

ECL Youth Ambassadors Annual Workshop 2016

Workshop Report

Association of European Cancer Leagues (ECL)

Date: August 2016



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1. Executive Summary

In 2015, the Association of the European Cancer Leagues (ECL) created the youth ambassadors for cancer prevention group in order to help raise awareness amongst young people of the latest edition of the [European Code Against Cancer](#) and its twelve recommendations for reducing cancer risk. The youth ambassadors group brings together highly motivated young people, aged 18-30, who are passionate about preventing cancer and want to share this enthusiasm with their peers across Europe.

The core activity of the group is the annual workshop, which provides information sessions, informal feedback and discussion and networking opportunities. The youth ambassador workshop aims to: facilitate the sharing of experience between youth ambassadors; provide training for ambassadors enabling them to communicate the messages of the Code to an appropriate audience; and encourage youth ambassadors to provide proactive recommendations for improving the dissemination of the European Code Against Cancer.

The second annual workshop of the programme took place in Brussels on 14 and 15 July 2016. 21 members of the youth ambassadors group participated in this workshop, covering 18 different countries.

The subject of the workshop was “new approaches for promoting health – understanding and applying the key concepts,” which was selected following consultation with members of the youth ambassadors group. The programme concentrated on understanding and applying the issue of social marketing to health promotion, and contained expert lectures mixed with interactive group work.

Based on the learning during the workshop, the youth ambassadors issued identified a number of key messages for enhancing the dissemination of the European Code Against Cancer to young people: focus on simultaneous events taking place across Europe to create a sense of community and belonging; identify and exploit “teachable moments”, those instances where young people are receptive to health promotion messages; and target young people should during the transition from school to university, as this is when people begin to make their own decisions and live independently. Youth ambassadors suggested that ECL should develop of a central hub of materials used to promote the Code to young people e.g. hand-outs, materials, etc.; and create a space for survivors and health professionals in training to interact and discuss issues related to cancer prevention and early detection.

The group also provided a number of ideas for improving and developing the organisation of the youth ambassador programme, including: addressing more concrete topics and issues during the workshop in greater depth; provide more specific information on how the Code is being communicated in practice; and establish regular newsletters for which youth ambassadors themselves are the primary authors, which would allow ambassadors to share what they have been doing in their countries.

2. Background

In 2015, the Association of the European Cancer Leagues (ECL) created the youth ambassadors for cancer prevention group in order to help raise awareness amongst young people of the latest edition of the [European Code Against Cancer](#) and its twelve recommendations for reducing cancer risk.

The European Code Against Cancer is an initiative of the European Commission that was first published in 1987. The purpose of the Code is to inform the general public of 12 evidence-based recommendations that they can follow thereby reducing their risk of developing cancer. A key target group for the dissemination of the Code are children and young people, as it is imperative to establish healthy behaviours at an early age in order to tackle the increasing cancer burden in the long-term.

The youth ambassadors group brings together highly motivated young people, aged 18-30, who are passionate about preventing cancer and want to share this enthusiasm with their peers across Europe. Youth ambassadors are identified through an open call for interest, and selected based on their commitment to improving health and wellbeing and motivation for supporting the fight against cancer.

The central activity of the group is the annual workshop, which provides information sessions, informal feedback and discussion and networking opportunities. The first meeting of the original cohort took place in Brno, Czech Republic, during the European Colorectal Cancer Days, which was held during the European Week Against Cancer (25-31 May). This meeting produced a series of recommendations (available to view [HERE](#)) for communicating the European Code Against Cancer to a youth demographic, which have since been steadily implemented by ECL.

Important feedback was provided by the group on their experience of the inaugural workshop. Whilst the overall experience was positive, the evaluation stated that participants wanted fewer presentations, and more time for discussion amongst the ambassadors.

As a result, the 2016 workshop was designed, in cooperation with the ambassadors themselves, to be more interactive and focus on developing concrete outputs for the ambassadors to take away from the workshop.

3. Overview of second annual workshop: 14-15 July, Brussels

Participants

The second annual workshop of the youth ambassadors for cancer prevention group was held in Brussels (Belgium) on 14 and 15 July 2016. In preparation for the event, all youth ambassadors from the original cohort were contacted to apply for the 2016 workshop. Of the 15 ambassadors who participated in 2015, 9 were to return for the second annual workshop, 2 were unable to attend due to conflicting commitments on the date of the workshop, and 4 did not respond.

During the period between the first and second workshops, a call for interest was published in order to attract new members to the group. This call was promoted openly via ECL's various social media profiles, and through cooperation with cancer leagues and wider stakeholders. As a result of these efforts, a further 13 members were added to the group. The new members covered 10 countries that were unrepresented at the previous workshop, thereby achieving the goal to substantially increase the geographic representativeness of the group. A complete list of participants can be viewed in **annex 1** of this report.

Topics

The subject of the workshop was “new approaches for promoting health – understanding and applying the key concepts,” which was selected following consultation with members of the youth ambassadors group. The programme of the workshop concentrated on understanding and applying the issue of social marketing to health promotion. This included a masterclass on the topic, and specific examples of how this concept has been applied in practice. The full programme of the workshop can be viewed in **annex 2** of this report.

As requested by the participants of the inaugural workshop, several group sessions were incorporated into the programme. The thematic focus and composition of the groups were determined by analysing the areas of interest each participating youth ambassador had declared during registration. **Annex 3** of this report shows the information concerning the group sessions that was provided to participants.

Aims and objectives

The general aims of the annual workshops are to:

- Facilitate the sharing of experience between youth ambassadors;
- Provide training for ambassadors enabling them to communicate the messages of the Code to an appropriate audience;
- Encourage youth ambassadors to provide proactive recommendations for improving the dissemination of the European Code Against Cancer.

