



# BEATING CANCER: MISSION POSSIBLE

## Towards Effective Cancer Control in Europe

MEPs Against Cancer (MAC) 2019 Elections Manifesto



**Dissemination Toolkit**



this time  
i'm voting



# EU 2019 ELECTIONS & MAC

On 23-26 May 2019, EU citizens will vote in the EU elections. Now is the opportunity to influence the political agenda in the next legislature (2019-24) and ensure cancer control is a high priority in the next mandate.

WE APPRECIATE YOUR HELP!

We are happy to have you on board to help us ensure what matters to cancer societies and ECL Youth Ambassadors is at heart of EU policy in the coming years.



## 1 DISSEMINATE MAC MANIFESTO



## 2 ENGAGE WITH YOUR MEPs AND CANDIDATES



## 3 GROW MAC INTEREST GROUP & ITS IMPACT

## KEY INFORMATION

Read the text of the Manifesto and see related information:

<https://www.europeancancerleagues.org/mac-manifesto-2019/>

Find out more about the MEPs Against Cancer interest group:

<https://www.europeancancerleagues.org/meps-against-cancer-about-meps-against-cancer-2/>

See which MEPs are already members of MAC:

<https://www.europeancancerleagues.org/meps-against-cancer-mac-meps/>

## SOCIAL MEDIA

Follow [@MAC\\_MEPs](#) on twitter and use twitter handles of individual MEPs to capture their attention.

Use [#VoteAgainstCancer](#) and [#ThisTimeImVoting](#) to track social media activity of the campaign.

## NEED SUPPORT?

ECL is happy to support you in your activities related to the dissemination of the MAC manifesto and related advocacy action.

Please contact [Anna@europeancancerleagues.org](mailto:Anna@europeancancerleagues.org) with any questions or requests.

**What is MAC?** The MEPs Against Cancer was founded in 2005 and remains the only dedicated group to cancer policy at the European Parliament. Currently there are 38 MAC members coming from all political groups and different EU Member States. MAC Members work together in order to improve cancer prevention, increase cancer research, ensure access to high quality treatments and support cancer patients in Europe. MAC MEPs strongly believe European cooperation adds value to Member State actions.



# DISSEMINATION OF MAC MANIFESTO

Before you start contacting your Members of the European Parliament (MEPs) and MEP candidates, it is important to do a basic research to answer: i. Who is running in the European elections; ii. What is their chance of being (re)elected; and iii. What is their relationship to cancer/health policy. This will help you select the most relevant candidates who you can contact to sign the MAC Manifesto. Here is how you can approach them:

## EMAIL COMMUNICATION

Emails of current and prospective MEPs are usually public and easy to find via Google. If you are writing to current MEP, you can use the standard model of email (*name.surname@europarl.europa.eu*). Please do not forget to attach the text of the manifesto to the email and add necessary web links. You can also refer to an email from the MAC Secretariat sent by Anna on 12 April 2019 where we asked all current MEPs to endorse the Manifesto.

Here is a sample email you can use as a template:

Dear Mr./Ms. (name of candidate) ,

My name is (your name) and I am (your function, e.g., Youth Ambassador, Policy officer at a cancer society etc...). With this email, I wish to present the 2019 Elections Manifesto of the [MEPs Against Cancer Interest Group](#) (MAC), the only group at the European Parliament solely dedicated to cancer policy, ask for your support and encourage your participation in the interest group, if elected.

With more than 3.7 million new cancer cases and 1.9 million deaths each year, Europe accounts for 23.4% of cancer cases and 20.3% of cancer deaths, globally. This is despite Europe making up only 9.0% of global population. Cancer will remain one of the main challenges European citizens will face in the future, therefore, it is of utmost importance for both national and European policy-makers to act towards the implementation of stronger cancer control and contributing to the well-being of all Europeans.

The MAC [Manifesto 'Beating Cancer: Mission Possible – Towards Effective Cancer Control in Europe'](#) provides concrete actions European decision-makers shall undertake to achieve i. use the potential of cancer prevention; ii. ensure access to high quality treatments; and iii. support patient participation in health decision-making. Please see the full text of the Manifesto and a related leaflet attached.

