

ECL Youth Ambassadors

for the European Code
Against Cancer

PRESENTATION BOOKLET

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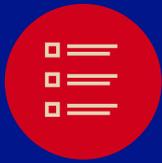


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EXECUTIVE SUMMARY

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 the 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.



In return for supporting the dissemination of the ECAC, ECL commits to provide Youth Ambassadors with training opportunities and resources to support their own projects and campaigns aimed at promoting cancer prevention messages to the general public and their peers.

This document aims to outline the objectives, structure, terms of references and action plan (2018-2021) of the ECL Youth Ambassadors programme. It also describes the eligibility criteria and typical tasks of the Youth Ambassadors.



BACKGROUND

The Association of the European Cancer Leagues (ECL) launched the Youth Ambassadors for the European Code Against Cancer initiative in 2015 to gather insights on how to effectively spread the word about the 4th edition of the ECAC, which was published in October 2014.

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, continued to grow and undertaken more and more actions to promote the ECAC at the national, regional and local level. As of July 2019, the group includes [66 members](#) from 36 countries, falling broadly under those countries that are eligible for ECL membership.

ECL aims to nurture young public health enthusiasts to become successful leaders in cancer prevention and the wider European cancer community.

Through the programme, ECL facilitates opportunities for training, peer-to-peer learning, for networking and connecting with experienced leaders, and the chance to engage and participate in international events and meetings.

Youth Ambassadors must organise and implement actions which align with their interests and expertise and lead to regional and local impact, or aim to initiate a regional/local collaboration.

The 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.

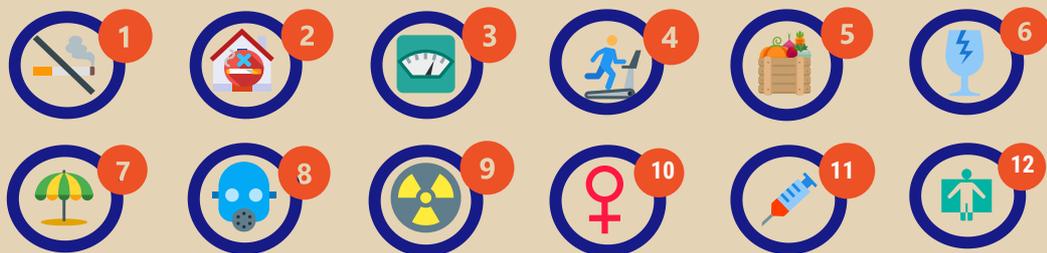


BACKGROUND



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, which was co-ordinated by the [International Agency for Research on Cancer \(IARC\)](#), 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. 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 the Youth Ambassador programme is to bring together highly motivated young people from different countries who are interested in raising awareness about cancer prevention and spreading the messages of the ECAC at the national, regional and local level. Youth Ambassadors are passionate about public health and share a deep conviction that cancer can be defeated by following the 12 evidence-based messages of the ECAC.

The main aim of the programme is to disseminate the ECAC more broadly by fostering collaboration among Youth Ambassadors and encouraging them to undertake creative and enterprising actions in their countries of residence as well as participating in joint campaigns.



OBJECTIVES

The Youth Ambassadors programme has the general objective of increasing awareness about the cancer prevention messages of the ECAC among children, teens and young adults. To work towards this ambitious goal, the programme has the following specific objectives:



To gather knowledge and insights from the Ambassadors about best practices, success stories and challenges related to their cancer prevention and health promotion communication efforts;



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;



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



To support the 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.



ELIGIBILITY CRITERIA

Applications to become a Youth Ambassador are launched by the ECL Secretariat via open calls which are expected to take place at least twice before December 2021.

The programme is open to all people aged 18-35 years old, who are residing in a country within the [WHO European Region](#). Applicants do not have to be citizens of one of these countries, but must be studying, working, or volunteering there at the time of their application.

Applicants must be fluent in English (both spoken and written) for successful interaction at an international level (minimum [CEFR Level B2](#)).

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 during their interviews. Applicants who are well-linked and 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 for-profit, medical industry products and 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.



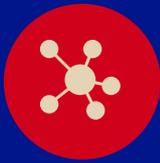
TERMS OF REFERENCE

The following limitations are imposed by ECL on the programme:

- **One Youth Ambassador per country** can be actively involved in the programme, though **additional candidates** can be selected if their background, region or perspective are significantly different or complementary;
- Ambassadors can remain in the programme for **up to 5 years** following their initial acceptance. This period can be **extended by up to 1 year** if ECL cannot find new ambassadors in specific countries;
- 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/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' information** asking Ambassadors to complete a 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 details and/or circumstances** to ECL, especially if these 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).