The specific objectives for participants at the 2016 workshop were to:

- Appreciate key concepts for health promotion, such as social marketing;
- Establish a sustainable network with peers;
- Identify and commit to concrete actions to promote the European Code Against Cancer.

Summary of workshop proceedings

The first section of the workshop centred on a guided tour and information session at the European Parliament, which was kindly facilitated by EU40 (<http://www.eu40.eu/>): the network of young Members of the European Parliament. This session introduced the youth ambassadors generally to the structure of the European Union and, more specifically, the work of the European Parliament.

Following this introductory section, the substantive element of the workshop took place through a series of expert presentations and group work, which was delivered across both days of the programme.

➤ **Presentation 1: Social marketing and behaviour change: beyond easy** *Brigitte Boonen, Belgian Foundation Against Cancer*

Brigitte Boonen is a social marketer and skin cancer prevention expert currently working at the Belgian Foundation Against Cancer. The objective of her presentation was to demonstrate how behavioural and social change strategies can be applied to the promotion of the European Code Against Cancer.

As a practical illustration, Brigitte presented the newly launched “[Prolongitudine](#)” campaign that has been created by the Belgian Foundation Against Cancer. This campaign markets the European Code as a fictional pharmaceutical product, complete with distinctive and professional-looking packaging, which can reduce the risk of cancer by 40-50%. Inside the packaging is information on the 12 messages of the Code, which challenges the reader to adapt their behaviour and lifestyle.

Brigitte explained that the brain thinks in both a rational and emotional way. For example, people understand the issues around the main risk factors for developing cancer, but yet they do not always adapt their conduct in a way that would reduce their cancer risk, as advocated by the European Code Against Cancer. Consequently, the main rule of behavioural change is to keep it simple. This can be most effectively done by making the easy option the default option.

People are also drawn to what is attractive to them and are influenced by the activities of others. Therefore, messages should be personalised with an individual’s name, should use trusted sources and incentives, and should adopt specific messages that appeal to emotion. In this respect, personal testimonies, for example from a cancer survivor, work well in appealing to behaviour change.

Brigitte presented the practical application of these principles as used in the cancer prevention campaigns of the Belgian Cancer Foundation, including the Sun Safety and UV awareness campaigns: *spraywatch* (<http://spraywatch.be/>); and *midnight switch*

(<http://www.viralblog.com/research-cases/the-midnight-switch/>). As with all social marketing campaigns developed by the Foundation, the aforementioned examples were robustly evaluated, which is an essential process to perform in order to understand if activity is showing signs of producing the desired outcomes of positive behavioural change. Based on the evaluation of campaigns among youth and youth networks, social media and online engagement has always been most effective methods.

Whilst evaluation of behavioural change strategies and social marketing campaigns are essential, it is very important to note that it can be difficult to estimate how long people will maintain the change in their lifestyles. Behavioural change can take between 15 and 20 years in segments of the population. Thus, it is important to note that messages should be simple but with a measurable outcome.

In conclusion, Brigitte provided the following take-home messages in regards to applying social marketing to the promotion of the European Code Against Cancer:

1. Read some books on behavioural change;
2. Think carefully about your target group;
3. Adapt your methods and communications to the target group;
4. Adapt your methods to the message;
5. Go digital;
6. Creating awareness is not behaviour change;
7. A fun concept alone is not a good campaign;
8. Seek alliances to spread the message (media, partner organisations);
9. Evaluate;
10. Do not expect the impossible and have fun!

➤ **Presentation 2: Organising a successful health communication campaign**
Damian Dylla, IOGT

Damian Dylla is a fundraiser and country coordinator for IOGT: global network for evidence-based policy measures and community-based interventions to prevent and reduce harm caused by alcohol. Damian has been connected to the movement for 6 years. The objective of Damian's presentation was to provide practical advice on how to plan and implement a successful health-focused public campaign.

Damian highlighted the key element of each and every campaign organised by IOGT: pursuing a crucial value or cause. In the case of IOGT, the key value has been to promote public awareness of alcohol-related harm.

In Poland, IOGT's campaigns have focused on the presenting the positive side of choosing not to drink alcohol, rather than emphasising the negative aspects of drinking alcohol. In order to expand on this concept, Damian asked the group to brainstorm on the positive aspects of alcohol use (such as cultural aspects; social aspects; and stress relief); and the negative aspects (e.g. health; cancer; loss of control; undesirable social behaviour; and illness). This exercise illustrates the aspects which

should be focused on in order to provide a positive-oriented campaign, and those aspects to avoid so that a campaign does not become negative.

Damian provided several concrete examples from IOGT's portfolio of campaigns, including: the *Fake Free* campaign (<http://iogt.org/the-issues/lifestyle/21st-century-lifestyle/>); Human Rights Generation [HRG] (<http://iogt.org/take-action/community-action/human-rights/>); *Inspire Freedom* (<http://iogt.org/take-action/community-action/inspire-freedom/>); and *Zoom in Media* campaign (<http://www.iogtpolska.com/#!zoom--in--media/zikf4>).

In conclusion, Damian noted that the main elements of a successful campaign are: to plan for “what”, “where” and “how” you will implement your campaign; to define the measures of success and target audience; and, most crucially, to get the timing right! Evaluation should be designed in a way that it is actionable, and campaign organisers must be prepared in advance to act upon feedback.

Finally, even if the situation is very difficult, as with changing attitudes in relation to alcohol, the examples presented by IOGT show that real progress can be made if the campaigns are well designed and implemented.

➤ **Presentation 3: Lessons from others sectors: example from environmental sector**

Vivien Deloge & Pauline Lejeune, Génération Cobayes

The final presentation of the workshop was delivered by Vivien Deloge and Pauline Lejeune of *Génération Cobayes* (www.generationscobayes.org). *Génération Cobayes* (Gen Cob) is a movement of young consumers who do not want to be mistaken for *Cobayes*: guinea pigs. The goal of Gen Cob is to mobilise 18-35 year olds on the links between environmental pollution and health, and to challenge the economic and political decision-makers, all thanks to the power of the humour and online networking.