Then you very much for your consideration to [ENDORSE THE MANIFESTO](#).

We are looking forward to working with you in the next legislature!

Best Wishes,

(Your name & signature)

*\*In case your MEP/candidate is not responding, do not be shy and call his/her office to follow up. They (MEPs/candidates and their assistants) are usually very responsive to their constituents ahead of the Elections.*

# REACH OUT ON TWITTER

Many MEPs are active on Twitter and a lot of them handle their account themselves or have a dedicated assistant who monitors the MEP's traction on social media. Tweet the manifesto, ask MEPs to endorse it and tag their account. Use hashtags [#VoteAgainstCancer](#) which is directly linked to the Manifesto and [#ThisTimeImVoting](#) which belongs to the official elections campaign of the European Parliament.

Tweets usually get more attention when they are linked to a website or to a picture/video. You can use content already created by ECL (see [@cancerleagues](#) and [@MAC\\_MEPs](#) accounts or ask [Anna@europeancancerleagues.org](#) to send you pictures and infographics). We also encourage you to retweet, quote and like tweets posted by the interest group about the elections. Don't forget to tag MEPs, media channels and organisations that can help you spread your message. In case you are attending a cancer-related event and you are tweeting about it, you can link it to the Manifesto using [#VoteAgainstCancer](#) and the endorsement website.

Similarly you can use MEPs/candidate's Facebook accounts. Tagging also [@MEPsAgainstCancer](#) and [@CancerLeagues](#).

Here are some sample tweets:



Read the key priorities for Members of the European Parliament in the 2019-2024 legislature! [#VoteAgainstCancer #MissionPossible - goo.gl/rV8dCg](#)



POLITICO Europe, European Parliament, EPP Group and 7 others

Kom op tegen Kanker, Fondation c/I Cancer, Pasykaf Cyprus and 5 others



# ENGAGE WITH YOUR MEPs/CANDIDATES

## MEETING

It is good to approach MEPs and candidates in person. You can either send an email to their office to ask for a meeting, stating the issues you would like to discuss, or attend an event where the MEPs are speaking and approach them after.

When you get a private meeting with an MEP/candidate or his/her assistant, apart presenting the manifesto and asking them to endorse, we also encourage you to also talk about specific points related to your national context. This will make the cause more relatable to their specific case. DO a background research on the MEP before you meet with them, you may be able to find a specific angle why is this topic close to their heart (e.g., cancer in the family, they are patients themselves, they are/were working in health (policy), they are health professionals by background etc.).

## PRESS CONFERENCE

If you have the necessary resources, we highly encourage you to organise a press conference in which you present the manifesto. Regular press conference takes about 30 minutes. Here are some useful

### AIM

- ✓ Present/inform about the MEPs Against cancer Manifesto (and political agenda of national cancer society, if available)
- ✓ Encourage MEPs and candidates to take action in the next mandate, when elected

### PREPARATION

- ✓ You need about 3 weeks to:
  - Decide who is going to organise the conference (cancer society with other stakeholders or alone?)
  - Find the venue (e.g., local parliament, hotel meeting room etc.)
  - Draft the agenda and invite speakers
  - Invite participants including: all parties and their candidates, ministry of health/research etc., cancer stakeholders, all main media channels
- ✓ Make sure you have a good coverage in the press and on social media, the necessary materials to prepare include:
  - Manifesto, translated in local language
  - Information about your society and ECL
  - Press release

*In case you decide to organise a press conference, please contact [Anna@europeancancerleagues.org](mailto:Anna@europeancancerleagues.org) who can help you with the preparation of the materials and meeting organisation.*

## BEFORE ELECTIONS

- ✓ Disseminate MAC Manifesto and get MEPs to sign/endorse the cause
- ✓ Meet with MEPs and candidates to explain key issues on the European and national agenda affecting cancer control
- ✓ Organise a press event to introduce the manifesto in your country
- ✓ Ensure MEPs are committed to joining the MAC group, if elected



## DURING ELECTIONS

Did you know the EU elections are taking place within this year's European Week Against Cancer (EWAC)? This gives us a great opportunity to boost the visibility and impact of the campaign.

