

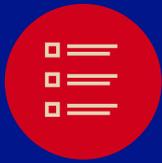
# ECL Youth Ambassadors

for the European Code  
Against Cancer

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**PRESENTATION BOOKLET**

3rd edition, April 2020



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# EXECUTIVE SUMMARY

As part of the EU Joint Action European Partnership Action Against Cancer (EPAAC), the Association of the European Cancer Leagues (ECL) designed a new initiative in 2012 - the Youth Ambassadors for the [European Code Against Cancer \(ECAC\)](#).

The idea to form an international network of ambitious public health enthusiasts came about from discussions among cancer leagues about the most appropriate ways to disseminate and promote the ECAC among European youth. Communicating positive health messages to people from a young age, in fact, is crucial for instilling health-supporting behaviours that will last across the life-course.



To ensure effective dissemination of the ECAC, ECL provides Youth Ambassadors (YAs) with training opportunities to master their health promotion skills and broaden their knowledge of cancer prevention. ECL also provides YAs with administrative and financial assistance for projects and campaigns aimed at promoting cancer prevention messages to their peers and the general public.

This booklet outlines the objectives, structure, terms of references and action plan (2018-2021) of ECL Youth Ambassadors program. It also presents some of the projects in which YAs can be involved.



# BACKGROUND

In October 2014, the International Agency for Research on Cancer (IARC) published the [4th edition of the European Code Against Cancer \(ECAC\)](#). To promote and raise awareness on the ECAC across Europe, the Association of the European Cancer Leagues (ECL) officially launched the [Youth Ambassadors for the European Code Against Cancer programme](#) in 2015.

The first cohort of Ambassadors came together in Brno (Czech Republic) on 28 May 2015 during [European Week Against Cancer](#), which is held every year between 25-31 May. The group comprised 18 Ambassadors from 15 different countries within the WHO European region. Since then, the [ECL Youth Ambassador group](#) has met annually and continued to grow and undertake more and more actions to promote the ECAC at the national, regional and local level. As of April 2020, the group includes [65 members from 37 countries](#), falling broadly under those countries that are eligible for ECL membership.

Through the programme, ECL facilitates opportunities for training, peer-to-peer learning, networking and connecting with experienced leaders. It also offers YAs the chance of engaging and participating in international events and meetings.

Youth Ambassadors commit to organise and implement actions which align with their interests and expertise. Actions should have a regional or local impact, or aim at initiating regional/local collaborations.

Youth Ambassadors receive support, advice, financial assistance and in-kind resources from the ECL Secretariat and meet every year on the occasion of the Summer School.



# BACKGROUND



## About the European Code Against Cancer

The [European Code Against Cancer \(ECAC\)](#) 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. The current 4th edition, consists of 12 recommendations that most people can follow without any special skills or advice. The more recommendations people follow, the lower their risk of cancer will be.



It has been estimated that almost half of all cancer deaths in Europe could be avoided if everyone followed the recommendations. Learn more about ECAC by visiting [www.cancercode.eu](http://www.cancercode.eu). You can also check the leaflets translated into various EU and non-EU languages [here](#) and useful promotional materials [here](#).



## About ECL

The [Association of European Cancer Leagues \(ECL\)](#) is a Brussels-based European umbrella organisation of 29 national and regional cancer societies in the extended European region. Founded in 1980, ECL has been providing an exclusive platform for cancer leagues to exchange best practices and collaborate with their international peers in the areas of cancer prevention, tobacco control, access to medicines and patient support, and creating opportunities to advocate for these issues at the EU level.



# MISSION

The mission of ECL Youth Ambassador programme is to alleviate the devastating burden of cancer across the WHO European Region through primary prevention actions. We envision a Europe where all avoidable cancer deaths are prevented through individual lifestyle choices, supported by coordinated governmental policies and actions.