Vivien Deloge is an environmental lawyer who is currently a Parliamentary Assistant at the French Parliament and Somme County Council. As spokesman in charge of International and European Affairs at Gen Cob, he led the advocacy action on the path to the COP21 with a view to linking climate, water and food issues to health.

Pauline Lejeune is an environmental social psychologist. She previously worked for the French city of Epernay as a project manager on sustainable development issues. As a board member at Gen Cob, she coordinates the project “Tour de France of Eco-orgasms”.

The objective of this presentation was to present successful examples of public campaigns aimed at young people. As successful and flourishing youth movement, Gen Cob focuses on the intersection of environmental and health issues, and so can offer a fresh perspective on health promotion campaigns to cancer prevention advocates.

Pauline and Viviane gave a broad overview of the mission and scope of Gen Cob's work. Central to this is an understanding that the reality of today's generation of young people is one of an increase in chronic disease prevalence. Gen Cob seeks to draw attention to this fact by educating young

people on the associations with environmental and chemical factors, which can increase the risk of cancer from an early age.

One especially effective initiative on this topic, which was specifically aimed at young people aged 18-35, was the “eco-orgasm” campaign. This campaign informs young people about Endocrine Disrupting Chemicals (EDCs), and educate them about the possible effects of exposure. However, in order to make this relatable and engaging for young people, the topic is mediated through the context of sex seduction and dating. Gen Cob visited university campuses, music festivals, and other places of interest for young people, to deliver fun and interactive presentations, which subtly drew attention to the issue of EDCs through humour and relatable anecdotes from the everyday life of young people.

Linking the lessons learned from this and other successful public campaigns to the promotion of the European Code Against Cancer, Pauline and Viviane recommended to:

- Focus on solutions - foreground the actions people can do to reduce cancer risk;
- Invent funny ways for awareness-raising - actions and campaigns have to be actively promoted and shared;
- Find out where your target is - and then go to reach them;
- Find the connection with your target group - create links with the people you speak to and connect with as these will be the people who spread your message to others and keep spreading that message;
- Adapt the message to the context and target group;
- Use positive communications - avoid negative messaging, ensuring that you keep the discussion positive and solution focused.

➤ **Group work sessions**

Between the formal presentations delivered during the programme, significant periods of time were allocated to the group work. The objective of these sessions were to:

- Appreciate the practical applications of the expert presentations given during the workshop;
- Provide feedback and recommendations to ECL related to the promotion of the European Code Against Cancer;
- Complete a learning summary by the conclusion of the workshop.

The youth ambassadors were divided into 3 equally sized groups that would each address a specific focus. The selection of the topics of and the composition of the groups had been decided based upon the areas of interest that each ambassador had submitted during the workshop registration process. The topic areas for the group work sessions were:

1. Developing age-appropriate communication & interventions
2. Targeting health professionals & health systems
3. Addressing major risk-factors & health determinants

Each group was provided a series of key questions to guide their discussion and help them formulate conclusions and recommendations for improving the communication for the European Code Against Cancer. Crucially, each individual member was also asked to complete a learning outcome form (see **annex 4**), which would allow them to identify what they have learned, potential areas for improvement, and a personal commitment for them to disseminate the Code.

The group work sessions were also complimented by personal testimonials delivered by members of the group who are survivors of cancer, which provided a powerful and intimate reminder of the human dimension to cancer control.

➤ **Group work conclusions**

The following points are a summary of the key messages arising from the group work sessions:

- *Group 1 – developing age-appropriate communication & interventions*

Group one noted that it is important to segment the youth demographic into 0-17 group and 18+ group, and focus on the most appropriate messages of the Code for these age groups. Communication towards the younger age group should focus on food and nutrition, and physical activity, which ideally should be mediated through the context of sport. Interventions should focus on peer-to-peer approach within this age range, as this has shown to be effective in, for example, changing attitudes in relation to tobacco. In this respect, children can be empowered to become educators themselves, providing inspiration to their friends and family.

The conceptual focus must be different for communication towards 18-30 year olds, as at this stage the individual has greater cognitive and emotional capabilities to act upon the messages of the Code. In addition, this age group will contain junior health professionals, and a greater number of existing cancer survivors, who should be actively supported to become prominent voices on cancer control topics.

Specific recommendations for promoting the Cancer Code to young people include:

- Create a space for survivors and health professionals in training to interact and discuss issues related to cancer prevention and early detection;
- Focus on simultaneous events taking place across Europe to create a sense of community and belonging;
- Support guidelines for healthy breakfasts (for example, to be used in schools and universities, etc.) and healthy meetings (in the workplace);
- Always focus on the positive and engender a fun and playful element to the campaign or intervention – think about linking to live music and important role models who live health lives that are obtainable for the average person.

- *Group 2 – targeting health professionals & health systems*

Group two concluded that in order for health professionals to be better involved in prevention-focused work healthcare providers and educational institutions must allow for sufficient time to be dedicated to for training on health promotion and disease prevention.

Junior health professionals, including those still in full-time education, have a crucial role as they are the future of health services in Europe. Student and junior health professionals must, therefore, be given the confidence to be able to talk about health promotion and disease prevention, which can be achieved by making this a specific learning objective of educational and continuous learning development programmes.

The development of multi-disciplinary teaching teams should be encouraged, comprising of junior and senior health professionals and students, in addition to non-clinical staff and, most importantly, cancer patients/survivors. These teams should prioritise those places where it is possible to get the message to young people before they become patients. They should also focus on training non-medical people in positions of responsibility to become empowered to speak with confidence about cancer prevention.

