



# EUROPEAN CODE AGAINST CANCER UPDATE MEETING

Hosted by the International Agency for Research on Cancer (IARC)

Association of European Cancer Leagues

4th and 5th December 2018

Lyon, France

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# MINUTES OF THE MEETING

## INTRODUCTION AND TOUR DE TABLE

David Ritchie (DR), welcomed everyone in Lyon and thanked the International Agency for Research on Cancer (IARC) for hosting the meeting. Subsequently, present participants introduced themselves during tour de table.

Joachim Schüz (JS) proceeded to welcome all participants at IARC. JS called for the importance of focusing on cancer prevention as about 45% of the causes are well-documented, but also acknowledging that further research is needed to understand the remaining 55%. He congratulated ECL on their work promoting the European Code Against Cancer (ECAC) and presented the rationale behind the newly founded Cancer Prevention Europe (CPE). Finally, he reinforced that, even within the NCD momentum, it is important to remember the particularities of cancer and its specific preventive messages.

## CANCER LEAGUES UPDATE ON PREVENTION AND ECAC ACTIVITIES

### ASSOCIATION OF EUROPEAN CANCER LEAGUES UPDTAE

DR presented the latest ECL's updates in regards of the ECAC work and cancer prevention. DR clarified that the European Commission operating grant was initially delayed because of an external error but nowadays solved. He proceeded to present the latest ECAC activities:

- **European Code Against Cancer (ECAC) Congress**, Coimbra, Portugal [Link](#)
- **Update of sun and UV recommendations**, Brussels, Belgium [Link](#)
- **Wholegrains and MAC meeting on diet, healthy diet and physical activity** [report](#)
- **MyPeBS**. Personalized breast cancer screening H2020 project [Link](#)
- **WASABY**. Geographical analysis of population-based cancer incidence data in connection with environmental factors, using breast cancer and water/soil contamination as an example. [Link](#)

Meritxell Mallafré Larrosa (MML) proceeded to present the ECL Youth Ambassadors program for the ECAC ([booklet](#)) and its future projects in which the leagues could support them.

## NATIONAL LEAGUES UPDATE

### IRISH CANCER SOCIETY

Joanne Vance (JV) presented the existing National Cancer Strategy and the Healthy Ireland framework. Also, announced the re-uptake of data collection regarding cancer risk factors since 2017 (as it had stopped during the recession). JV presented a summary of activities:

- New Ireland Cancer Prevention Network
- Ireland Skin Cancer Strategy and action plan – consultation phase

- Approval of the New alcohol law (April 2018). Minimum unit pricing has been determined and the number of units is going to be included in the packaging. ICS will participate in its implementation within the Alcohol Alliance network.
- X-HALE EU award preventing tobacco use [link](#)
- We Can Quit 2 cluster randomized control trials 2017-20
- Cork Cancer Action Network – community health needs assessment
- New obesity and cancer information booklet

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## PORTUGUESE CANCER LEAGUE

Cristiana Fonseca (CF) presented the latest activities the Portuguese League has been leading:

- European Conference on Tobacco or Health (ECToH), Porto, Portugal (March 2017) [link](#)
- Educational Conference regarding the ECAC (May 2018)
- European Code Against Cancer (ECAC) Congress, Coimbra, Portugal [link](#)
- Gala for the recognition and awards to schools and communities that work promoting the messages of the ECAC [link](#)
- Campaign for the World Cancer Day 2018 with great media coverage. UICC acknowledged the work with the World Cancer Day Spirit Award [link](#)
- Celebration of the 10<sup>th</sup> anniversary of HPV vaccination for girls, during which the government announced the integration of boys within the program starting in 2019.

Moreover, DR congratulated CF on her recent appointment to the UICC board, where she will be working on the Capacity Building, Membership and World Cancer Congress committees.