Make sure you use your social media to spread the message and encourage citizens to [#VoteAgainstCancer](#). Also use [@EU\\_EWAC](#), [#EWAC2019](#) and [#ThisTimeImVoting](#). (On Facebook [@WeekAgainstCancer](#))

ECL Secretariat will prepare infographics related to the event. You can also write to your candidates and request a quote which we can design similarly as we did for the world cancer Day, when we were launching the manifesto. Examples below.

"Screening, early diagnosis and early treatment in all types of cancers are the key to their prevention, detection and cure."

Sirpa Pietikäinen  
Member of the European Parliament



MEPsAgainstCancer.eu @MAC\_MEPs #VoteAgainstCancer #MissionPossible

"Solving a dire problem such as the impact of cancer in society will need all the puzzle pieces to fit together by: clarifying patient needs and improving their quality of life; furthering healthcare professionals' knowledge and practice through better resource and data sharing; guaranteeing accessible therapeutic technologies that can be game-changers while minimizing risk."

José Inácio Faria  
Member of the European Parliament



MEPsAgainstCancer.eu @MAC\_MEPs #VoteAgainstCancer #MissionPossible

"I want to express my full support to cancer patients, their families and carers. I encourage all stakeholders to take significant actions to step up cancer prevention, to increase funding for cancer research in particular experienced by children and to support the involvement of cancer NGOs in policy decisions. I promise my personal commitment to push forward policies in the next parliamentary legislature"

Francis Zammit Dimech  
Member of the European Parliament



MEPsAgainstCancer.eu @MAC\_MEPs #VoteAgainstCancer #MissionPossible

"When you are healthy, you have a 1000 worries. When you are sick, you only have one. Let's 'beat it' together!"

Lieve Wierinck  
Member of the European Parliament



MEPsAgainstCancer.eu @MAC\_MEPs #VoteAgainstCancer #MissionPossible

"Without support from all levels of political leadership, from local to European, we will not be able to successfully fight this disease. Everyone has to contribute to the fight because cancer does not choose its victims based on their national, political, religious or any other affiliation."

Dubravka Šuica  
Member of the European Parliament



MEPsAgainstCancer.eu @MAC\_MEPs #VoteAgainstCancer #MissionPossible

"In the next term, it will be crucial to continue bridging the fight against cancer at the European and national level. We shall use the opportunity to share best practices, improve policy and learn from each other, for the full benefit of all European patients, disregarding their country of origin."

Alojz Peterle  
Member of the European Parliament



MEPsAgainstCancer.eu @MAC\_MEPs #VoteAgainstCancer #MissionPossible

## AFTER ELECTIONS

- ✓ Reach out to elected MEPs in your country to:
  - a. (in case they signed the manifesto) confirm their support of the cause and invite them to join the interest group
  - b. (in case they have not heard about the Manifesto/MAC yet) introduce the program of the interest group (based on manifesto) and ask to join
- ✓ Send ECL names of MEPs who should be approached via an official letter to join the interest group
- ✓ Share with us relevant experience with the newly elected MEPs (why are they interested in cancer issues and what is their primary interest – e.g., prevention, research etc.)
- ✓ Help ECL to find ideal candidate who should be approached to run for the President and Vice-presidents of the interest group

### NEED SUPPORT?

Please do not hesitate to contact Anna Prokupkova, Policy & Project Officer at Association of European Cancer Leagues (ECL) [Anna@Europeancancerleagues.org](mailto:Anna@Europeancancerleagues.org) or Ginevra Papi, ECL Intern [intern@europeancancerleagues.org](mailto:intern@europeancancerleagues.org). We can provide more communication material as well as content about the manifesto and the interest group.

If you are a youth ambassador and you wish to get in contact with your national cancer society, please let us know!

**THANK YOU FOR YOUR HELP !**