Recommendations from the group include:

- Development of a central hub of materials used to promote the Code to young people e.g. hand-outs, materials, etc.;
- Concentrate on “teachable moments”, those instances where young people are receptive to health promotion messages, such as a GP or dentist appointment;
- Develop training programmes, such as a train-the-trainer programme, that focus on non-medical people in positions of responsibility (for example, secondary school teachers) and motivates them to become advocates for the promotion of the Code to young people.

- *Group 3 – addressing major risk factors & health determinants*

Group three considered the difficult question of the prioritisation of the individual messages of the European Code Against Cancer when communicating to young people. As the messages are solidly evidence-based, each of the messages are fundamentally important as each other. For young people specifically, the initial seven messages of the Code (relating to lifestyle issues) are the most pertinent, as the subsequent recommendations (messages 8-12) have age and gender specific considerations.

Communicating the package of lifestyle recommendations has the added benefit of highlighting lesser known issues, such as the link between alcohol and cancer. The challenge is not to overwhelm the target group with information and unachievable targets, especially young people who are beginning to form long-lasting behaviours. The messages should therefore be seen as a checklist to progressively work through over time.

When transferring this approach into practice, methods and techniques to promote the Code will depend on the nature of the campaign or initiative. Mass media campaigns, for example, should focus on specific parts of the code; however, it should make clear that this is only aspect amongst a package of recommendations. On the contrary, when communication interventions are more

intimate, then the approach should be more holistic by incorporating more elements of the Code into the communication process.

The group recommended strongly that special attention should be paid to targeting young people should during the transition from school to university, as this is when people begin to make their own decisions and live independently.

When considering what can be learned from the successes of promoting health in regards to specific health determinants or disease risk factors, the group urged a note of caution. The group felt that not certain promotion methods are applicable only to specific messages e.g. methods used to raise awareness of alcohol-related harm, are not necessarily suitable for replication for communicating the nutrition and physical activity messages of the Code. However, young people are generally more receptive to positive and fun messages, and so this approach should be applied to promoting the messages of the Code to young people.

4. Post-workshop evaluation

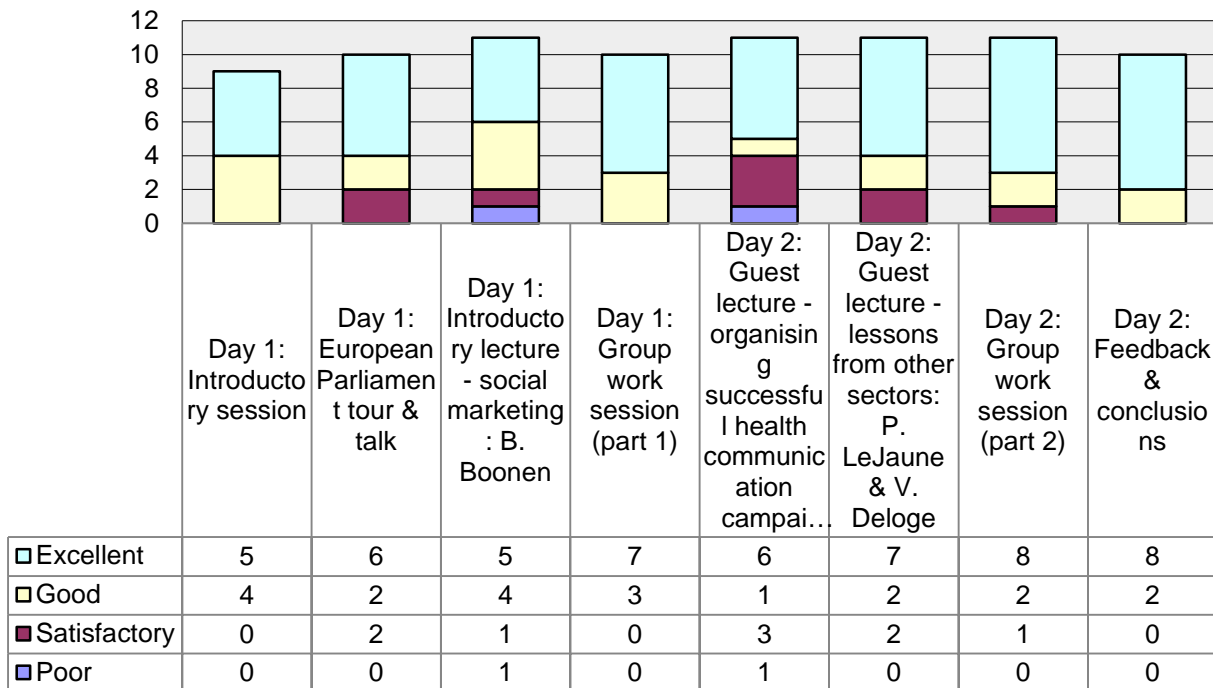
Following the close of workshop proceedings a brief feedback session was held to gather initial impressions from the group.

Youth ambassadors were also sent by email an online evaluation survey after the end of the workshop. Of the 21 participants from the workshop, 11 submitted a response to the evaluation survey, giving a response rate of 52%.

Respondents were asked a total of 9 questions, which were mixture of closed and open questions, asking for feedback on the content and organisation of the workshop, and appealing for suggestions on how to improve future workshops. The remainder of this chapter summarises the responses to each question from the survey.

