Can you spare 5 minutes? Read this toolkit and join the Cancer Leagues’ community to help us reach maximum impact during #EWAC2020!
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What is EWAC?

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

During EWAC, cancer charities, European policy-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.

EWAC is organised by the Association of Cancer Leagues (ECL), in collaboration with its member leagues and partners across Europe. Other public, private and non profit organisations in the cancer community are warmly welcomed to promote relevant activities, events and publications during EWAC as well as make use of our communication materials.

What is ECL trying to achieve during #EWAC2020?

In 2020, ECL’s EWAC campaign will highlight and focus on shaping Europe’s Beating Cancer Plan (#EuCancerPlan) - a core commitment of the European Commission in the 2019-2024 legislature.

In February 2020, European cancer leagues published their vision for how the European Plan can contribute to better cancer control, improved cancer care and tackling inequalities throughout the EU.

During #EWAC2020, ECL will seek to create awareness about key aspects of cancer control and promote cancer leagues’ policy recommendations for European and national decision-makers.

Europe’s Beating Cancer Plan
https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12154-Europe-s-Beating-Cancer-Plan
#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.

**PRIMARY PREVENTION**  
Monday, 25 May

**EARLY DETECTION**  
Tuesday, 26 May

**CANCER RESEARCH**  
Wednesday, 27 May

**ACCESS TO TREATMENTS**  
Thursday, 28 May

**PATIENTS & SURVIVORS**  
Friday, 29 May

**CARE INFRASTRUCTURE**  
Saturday, 30 May

**TOBACCO CONTROL**  
World No Tobacco Day  
Sunday, 31 May 2020

On the EWAC drive you can find all necessary materials including social media cards for each day and ready-made messages for your social media channels.
HOW CAN YOU HELP?

This toolkit explains how you can be part of EWAC. Everyone is welcome. Please support the campaign even if you only have a small amount of time. Read the easy guide below, decide what you have time to do and then go to the next section for all the details and downloads you need.

**HAVE 5 MIN TO SPARE?**
1. Share/post messages and images on Twitter, Facebook & LinkedIn

**HAVE 30 MIN TO SUPPORT #EWAC2020?**
1. Support #EWAC2020 on Facebook, Twitter and LinkedIn by linking, sharing and posting
2. Add an EWAC Twibbon to your Facebook or Twitter profile
3. Read and share European Cancer Leagues’ position paper on Europe’s Beating Cancer Plan
4. Add an EWAC banner to your email signature

**WHAT MORE CAN THE CANCER COMMUNITY DO?**
1. Get busy on social media creating your own content and sharing our material
2. Translate and promote ECL’s recommendations for the #EuCancerPlan on social media
3. Hold online meetings/webinars with your members and regional affiliates to inform them about Europe’s Beating Cancer Plan
4. Send an open letter to your national decision-makers asking them to support messages in ECL’s position paper
5. Participate in other ECL’s activities: the webinar on UV safety, virtual art exhibition & global competition
5 MIN SUPPORTER’S PLAN

Share a post on Facebook, Twitter and LinkedIn

ECL will be posting messages throughout the week. Please choose one or more campaign messages and cards, and share them with your social media friends. If you find you have more time, create your own material. Remember to use the hashtags #EWAC2020 and #EUCancerPlan to help create a wave of engagement.

1. Post one of the ready-made messages and images on your/your organisations’ Facebook, Twitter and LinkedIn timelines. See page 10 with the official social media handles and more resources.