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## HUNGARIAN LEAGUE AGAINST CANCER

Imre Gaál (IG) briefly introduced the organization and presented some of the ongoing projects, such as:

- Cervical Cancer Awareness Week
- World Lymphoma Day with a cycling activity
- Pink October with motorbikes parade
- Movember for prostate cancer with a 1000 steps project
- Lectures and specific activities in regards of the European Code Against Cancer

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## ICELANDIC CANCER SOCIETY

Sigrun Einarisdóttir (SE) explained that even though the Icelandic Cancer Society does not promote the ECAC as a whole, the organisation focuses on projects for specific messages, such as:

- Awareness campaign on Screening on social media, primarily Facebook. It focuses on breast cancer, as there is no colorectal cancer screening program available in the country [link](#)
- [Pink October](#) and [Movember](#) campaigns across working places.
- Promotion of healthy lifestyles (alcohol, diet and physical activity) with a big focus on young people and especially young families.

- Running the cervical cancer screening program, given the mandate that the league has received from the government to organise it.

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## FRENCH LEAGUE AGAINST CANCER

Maria-José Fajardo (MJF) explained that even though the French League Against Cancer does not promote the ECAC as a whole, the organisation focuses on projects for specific messages, such as:

- First national prevention forum took place in Paris on 21 November 2018 [link](#)
- Campaigns against smoking and advocacy for smoke free places
- Launch of a new [website section](#) on cancer prevention targeting kids
- La Ligue is currently working on a national prevention strategy

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## CANCER FOCUS NORTHERN IRELAND

Gerry McElwee (GM) presented the latest updates from Northern Ireland. GM expressed his concerns in regards of the issues arising in the country, given that Northern Ireland hasn't had a government since early 2017. This has had an impact especially in regards of HPV vaccination for boys discussion, the implementation of a ban on smoking in cars carrying U18s, equal access to cancer treatments, the outdated cancer strategy and a social disadvantage. However, it has been recent legislation means that civil servants can come up with relevant legislative proposals, and therefore CFNI is planning to campaign for action via this route. Nevertheless, GM announced that N. Ireland is doing well on tobacco control and skin cancer prevention.

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## CYPRUS CANCER SOCIETY

Miranda Chrysostomou (MR) presented the work that PAYSYKAF has been doing in terms of cancer prevention since the translation of the ECAC to Greek was done one year and a half ago.

- Coffee with love [link](#)
- ECL video on the ECAC translation
- Train the trainers aimed at teachers from all around Cyprus on how to promote ECAC in schools
- Smoking cessation group
- Advocacy work to embed the code into the curriculum, in development

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## BELGIUM FOUNDATION AGAINST CANCER

Anne Boucquiau (AB) presented three of the most successful campaigns run by the Belgium Foundation Against Cancer:

- The **prolongitude** campaign on ECAC dissemination [link](#). A box containing ECAC materials was distributed among healthcare professionals and pharmacists.
- **Generation sans tabac**, a campaign targeting tobacco consumption [link](#)
- **Tournée minerale**, one-month campaign on alcohol consumption [link](#)



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## SLOVENIAN CANCER SOCIETY

Katja Jarm (KJ) presented the recent projects ongoing in Slovenia and focused on the campaign “Recommendations against cancer should not swing in the air. They are coded to be noted”, a [project](#) aiming to promote the ECAC among secondary school students and people employed in several companies. KJ also presented a new teaser video for the ECAC, a free commercial in national television.

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## DANISH CANCER SOCIETY

Thomas Krogh (TK) explained the big focus the Danish Cancer Society has put on tobacco control, currently trying to reach out for politicians given the upcoming elections. Smoke-free future is a [network](#) set up along with supermarkets among other stakeholders to promote measures such as hiding tobacco packs under the counter. The society is also campaigning to promote smoke free schools and advocating for an increase on the tobacco prices in Denmark.

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## CANCER SOCIETY OF FINLAND

Clarissa Bingham (CB) presented the work of the society, focused mainly on tobacco control among youngsters and currently working on tobacco chew (a practice which is illegal in Finland but legal in Sweden and Norway). CB presented their work along with influencers and youtubers to target sexual behaviour, mental health and tobacco use, along with the creation of two websites, for both young and adult populations. CB also announced the league enrolment within the EU joint action on cancer [iPAAC](#), more specifically on WP5 on cancer prevention.

## DISCUSSION

JS announced that IARC is currently negotiating with the European Commission the update of the “questions and answers” section for the ECAC. In order to do so, it would be of IARC’s interest to have a tracker of activities conducted to promote the ECAC available. Some participants proposed to develop a template for reporting its leagues activities. Furthermore, JS expressed a request to conduct a survey on whether the Q&A is being used by the leagues, as it is a very time-consuming process.