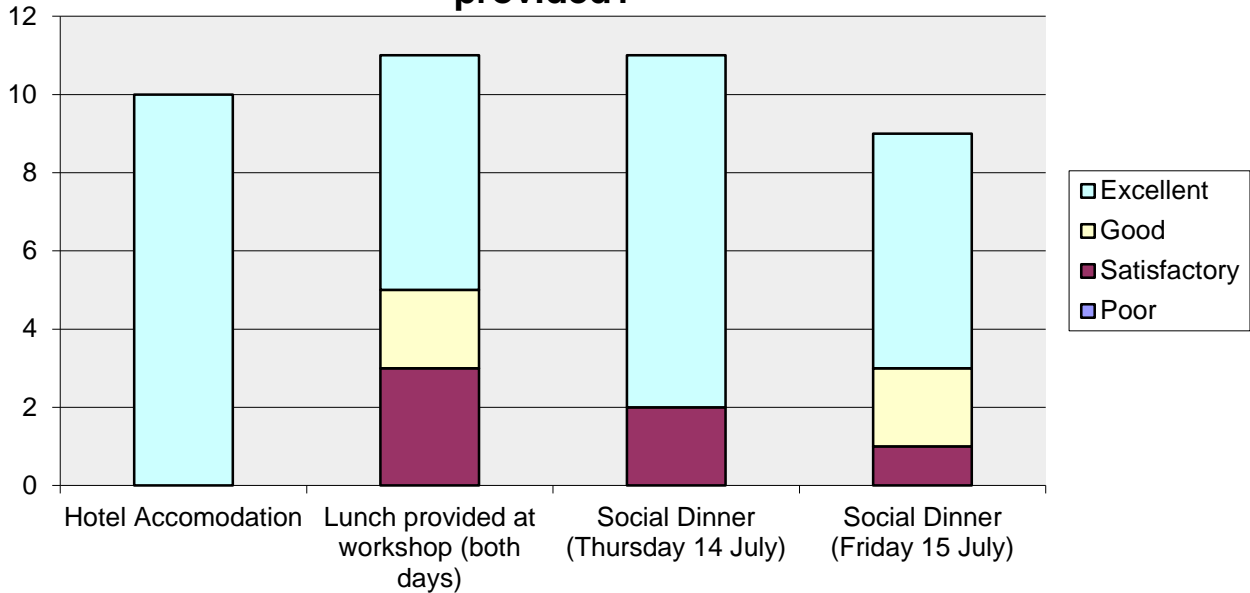
- **Question 1** asked participants to rate the content of each session of the workshop. The responses indicate that youth ambassadors rate the group work sessions more favourably than the expert presentations. Feedback expressed the need for presentations to ensure they are fully interactive and not academic lectures.

Please tell us what you thought of the CONTENT of the sessions from the workshop



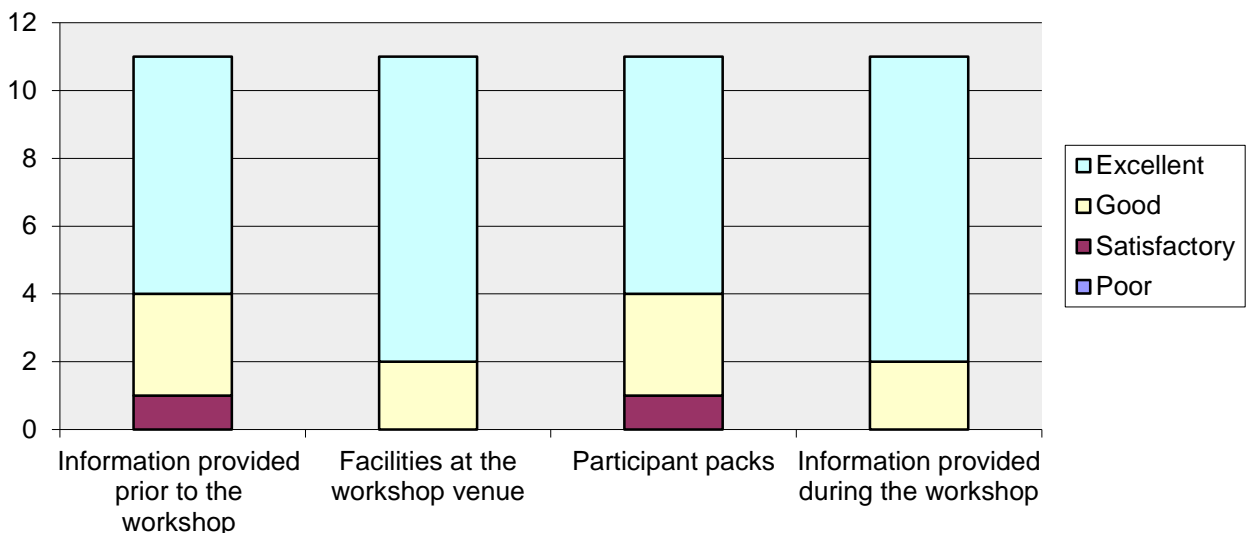
- **Question 2** asked about the hospitality side of the organisational elements. All participants rated the accommodation as excellent.

Please tell us what you thought of the hospitality provided?



- **Question 3** asked about the administrative aspects of the organisation of the workshop. The vast majority of respondents rated the overall administrative issues as either good or excellent. No specific comments or criticism were noted.

Please tell us what you thought of the administrative aspects?



- **Question 4** was an open question asking respondents to note which part of the workshop they found useful and why. The majority of respondents found the group interactive discussion sessions as the most useful as this allowed the group the time and space to hear about their peers ideas and experiences. One respondent noted:

“I found the peer discussion groups most useful, as bouncing ideas off of one another, sharing our individual thoughts, successes and failures relevant to health promotion in our own countries was an incredible learning experience. The diversity of the discussion was really a function of the diversity of people we had at the workshop, and I really appreciate that.”