# OBJECTIVES

The overarching objective of ECL Youth Ambassadors programme is to raise awareness and communicate about the importance of cancer prevention and the ECAC among the general public, with a focus on children, teens and young adults. To do so, ECL fosters collaboration among young health promotion enthusiasts, encouraging them to undertake creative and enterprising actions in their countries of residence and to participate in joint campaigns.

## The ECL YAs Programme aims to:



Tap into the professional, academic and social networks of each Youth Ambassador to better disseminate the messages of the ECAC to the public in general and young people in particular;



Provide regular training and learning opportunities to Ambassadors to enable them to develop their advocacy, communication and project management skills;



Support Ambassadors to develop and implement personal and collaborative, actions and campaigns to promote the ECAC by providing them with the necessary resources and connecting them with key stakeholders;



Gather knowledge and insights from Ambassadors about best practices, success stories and challenges related to their cancer prevention and health promotion communication efforts.



# ELIGIBILITY CRITERIA

Open calls for applications to join the ECL Youth Ambassador programme are expected to be held by the ECL Secretariat at least twice between 2018 and 2021.

The programme is open to anyone aged 18-35 years old and residing in a country belonging to the [WHO European Region](#). Applicants do not have to be citizens of these countries, but must be studying, working, or volunteering there at the time of their application and for the whole duration of their 5 years mandate.

Applicants must be fluent in spoken and written English (minimum [CEFR Level B2](#)) to be able to have meaningful interactions with fellow YAs, ECL Secretariat and stakeholders at the international level.

To encourage a multidisciplinary approach to cancer prevention and awareness, Youth Ambassadors can be students, young professionals, or volunteers active in any field or discipline. Ambassadors are, however, required to demonstrate an interest in public health and their willingness to disseminate the messages of the ECAC through their application process. Applicants who belong to other networks, association or student groups are ideal candidates, as they are better positioned to disseminate the ECAC more broadly. Priority is given to applicants from countries without an existing Youth Ambassador, especially those from member states of the European Union.

Applicants accepted into the programme must agree not to promote any medical or tobacco industry products and/or for-profit initiatives (eg. activities related to the pharmaceutical sector and medical devices industry). Any collaboration or connection with the tobacco and alcohol industry is strictly forbidden.



# TERMS OF REFERENCE

The following limitations are imposed by ECL on the programme:

- **One Youth Ambassador per country** can be actively involved in the programme. **Additional candidates** from the same country can be selected if their profiles are significantly different or complementary;
- Ambassadors can remain in the programme for **up to 5 years**. This period can be **extended for up to 1 year** (total of 6 years) if ECL cannot find new ambassadors in the country;
- Ambassadors commit to handover to the newly recruited candidates in their respective countries when their term is over, or if they chose to leave the programme;
- Ambassadors understand that becoming part of the **programme does not guarantee** the provision of **financial resources** to promote the ECAC, especially if an activity report and budget and reimbursement form are not completed;
- Ambassadors will be invited to the annual **summer school**. However, a maximum of **30-35 reimbursed fellowships** are offered to attend the event. Priority is given to active and engaged Ambassadors who can attend the entire event and are able to demonstrate strong motivation;
- ECL will conduct an **annual update of the Youth Ambassadors' membership** asking Ambassadors to complete a end-of-year report and indicate whether they wish to remain in the programme. Non-response will be understood as demonstration of the desire to no longer be a part of the programme;
- Ambassadors are required to **report** any changes to their contact details, country of residence or circumstances to ECL - if these have an impact upon their ability to promote the ECAC or effect their eligibility status;
- **ECL reserves the right to withdraw Ambassadors** from the programme at any time, without prior notice, with justified reason (e.g. continual non-response).

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Youth Ambassadors are expected to:

- Adhere to the **terms of reference** set before the programme;
- Engage in ECL's flagship **events and campaigns** (eg. EWAC );
- Engage in **at least one specific activity**, action and/or campaign per year (aside from the summer school) related to the promotion of the ECAC;
- **Report and provide feedback** on their activities to the ECL Secretariat;
- Support ECL and **provide guidance** on specific areas of expertise.