## FIELD VISIT TO IARC’S BIOBANK

IARC’s [biobank](#) staff kindly showed around the facilities to all the meeting participants. The DNA extraction facilities and its functioning was explained, as well as the biobanking storage rooms that contain great amounts of samples from the [EPIC](#) study among others.

## TOWARDS A SYSTEMATIC EVALUATION OF ECAC

### ECL AND IARC PRESENTATION OF THE RATIONALE, PILOT TESTING AND PRELIMINARY RESULTS OF THE ECAC EVALUATION

DR presented the rationale for a systematic evaluation of the ECAC and the preliminary results for the national league interviews. Subsequently, Carolina Espina (CE) presented the data that IARC has already started collecting and the pilot project which is about to be launched in the south of Spain.

## FIT FOR WORK AND LIFE PROJECT (FFWL) EVALUATION

JV presented the evaluation of the [FFWL](#) project. JV clarified that the data is still not published, but the methodology can be shared among the leagues if needed. The support of the Carlow Institute of Technology was acknowledged, given its great experience in measuring interventions in health promotion. The project rationale, its content and its partners were presented, along with some preliminary results on the pre and post evaluation regarding the awareness of the ECAC, its messages and self-reported behavioural changes.

During the discussion, CE asked about the validation of the questionnaire, which was not done externally, and TK inquired whether there would be a long term follow-up, which won't be possible due to budget constraints.

## LEAGUE INVOLVEMENT IN THE ECAC EVALUATION

DR encouraged the participants to divide themselves among two groups and discuss how can the cancer leagues participate on the evaluation of the ECAC.

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### Group 1

The group clarified that having a European impact assessment is a big challenge, given that most health-related decisions are to be taken at a national level. Nevertheless, the group proposed three key areas to evaluate in regards of the ECAC:

- Awareness and knowledge on the ECAC among target populations with a special focus on healthcare professionals and civil servants and including data on the awareness of cancer-related risk factors.
- Behavioural changes at a national level (smoking rates, etc.) throughout the years.
- Structural changes at a national level in terms of policy changes, legislation development and implementation as well as significant developments at the institutional level.

The group proposed for a questionnaire to be developed and structured by ECL, so that it could be shared with all the leagues, the ultimate responsible to collect the answers.

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### Group 2

Group 2 participants proposed a dual approach when evaluating the ECAC.

Firstly, they proposed assessing the awareness of the code among healthcare professionals, educators and policy makers, as they are identified as the relevant stakeholders to enable a healthy lifestyle by building a healthy environment. Secondly, the group argued that the population awareness of the ECAC, cancer-related risk factors and behaviours should be assessed via a survey.

Finally, they remarked that the actions to be taken would not only focus on cancer but should have a holistic approach on Non-Communicable Diseases (NCDs). A focus on reducing inequality was also stressed, as well as the need to tailor the campaigns on population subgroups (prisoners, youth, etc.).

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## FINAL DISCUSSION

DR reinforced the idea that both groups would like target healthcare professionals on the ECAC dissemination, and announced the willingness of ECL to incorporate the code within their curricula.

JS reinforced the request to include questions to understand the awareness and usage of Q&A section.

JV proposed to have developed a standardized way to evaluate single interventions, in order to collect data and assess the impact.

## INTERACTIVE MAP FOR THE ECAC

DR introduced the rationale and idea behind visualizing related data to every ECAC message on an interactive map. Currently the map is under construction and an agreement has been settled with an Australian content developer company.

Subsequently DR encouraged participants to split into two groups and discuss the indicators that they would like to see reflected on the map. The initial indicators proposal can be found at annex 3 of the document, and the group proposals are currently being discussed within the ECL secretariat. Once a final consensus is agreed on the content will be shared with the leagues.

## OVERVIEW OF PLANNED ACTIONS FOR 2019

DR explained the future steps for 2019 within the ECAC and cancer prevention work. He proposed to focus on the ECAC footnote, which focuses on the final target of the code, rather it is individuals or populations in a social determinants of health (SDH) perspective. On the SDH perspective, DR proposed to develop an ECAC policy framework.