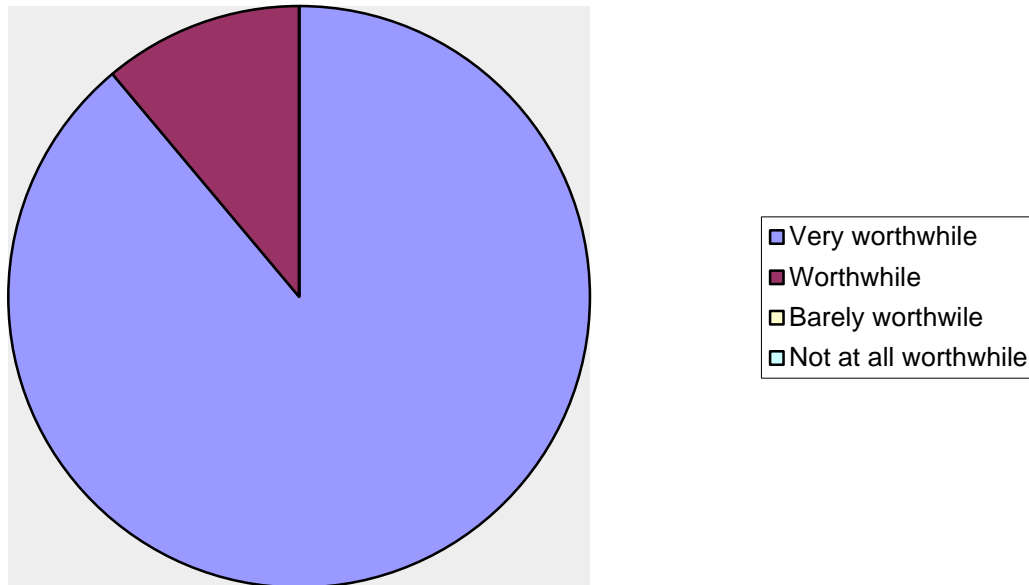
Special mention was given to the personal testimonials of the cancer survivors active within the group, which was greatly appreciated by members of the group.

- **Question 5** asked the youth ambassadors what changes they would like to see made to future workshops. The respondents indicated that they would like to see more time for discussion by expanding the group sessions; a dedicated session introducing more fully the European Code Against Cancer, with practical guidance on how to actively communicate the Code; and more concrete tasks in line with a more focused subject of the workshop, as this would allow the ambassadors to go into greater depth during the discussions. The evidence presented at the workshop should be stored online and easily accessible for the group prior to and following the workshop.
- **Question 6** builds on the previous question by enquiring as to which areas need more time devoted to them. The responses were similar to question 5 as respondents indicated they wanted more time to learn about the direct promotion of the Code, including issues around funding. One ambassador responded:

“It would be useful to gain a little more background on the 12 aspects of the code. Perhaps a general talk on all aspects. And/or give ambassadors the options or to rank the ones they feel they need to learn more about and arrange talks around this. Young people could even learn from each other - for example I'd be happy to talk about diet/physical activity/smoking/sun safety with the group.”

- **Question 7** asked respondents to rate, overall, how worthwhile was participating in the workshop. All respondents indicated that they considered the workshop either worthwhile or very worthwhile.

Overall, how worthwhile was it for you to attend the workshop?

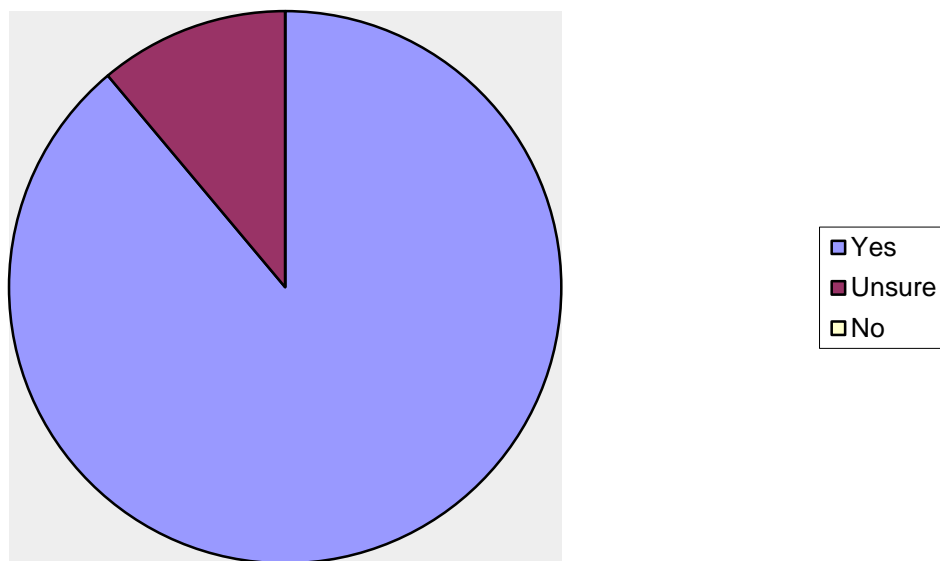


Comments submitted in support of this response indicated that the youth ambassadors are looking forward to future meetings and workshops. One respondent noted:

“It was really nice experience - I am happy that I met new people, got to know new points of view, shared experience about the situation with cancer prevention in many countries. It was really nice to meet the ambassadors from the last year, I think we built a real team.”

- **Question 8** asked whether, as a result of participating in the workshop, do the respondents feel more confident about communicating the European Code Against Cancer. 89% of respondents answered yes. However, given the relatively low response rate, and common observation about the need for greater attention to introducing the Code, it is possible that this is not representative of the full group. Further work is needed to explore whether this outcome has been achieved by the workshop, especially amongst non-responders to the survey.

Following this workshop, do you feel more able to talk about the European Code Against Cancer to colleagues, friends and/or the general public?