# STRUCTURE & GOVERNANCE

Upon acceptance into the programme and based on their interests and skills, Youth Ambassadors are asked to join at least one of the following working group: **Research; Advocacy; Events & Education** and **Digital Communication**.

Each working group is lead by **two senior Youth Ambassadors** who have the responsibility of coordinating the group by fostering members' participation, easing the division of tasks and mediating between group members and ECL staff. Group leaders are appointed every two years by the ECL Secretariat based on YAs' proactivity and seniority. The leaders of each group form the **Youth Ambassadors Advisory Group**.

The Advisory Group provides **leadership, guidance** and **suggestions** for the functioning of the working groups. One teleconference per quarter and one annual face to face meeting are organised between ECL Secretariat and the Advisory Group to discuss joint actions, yearly milestones and review the group's organisation.

**The ECL Secretariat** is responsible for the oversight and appropriate governance of the Youth Ambassadors programme. ECL commits to engage with the **EU Solidarity Corps programme** by hiring two trainees per year during the period 2018-2021. Trainees are to work specifically on the Youth Ambassador programme, focusing on providing communication and event management support. The EU Solidarity Corps Trainee is the main contact point between ECL and Youth Ambassadors.



# WORKING GROUPS



## RESEARCH

This working group carries out research projects aimed at assessing the impact of the programme and/or identifying cancer prevention areas that require further actions.

### Projects examples:

Conducting ECAC awareness surveys at the local, regional and national level.

Conducting a survey at EU level to collect best practices on communicating the ECAC to cancer patients and survivors.



## ADVOCACY

It focuses on moving cancer prevention issues at the top of the the political agenda at the local, regional and national level. Members analyse current laws and regulations to identify gaps. They set objectives and carry out a policy stakeholders' analysis to target relevant decision-makers and bring about positive change.

### Projects examples:

Developing an advocacy strategy for the YAs. Members work on the creation of a Policy and Advocacy Guidebook and Toolkit for effective and harmonized advocacy actions.

Contacting Members of the European Parliament to urge them to support the [Beating Cancer Mission Possible Manifesto](#).



## EVENTS & EDUCATION

It focuses on planning and/or assisting YAs with the organisation of events to mark relevant celebrations (e.g. World Cancer Day & World No Tobacco Day). Events include, but are not limited to, conferences, webinars, seminars, awareness stands and talks, online campaigns, sport or art contests etc.

### Projects examples:

Designing a Toolkit to help YAs to develop, implement, and evaluate their events.

Organising a webinar during World No Tobacco Day to discuss how tobacco products advertising can entice youth to use tobacco.



## DIGITAL COMMUNICATION

This working group is responsible for running YAs digital platforms and social media campaigns and challenges to disseminate the work of the other working groups and the messages of the ECAC to different audiences.

### Projects examples:

Developing a social media strategy for Youth Ambassadors and creating a Social Media Guide.

Coordinating a digital campaign for European Week Against Cancer and creating a social media toolkit for the event.



# OPPORTUNITIES & METHODS

Youth Ambassadors are given support to develop and implement their ideas, projects and actions related to the promotion of the ECAC. A variety of opportunities are available to the Youth Ambassadors. Below is a summary of the main opportunities and methods:



## **Annual summer school**

Every year, ECL organises a 3-days summer school to provide training and facilitate the exchange of ideas between Youth Ambassadors.

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## **Teleconferences & Webinars**

ECL holds biannual teleconferences with the entire cohort of Ambassadors and quarterly calls with the Advisory Group to receive feedback and plan joint actions. ECL commits to organise regular webinars open to Ambassadors aimed at discussing relevant topics in cancer prevention.

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## **Secretarial and, when possible, financial support for individual actions**

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## **Secretarial and financial support for working groups' actions**

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## **Opportunities to take part in relevant ECL and third-party conferences and events**



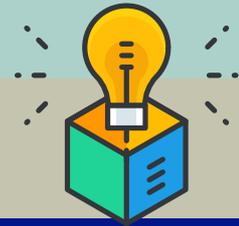
# MILESTONES 2018-21

ECL set key milestones for the Youth Ambassadors for the 4-year period 2018-21. Milestones include activities, events and campaigns which are closely linked to the objectives and the success of the Youth Ambassadors programme. They are indicative and subject to change depending on funding availability and other external factors.