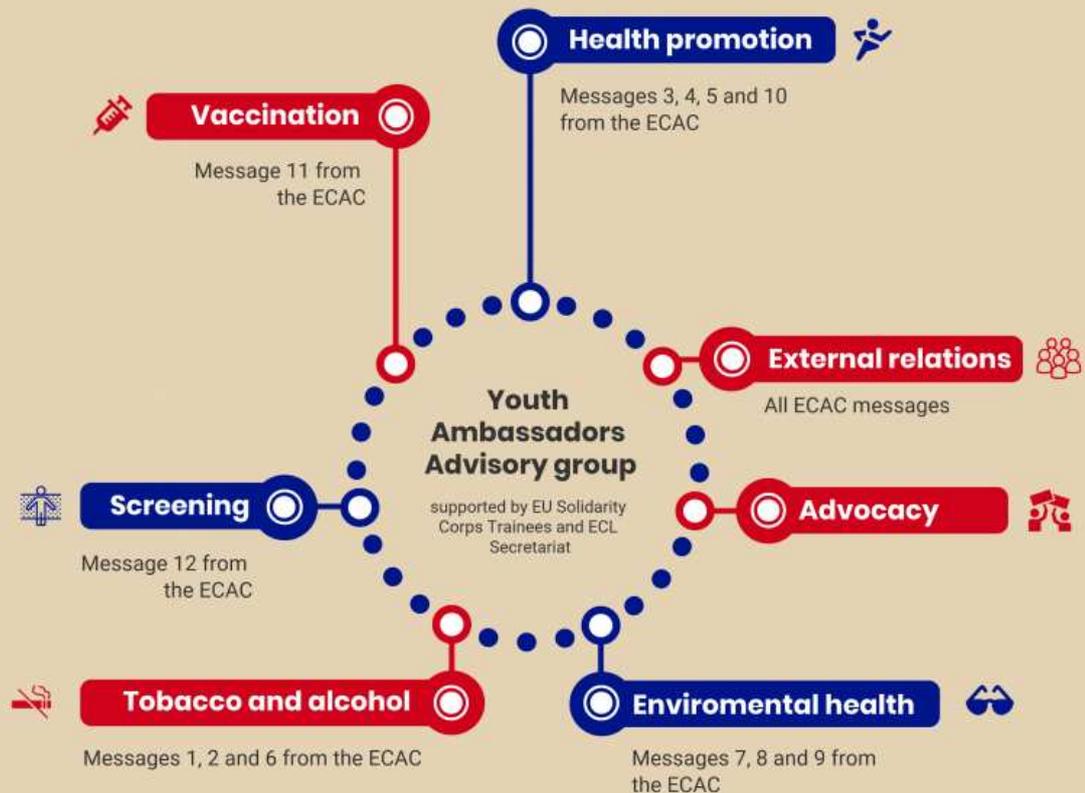
Youth Ambassadors are expected to:

- 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

Below is a chart depicting the **structure and working groups** of the Youth Ambassadors programme.



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.

A voluntary **Advisory Group** is available to provide guidance and suggestions for the best organisation of the group. One teleconference per quarter and one annual face to face meeting are organised with the Advisory Group. The composition of the Advisory Group will be reviewed at the ECL annual meeting. From November 2018, the **Advisory Group** is structured in **work streams** allowing youth ambassadors to collaborate with others on specific messages of the ECAC.



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

- The ECL secretariat commits to organise an annual summer school for the Ambassadors.
- The purpose of the summer school is to provide training and facilitate the exchange of ideas and experiences between Youth Ambassadors.



Coordination actions

- The ECL secretariat commits to arrange at least two teleconferences for the Youth Ambassadors group per year. ECL will also organise four Advisory Group teleconferences and one physical meeting per year.
- The purpose of these actions is receiving feedback, planning collective actions and campaigns to be undertaken during the year and discussing the programme of the summer school.



Individual actions

- Youth Ambassadors are first and foremost engaged to promote the ECAC at the national, regional local level in the country they are representing.
- Examples of actions taken to date can be found in the [ECAC Social Media Toolkit](#).



Collective actions

- During flagship's events and campaigns, such as World Cancer Day and the European Week Against Cancer, Youth Ambassadors are supported by the ECL Secretariat to develop and implement collective actions to promote the ECAC.
- Youth Ambassadors will regularly be given the opportunity to join and participate in ECL and third party events. Additional opportunities to participate in events and conferences are made available on a case by case basis.



MILESTONES 2018-21

ECL proposes several key milestones for the Youth Ambassadors for the 4-year period 2018-21. These milestones include the activities, events and campaigns which are closely linked to the objectives and the success of the Youth Ambassadors programme. The milestones 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



2020

- **World Cancer Day** Tuesday 4th February
- **European Week Against Cancer** 25-31 May
- **Summer school** Date & venue tbc
- **Call for new ambassadors** Aug-Oct
- **YA impact report** December



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



2021

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

All 2018 milestones have been met and, as of July 2019, 3 out of 5 have been successfully reached.



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



Establish work streams and a Youth Ambassador Advisory Group

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 the core activities of the programme. From 2019, Youth Ambassadors are able to apply for financial assistance to implement actions and campaigns through twice-yearly calls for microgrants proposals. A report of the activity, including an impact assessment data collection and a budget annex are essential for reporting and reimbursement purposes.

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?
Contact us!

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