- **Question 9** was the final item and asked for additional comments. Most respondents chose not to respond to this questions. Those who did respond indicated that they would ECL to “seek more funding to involve ambassadors in communicating cancer codes and engage us more often.” One respondent commented that they would “*I would suggest for the next time to discuss within groups how participants can promote code in their countries,*” and to meet more than once per year.

Conclusions

Taking into account the results of the evaluation survey, and the informal feedback provided at the close of the workshop, it is clear that youth ambassadors were happy to be involved in the process, found the workshop worthwhile, and have learned about key concepts and topics that they can take home and apply. The ambassadors were especially pleased that this year's workshop was much more interactive and participatory than the previous year's workshop.

However, there are number of areas in which the workshop, and the youth ambassador programme as a whole could be improved:

- The topics addressed during the workshop could be discussed in greater depth, and this may be facilitated by a more specific choice of issues for future workshops;
- The questions set for group work sessions were too generic and, mirroring a more specific subject focus at future workshops, should become more concrete, reflecting real-world challenges by, for example, setting tasks for the groups to complete;
- More background information on the Code should be provided, especially for newer members of the group;
- Group newsletters should be established and disseminated either quarterly or once per semester. Ambassadors should be the primary authors, allowing them to share what they have been doing in their countries;
- ECL could explore hosting regular teleconferences between workshops in order for youth ambassadors to exchange news and ideas;
- Youth ambassadors could create and preside over parallel youth groups within their own countries, and exchange the subsequent experiences and ideas at future youth ambassador workshops.

Annex 1: List of Participants

Name	Nationality / Country Link
Antoun Khoury	Lebanon (Belgium)
Chika Nwaka	Canada (Switzerland)
Deependra Singh	Nepali (Finland)
Elizabeth Mary McLennan	UK
Emanuel Schipor	Romania
Enes Efendioglu	Turkey
Even Landrö	Norway (Sweden)
Frederic Augustin	Germany
Helena Vučković	Croatia
Janet Raycheva	Bulgaria
Julie Perain	France
Lucija Pečlin	Slovenia
Lukas Galkus	Lithuania
Lyndsey Connolly	Republic of Ireland
Marek Karman	Slovakia
Mariami Beridze	Georgia
Michèle Debora Pieters	Belgium
Miljana Stojanovska	Macedonia
Oana Rusu	Romania
Sigríður Dagbjört Ásgeirsdóttir	Iceland
Suzanne O'Kane	UK

Annex 2: Workshop Agenda

ECL Youth Ambassadors for Cancer Prevention

2nd Annual workshop

New approaches for promoting health – understanding and applying the key concepts

Programme 14-15 July 2016

Brussels, Belgium

Day 1: Thursday 14 July

Title	Time
Welcome & Introductions <ul style="list-style-type: none"> • Introductions of Youth Ambassadors • Brief introduction to programme 	08:30 – 09:30
European Parliament visit <ul style="list-style-type: none"> • Tour and welcome briefing from MEP 	10:00 – 12:00
Lunch	12:30 – 13:30
Introductory lectures: key concepts <ul style="list-style-type: none"> • Social marketing & behaviour change, beyond easy Brigitte Boonen, Belgian Foundation Against Cancer (confirmed) 	13:30 – 15:30
Break	15:30 – 15:45
Group sessions (x3) <p>Ambassadors will break into 3 groups to brainstorm on the methods, target groups and contexts for promoting the European Code Against Cancer.</p> <p>Groups will be decided based on complimentary interests submitted prior to the workshop.</p>	15:45 – 17:15
Feedback & conclusions	17:15 – 17:30

Day 2: Friday 15 July

Title	Time
Introduction to day 2	09:00 – 09:15
Lectures and discussion <ul style="list-style-type: none"> • Organising a successful health communication campaign <i>Damian Dylla, IOGT (confirmed)</i> 	09:15 – 10:30
BREAK	10:30 – 10:45
<ul style="list-style-type: none"> • Lessons from others sectors: example from environmental sector <i>Vivien Deloge & Pauline LeJaune, Generation Cobayes (confirmed)</i> 	10:45 – 12:00
Group work sessions <ul style="list-style-type: none"> • Continuing from Day 1 	12:00 – 13:00
Lunch	13:00 – 13:30
Group work sessions (continued)	13:30 – 15:00
Break	15:00 – 15:30
Feedback & presentations from the groups	15:30 – 16:00
Concluding remarks	16:00 – 16:30
End of workshop	16:30

Annex 3: Group work session information document

**ECL Youth Ambassadors for Cancer Prevention
2nd Annual workshop
New approaches for promoting health – understanding and applying the key concepts**

Information for Group Sessions

Background

The evaluation of the first youth ambassadors' workshop (Brno, May 2015) stated that participants wanted fewer presentations, and more time for interactive discussion amongst fellow youth ambassadors. As a result, the 2016 workshop shall dedicate several hours specifically for group discussion. The aim of the group sessions is, therefore, to facilitate the exchange of experiences amongst the youth ambassadors in order to enrich participants understanding of how to promote the messages of the European Code Against Cancer.

Objectives

The main objectives of the group sessions are for ambassadors to:

- Appreciate the practical applications of the expert presentations given during the workshop;
- Provide feedback and recommendations to ECL related to the promotion of the European Code Against Cancer;
- Complete a learning summary by the conclusion of the workshop.

Method

Ambassadors will be allocated to one of three groups based upon their personal interests stated during registration. The group sessions will take place in 3 parts during the workshop:

- Part 1 (Thursday 14 July – 15:45-17:15)
- Part 2 (Friday 15 July – 12:00-13:00)
- Part 3 (Friday 15 July – 13:30-15:00)

Ambassadors will then follow the brief instructions (see overleaf) intended to structure the group discussions. The final session on Friday 15 July at 15:30 will offer the opportunity for ambassadors to feedback to the whole group on their respective group discussions, and provide several short key messages and recommendations.

