:30</b>
<b>Close of workshop</b>	<b>15:30</b>

## Annex 6

### Speakers' Biographies

- **Carolina ESPINA GARCIA**

Carolina Espina Garcia has worked as a scientist at IARC for the past 4 years. Carolina was hired specifically to coordinate the update of the European Code Against Cancer.

Previously, she worked at WHO headquarters in Geneva and the PAHO (Pan-American Health Organization) country office of Peru. She has a PhD in molecular biology of cancer and a Masters in Public Health by the London School of Hygiene and Tropical Medicine.

- **Alberto LANA PEREZ**

Alberto Lana PEREZ is Associate Professor of Preventive Medicine and Public Health at the School of Medicine and Health Sciences of the Universidad of Oviedo. He is also investigator of the Oncology Institute of Asturias and member of other research groups of the University of León and the Autonomous University of Madrid.

His education background comprises the Nursing Sciences degree and an extensive postgraduate education in Epidemiology and Public Health. He received his PhD on Medical Research, specifically in the area of prevention of health risk behaviours.

He has published several articles about the epidemiology of lifestyle behaviours and their impact on some health outcomes, as well as about the evaluation of educational interventions.

- **Dana LOOMIS**

Dana Loomis is the Deputy Section Head Section of IARC Monographs.

His current research projects include: Carcinogenicity of Ambient Air Pollution, Volume 109 (responsible officer) IARC Monographs; Environmental Arsenic and Diabetes Mellitus in Chihuahua, Mexico University of North Carolina, CINVESTAV, Universidad Autónoma de Chihuahua; Cohort analysis methods for occupational cancer studies University of North Carolina.

Previously, Dana was Adjunct Professor Department of Epidemiology University of Nebraska, with research interests in occupational and environmental epidemiology and exposure assessment.

- **Joachim SCHÜZ**

Joachim Schüz is Head of the Section of Environment and Radiation at the International Agency for Research on Cancer (IARC), WHO's specialized cancer research agency. Before arriving at IARC in 2010, he was heading the Department of Biostatistics and Epidemiology at the Danish Cancer Society Research Centre in Copenhagen.

Before moving to Denmark, he worked at the Johannes Gutenberg University of Mainz from 1993 to 2005, starting as research fellow and finally as Associate Professor of Epidemiology, and in Mainz he also completed his PhD in Epidemiology in 1997 and his professorial qualification in 2002.

Joachim worked mainly in cancer epidemiology, especially radiation epidemiology, epidemiology of childhood cancer, and on statistical methods in epidemiology.

- **Nereo SEGNAN**

Nereo Segnan (M.D.—University of Turin and M.S. Epidemiology—Harvard School of Public Health) is the Head of the Unit of Cancer Epidemiology of the Department of Cancer Screening, and of the WHO Collaborating Centre for Cancer Early Diagnosis and Screening of the University Hospital “Città della Salute e della Scienza di Torino.”

He is the editor and/or co-author of the European Commission's Quality Assurance Guidelines on Cancer Screenings, of the European Code Against Cancer for Cancer Screening, and of the WHO Position Paper on Mammography Screening.

- **Christopher WILD**

Christopher Wild obtained his PhD in 1984 from the University of Manchester, UK, and was awarded an IARC postdoctoral fellowship (held at IARC) and subsequently a UK Royal Society European Exchange Fellowship (at the Netherlands Cancer Institute, Amsterdam). In 1987, he re-joined IARC as a staff scientist and later became Chief of the Unit of Environmental Carcinogenesis.

In 1996, he was appointed to the Chair of Molecular Epidemiology at the University of Leeds; he headed the Centre for Epidemiology and Biostatistics and became Director of the Leeds Institute of Genetics, Health and Therapeutics in December 2005. Dr Wild was elected Director of IARC from 1 January 2009. He supervises directly the Gambia Hepatitis Intervention Study.

## Annex 7

### ECAC DISSEMINATION SWOT ANALYSIS

IRISH CANCER SOCIETY, KEVIN O'HAGAN

