

European Week Against Cancer (#EWAC2020) Communications Toolkit

What is #EWAC2020?

The **European Week Against Cancer (EWAC)** takes place between 25 and 31 May each year and is concluded by World No Tobacco Day on 31 May.

During EWAC, cancer charities, European decision-makers and the general public engage in various activities connected to awareness raising about cancer prevention, research, access to treatment and care, and the support and empowerment of cancer patients and survivors.

The [#EWAC2020](#) campaign will focus on shaping **Europe's Beating Cancer Plan #EUCancerPlan** - a core priority of the European Commission in the health domain in the 2019-2024 legislature.

#EWAC2020 will take place between Monday 25 May and Sunday 31 May 2020. Each day will focus on a different aspect of the cancer continuum.





How can you take part?

1. Post, share and engage on social media

Share, like, comment and engage on social media in support of #EWAC2020. Feel free to use the below messages or post your own thoughts, views and opinions related to the #EUCancerPlan.

Ready-made messages

Not sure how to start the conversation? Here are some ready-made messages that might inspire you. Accompany your message with your own custom quote card (more info below).

- ⊙ 1 in 4 deaths in the #EU are due to #cancer. Increased cooperation across #Europe can protect citizens! Let's make beating cancer a #MissionPossible! Get involved in #EWAC2020 and in shaping the #EUCancerPlan. <https://bit.ly/ewac2020> @EU_EWAC @MAC_MEPs
- ⊙ I am joining @EU_EWAC to advocate for the pool of resources, efforts and data to beat #cancer! Join @MAC_MEPs and support the campaign <https://bit.ly/ewac2020> #EUCancerPlan #EWAC2020
- ⊙ A new #cancer case is diagnosed in the #EU every 9 seconds, making it a leading cause of death across the continent. Join @MAC_MEPs and advocate for #cancer control this week during the #EWAC2020 campaign <https://bit.ly/ewac2020> @EU_EWAC
- ⊙ If #Europe further developed #prevention, early #diagnosis and #screening programmes, we could double #cancer survival rates. Join me and @MAC_MEPs this week for #EWAC2020 to raise awareness of the #EUCancerPlan @EU_EWAC <https://bit.ly/ewac2020>
- ⊙ During @EU_EWAC, I urge #EU countries to join forces and fight #cancer by stepping up our cooperation in the field of #research, #prevention, early #detection & #patient support through an ambitious #EUCancerPlan. Join me and @MAC_MEPs in supporting #EWAC2020 <https://bit.ly/ewac2020>
- ⊙ #EUCancerPlan is in the making. Let's ensure the fight against #cancer remains top #EU priority! Find out more about #EWAC2020 & join campaign this week <https://bit.ly/ewac2020> @EU_EWAC @MAC_MEPs
- ⊙ #Cancer affects all of us. This week on #EWAC2020, let's come together with @MAC_MEPs & make beating cancer a #MissionPossible through the #EUCancerPlan. <https://bit.ly/ewac2020> @EU_EWAC

Custom quote cards

Get your own custom quote card with your personal commitment or policy message. Email us a short quote related to any of the cancer areas you feel more strongly about. We will design it and post it for you on [@MAC_MEPs](#) and [@MEPsAgainstCancer](#) during #EWAC2020. Let your us know 'what EU action/policy change you think is needed the



most to boost progress in cancer control'. Tell us in 100 words or less!

What's a quote card? See the template below. Also feel free to send us two pictures of yourself which you would like us to use on the card.



2. Support EWAC by using its Twibbon on your Facebook and Twitter profiles

How to add a Twibbon? It's easy! Go to <https://twibbon.com/Support/european-week-against-cancer> and add EWAC logo on your Twitter and/or Facebook profile picture.

3. Send a question regarding to #EUCancerPlan to the European Commission

Ask the European Commission about any aspect related to planned #EUCancerPlan. Do you need help coming up with a question? Let us know the cancer issues you are most interested in and we will help you formulate your question/s in consultation with our wide network of members, partners and cancer experts.

4. Connect with and support your national & regional cancer organisations

EWAC is about European action, but it is also about connecting with relevant societies representing the cancer community at the national, regional and local level. Why not reaching out to your national or regional cancer organisations to ensure their concerns and wishes are reflected in European policy action?

We can help you connect with [national and regional cancer societies](#). Cancer leagues are the main source of information and services for the general public in their communities and have valuable insights from the field. Let us know in case you'd like an e-introduction.



5. Create a social media event

Bring together your followers and community with a social media event to tell them more about the #EUCancerPlan during #EWAC2020.

Why not host a Twitter chat and engage other MEPs or national and local government representative, host a live Facebook chat with a cancer expert, or share your personal story with your constituents on Instagram stories?

Where can you find more resources?

Visit the following webpages:

- Learn more about #EWAC2020 <https://www.europeancancerleagues.org/ewac-2020/>
- See more information about the MAC Group: <https://www.europeancancerleagues.org/meps-against-cancer-about-meps-against-cancer-2/>
- Connect with other MAC MEPs <https://www.europeancancerleagues.org/meps-against-cancer-mac-meps/>
- Promote messages stated in the MAC Manifesto <https://www.europeancancerleagues.org/mac-manifesto-2019/>

Use the official hashtags to help create a wave of engagement:

- #EWAC2020
- #EUCancerPlan
- #MissionPossible

Follow & tag the following social media handles in your posts:

- Twitter: [@EU_EWAC](#) & [@MAC_MEPs](#)
- Facebook: [@WeekAgainstCancer](#) & [@MEPsAgainstCancer](#)

Contact the MAC Secretariat:

- Need help with parliamentary questions? Would like to connect with national and regional cancer societies? Send an email to Anna Anna@europeancancerleagues.org
- Need a quote card or help with your communication materials? Email Gina Comms@europeancancerleagues.org

THANK YOU FOR YOUR SUPPORT!