Subsequently, DR presented the upcoming meetings:

- ECAC workshop in Ireland and North Ireland, May 2019
- Site visit to the Swiss Cancer League (TBC), June 2019
- Youth Ambassadors Summer School, August 2019

DR announced that ECL activities focus will be shifted towards goal 3 to “enhance access to cancer screening and early diagnosis”. To do so, ECL will partner up with CPO Piemonte centre ([Link](#)), and a first joint workshop will take place in March 2019. CPO will help ECL update on screening matters, and ECL and IARC will participate in the update of the cancer screening reports.

DR presented as well the EU projects ECL is involved in: MyPeBS ([link](#)) and WASABY ([link](#)).

Subsequently, Wendy Yared (WY) presented ECL actions related to cancer prevention at a European level, including:

- EU platform on Diet, Physical Activity and Health (DPHA) [link](#)
- Innovative Partnership for Action Against Cancer (iPAAC) [link](#). The first two iPAAC conferences will look into the barriers to early detection, but the third one will focus on the ECAC.
- EU Joint Action on Vaccination (EU-JAV) [link](#)



- Opinion on sunbeds was released by the European Commission, it being a great resource for the leagues. WY announced that currently the French ministry is looking for allies to ban sunbeds in the country. It was agreed to add a point to the agenda for the upcoming ECAC workshop in Ireland, so it can be further discussed.
- Next ECToH meeting will take place in Germany in 2020 [link](#). The call for abstracts will be soon open, which could be of interest for some cancer leagues.

WY also explained that given the upcoming European elections, ECL is currently mapping potential candidates for the MEPs Against Cancer (MAC) group. In case any national league would know of interested candidates, it is encouraged to notify ECL.

# ANNEX 1. MEETING AGENDA



**EUROPEAN CODE AGAINST CANCER  
UPDATE MEETING**

**Tuesday 4 - Wednesday 5 December 2018**  
 International Agency for Research on Cancer  
 150 Cours Albert Thomas, 69008 - Lyon, France  
 Tel. +33 4 72 73 84 85




## FINAL AGENDA

FIRST DAY	
10:30 - 11:00	<b>WELCOME AND INTRODUCTION</b>
11:00 - 12:30	<b>CANCER LEAGUES UPDATE ON PREVENTION &amp; ECAC ACTIVITIES</b> <ul style="list-style-type: none"> <li>Recent ECL activities: <i>D Ritchie</i></li> <li>Introduction to ECL Youth Ambassadors: <i>M Mallafré-Larrosa</i></li> <li>Overview of recent activities in cancer prevention by cancer leagues: <i>tour de table of cancer leagues</i></li> </ul>
12:30 - 13:30	<b>LUNCH</b>
13:30 - 15:00	<b>CANCER LEAGUES UPDATE ON PREVENTION &amp; ECAC ACTIVITIES (cont.)</b>
15:00 - 15:30	<b>COFFEE BREAK (IARC Biobank Site Visit)</b>
15:30 - 17:30	<b>TOWARDS A SYSTEMATIC EVALUATION OF ECAC</b> <ul style="list-style-type: none"> <li>Feedback from February 2018 meeting of ECAC advisory group: <i>D Ritchie &amp; C Espina</i></li> <li>Development of pilot initiative - <i>C Espina</i></li> <li>Initial results from ECAC evaluation interviews with cancer leagues: <i>D Ritchie</i></li> <li>Fit for Work &amp; Life programme evaluation (Irish Cancer Society): <i>J Vance</i></li> <li>Discussion</li> </ul>
SECOND DAY	
09:00 - 10:30	<b>TOWARDS A SYSTEMATIC EVALUATION OF ECAC (cont.)</b>
10:30 - 11:00	<b>COFFEE BREAK</b>
11:00 - 13:00	<b>INTERACTIVE MAP FOR THE ECAC</b> <ul style="list-style-type: none"> <li>Introduction to concept and proposal: <i>D Ritchie</i></li> <li>Discussion of draft indicators</li> </ul>
13:00 - 14:00	<b>LUNCH</b>
14:00 - 15:00	<b>OVERVIEW OF PLANNED ACTIONS FOR 2019</b> <ul style="list-style-type: none"> <li>ECL organised events planned for 2019: <i>D Ritchie &amp; W Yared</i></li> </ul>