2. Click HERE to download the images you will need to accompany your post(s).

I am supporting #EWAC2020 @EU_EWAC! Together, we can shape #EUCancerPlan and improve cancer control and care in #Europe! Read & share @cancerleagues recommendations: https://bit.ly/ecl-bcp

The #EUCancerPlan is in the making. Let’s ensure the fight against #cancer remains a top #EU priority! Find out more about @EU_EWAC & join the campaign this week https://bit.ly/ewac2020 #EWAC2020

#CancerLeagues are the main source of info and services for citizens, #cancer patients & survivors. I am joining @EU_EWAC this week to advocate for a comprehensive #EUCancerPlan! Check out & share @cancerleagues vision: https://bit.ly/ecl-bcp #EWAC2020
1. Share and create posts for Facebook, Twitter and LinkedIn
2. Add the #EwAC Twibbon on your Facebook or Twitter

How? It’s easy! Go to https://twibbon.com/support/european-week-against-cancer and add the EWAC logo on your Twitter or Facebook profile picture

Share a message with your friends/followers:

“Please help support European Week Against Cancer, add a #Twibbon now! https://twibbon.com/support/european-week-against-cancer”

3. Read ECL’s position paper on Europe’s Beating Cancer Plan and share it with your network and colleagues

4. Add EWAC banner to your email signature during the week
SUPER SUPPORTER'S PLAN

If you have the enough time, energy and enthusiasm, in addition to the activities described on page 6 and 7, we encourage cancer organisations to get in touch with their members, regional affiliates and partners to create further awareness about the EWAC and Europe’s Beating Cancer Plan. Here is how you can do it!

1. Get busy on social media

See page 4 of this toolkit, social media calendar with suggested post for each day and other resources, such as social media cards with ECL’s recommendations.

Use EWAC’s logo on your own posts and share stories and best practices from your organisation connected to different cancer issues throughout EWAC.

2. Translate cancer leagues’ recommendations on the social media cards and send them to the ECL secretariat

Insert your translation here and send us the logo of your organisation ahead of EWAC. Our team can create custom social media cards for you in your national language!
3. Organise an online meeting or a webinar
Connect with your members, supporters and partners during the week! This is a great opportunity for you to showcase your efforts to influence Europe’s Beating Cancer Plan as well as get feedback and help from the community to amplify your voice locally.

Go to the EWAC 2020 drive and download and use our presentation template where you can find all details about the #EUCancerPlan’s framework, timelines and key messages of the Cancer Leagues’ family. Just add your society’s logo! Need a webinar platform? ECL can help you set up a Zoom meeting or a webinar!

4. Send a letter to national decision-makers with ECL’s/your recommendations for the Beating Cancer Plan
EWAC is the perfect time to reach out to national decision-makers regarding your (and ECL’s) priorities in Europe’s Beating Cancer Plan. You can use this template letter to send to your ministry of health, research, social affairs etc. You can also reach out to your MPs, MEPs and national agencies for public health, medicines, HTA, employment etc.

5. Take part in other activities facilitated by ECL
Join ECL’s webinar of UV Safety & Cancer Prevention on 25 May from 13:00 - 14:30 CEST.
Share and/or participate in the call for artworks for a virtual exhibition aimed at health & life sciences students and young professionals aged 18-35.
Spread the word about GGTC’s Global Media Competition.
USEFUL SOURCES & LINKS

CHECK EWAC WEBSITE TO STAY UP TO DATE ON ECL’S ACTIVITIES
Go to https://www.europeancancerleagues.org/ewac-2020/

SOCIAL MEDIA CHANNELS AND HANDLES

@EU_EWAC  @CancerLeagues
@WeekAgainstCancer  @CancerLeagues
ECL Association of European Cancer Leagues
#EWAC2020  #EUCancerPlan

WHERE CAN YOU FIND COMMS MATERIALS?
Go to EWAC 2020 Google Drive and find:
• EWAC logos
• Infographics for Twitter, Facebook and LinkedIn
• Excel sheet to insert translations of messages stated on the social media cards
• Social media calendar with suggested posts for each topic throughout the week
• Email signature (picture)
• Template of letter to decision-makers
• Template presentation for webinar with information about Europe's Beating Cancer Plan

ECL's vision for Europe's Beating Cancer Plan:

NEED SUPPORT?
Questions about the BCP position paper or other contents?
Send an email to anna@europeancancerleagues.org
Need help with social media posts and translations? Send an email to Gina - comms@europeancancerleagues.org