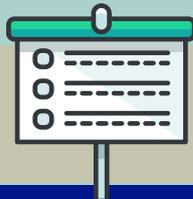
## 2018

- **World Cancer Day** Sunday 4th February
- **Website section for the YA** February
- **Call for new Youth Ambassadors** March-April
- **ECAC Social a Media Toolkit** April
- **European Week Against Cancer** 25-31 May
- **Summer school** Paris, France, August



## 2019

- **World Cancer Day** Monday 4th February
- **EU joint action vaccination**, EU-JAV
- **European Week Against Cancer** 25-31 May
- **Summer school** Slovenia, August
- **Mid-term review** Start during Oct-Dec



## 2020

- **World Cancer Day** Tuesday 4th February
- **European Week Against Cancer** 25-31 May
- **Summer school** Latvia, August
- **Call for new ambassadors** Feb-April
- **YA mid term evaluation** June
- **YA impact report** December



## 2021

- **World Cancer Day** Thursday 4th February
- **European Week Against Cancer** 25-31 May
- **Summer school** Date & venue tbc



# IMPACT ASSESSMENT

To better evaluate the effectiveness of the Youth Ambassadors programme, several targets are envisaged to help measure the outputs and short-term impact of the actions supported under the programme:



## **ECAC Social Media Toolkit for Youth Ambassadors**

to be used to disseminate the ECAC at the national, regional and local level.

*To be updated yearly*



## **ECL Youth Ambassadors Summer School**

to provide professional development and training opportunities to the Ambassadors and coordinate collective and national actions.

*To be hosted once a year by an ECL member*



## **EU Joint Action on Vaccination, EU-JAV**

for Youth Ambassadors to plan and deliver collective actions on the topic of vaccination hesitancy and confidence.

*To kick-off during European Immunization Week*



## **Monitor and evaluate the progresses of the 4 Working Groups**

To discuss the most appropriate and effective structure for the network and theme-based activities.

*To be discussed during the Summer School*



## **ECAC Youth Ambassadors impact report**

to monitor the impact of individual and collective actions.

*To be published by December 2020*



## **ECL Youth Ambassadors in every EU member state**

to achieve wider dissemination of the ECAC.

*To be gradually achieved every year*



# PROGRAMME FUNDING

For the purpose of achieving the targets and strategic objectives of the Youth Ambassadors programme, ECL is responsible for ensuring that sufficient financial resources are made available, the right organisational structure is in place and adequate human capacities are provided.

Since the establishment of the programme in 2015, this initiative has been supported by ECL's Framework Partnership Agreement with the European Commission under the [Third Health Programme \(2014-2020\)](#). In 2017, ECL applied for and obtained a renewed agreement for the period 2018-2021 - to ensure continuation of core activities of the programme. For reporting and reimbursement purposes, ECL requests Youth Ambassadors to submit a reports of any activity they carry out, including an impact assessment and a budget annex.

ECL collaborates with the [European Solidarity Corps](#) initiative by hosting at least two paid EU Solidarity Corps trainees per year. The trainees are tasked with the day-to-day management of the Youth Ambassadors programme and, depending on their interests and ECL's needs, will provide research, communication and event-management support to the ECL Secretariat.

The [EU Joint Action on Vaccination \(EU-JAV\)](#) has included a deliverable in its work plan that identifies the Youth Ambassadors as partners in their efforts to increase vaccine confidence.

Additional, similar opportunities will be explored over the next multi-annual period. Proposals will first be discussed with the Youth Ambassador Advisory Group before submission for approval to the Executive Board of ECL.



# ABOUT US



Want to know more?  
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[www.cancer.eu](http://www.cancer.eu)



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