Outcome

The messages provided by the group will be summarised, along with a description of the group discussions, in the workshop report that will be presented to the European Commission in September 2016. The conclusions of the youth ambassadors will be used to shape and guide ECL's work promoting the European Code Against Cancer, and will provide clear direction for how to make the best use of the youth ambassador group following the end of the workshop.

A brief process evaluation of the workshop will be distributed online during the week after the completion of the workshop.

Group topic areas and questions

The table below highlights the three groups including, the topic areas for discussion, and the youth ambassadors pre-assigned to each group. Youth ambassadors may change groups providing that groups do not become too unequal in size.

The topic areas include specific questions that each group is to work through during the group sessions. Groups are expected to come up with a series of key messages in response to the specific question, and may also consider posing more general recommendations for improving the dissemination of the Code.

GROUP 1	GROUP 2	GROUP 3
<p>Topic area =</p> <p>Developing age-appropriate communication & interventions</p> <p>e.g. Tailoring messages and actions towards children; adolescents; and young adults.</p> <hr/> <p><i>Questions.</i></p> <p><i>How should the European Code Against Cancer be presented to specific age groups?</i></p> <p><i>e.g. children (0-9 years old) adolescents (10-18); young adults (19 – 25).</i></p> <p><i>What the key mistakes to avoid when communicating to young people?</i></p> <p><i>Are there certain ethical considerations to take into account?</i></p>	<p>Topic area =</p> <p>Targeting health professionals & health systems</p> <p>e.g. Targeting health and allied professionals, and interventions such as screening, vaccination ...</p> <hr/> <p><i>Questions.</i></p> <p><i>How can health professionals be better involved in the promotion of the Code? Do they have time?</i></p> <p><i>What is the role of student & junior health professionals in this?</i></p> <p><i>Within healthcare, where are the most important opportunities for promoting the Code e.g. primary care clinic, screening, etc.</i></p>	<p>Topic area =</p> <p>Addressing major risk-factors & health determinants</p> <p>e.g. Focusing on the major risk factors e.g. tobacco, alcohol, nutrition & diet, etc.</p> <hr/> <p><i>Questions.</i></p> <p><i>Which are the most important messages of the Code for young people to know about?</i></p> <p><i>When promoting the Code, is it possible to promote several messages of the Code at the same time (e.g. smoking, alcohol and physical activity) or is it better to concentrate one specific area only?</i></p> <p><i>Can successes in health promotion be transferred from one message (e.g. anti-tobacco campaigns) to another (e.g. alcohol awareness)?</i></p>
Group Members		
Michèle Pieters	Janet Raycheva	Lukas Galkus
Helena Vučković	Deependra Singh	Frederic Augustin

Lyndsey Connolly	Antoun Houry	Lucija Pečlin
Enes Efendioglu	Elizabeth McLennan	Suzanne O'Kane
Julie Perain	Miljana Stojanovska	Chika Nwaka
Mariami Beridze	Marek Karman	Even Landrö
Oana Rusu	Emanuel Schipor	Sigríður Ásgeirsdóttir

Group session guidance

Below is a brief description of suggested process to follow for the group sessions.

- **Part 1 (Thursday 14 July – 15:45-17:15)**

➤ **Icebreaker (15 mins approx.):**

1. Write down your name on the flipchart. Then tell us why your parents gave you this name, or what your name means, and where you come from.
2. The next person writes down their name connecting to another name on the chart in crossword puzzle style. They also tell us about their name (as above).
3. After the final name has written their name, the group stands in a circle. Everybody stands in a circle. First person says their name and makes a “move”.
4. Second person repeats name & move and adds his own name & move. The last person can pick two other people in the circle that have to repeat all the names/moves.

➤ **Introductions (30 mins approx.):** In relation to the topic area of the group, each group member states their personal interest in this area, and what they would like to personally achieve in the future in regards to the topic area.

1. Ambassadors should indicate why they have an interest in this topic area, outlining any prior experience specific to the topic area, and ideas that they have for further work on this topic.
2. **NB. If the ambassador has not stated a specific interest in the topic area of the group, then they should talk generally about their interests in public health, health promotion, and cancer prevention.**

➤ **Group discussion (45 mins approx.):** Each group has been given questions to address in the group discussion. Groups are also free to create further questions and statements as they go along, but must address, as a minimum the key question assigned to their group. Groups may want to consider some of the following points:

- What are the major challenges and obstacles to overcome?
- Who are the main stakeholders (those with both a positive/ supportive and negative interest)?
- Are there precedents (good practice) or parallels to learn from?
- If you know of successful examples, what made them successful? Could they be replicated in some way?
- Are there specific expectations requirements from cancer societies (NGOs), or from young people themselves?
- Are there issues in regards to capacity (finances, human resources, training & skills)? How can this be addressed?
- Is there a political dimension? Are there policy implications? If so, is it realistic to pursue these?
- What are the missing ingredients, tools, etc?
- What role does social media have (positive and/negative)?

➤ **Reminder:** Thinking about the presentation “Social marketing & behaviour change, beyond easy”, what is the effect of the conclusions from this presentation on the topic of your discussion group?

- **Part 2 (Friday 15 July – 12:00-13:00)**

- **Group discussion:** Please continue the discussion from the previous session.
- **Reminder:** Have the presentations of Day 2 influencing your ideas, approach and understanding of the topic and key questions?

- **Part 3 (Friday 15 July – 13:30-15:00)**

- **Group discussion (1 hour approx.) :** Finalise the key messages, and decide on how you will report this back to the group.
 - **Remember to allocate enough time to complete the learning summary!** (30 mins approx.)
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Annex 4: Learning summary document

Learning summary

What I learnt:	What follow-up I need to take:
My personal commitment for promoting the European Code Against Cancer:	
Other comments:	