



PRESS RELEASE

4 February 2021

## Healthy lifestyles at the palm of your hand: European Cancer Leagues launch WASABY mobile app for teens

**New educational mobile app to mark World Cancer Day now available for iOS and Android**

*Brussels, Belgium* – **ECL presents a new educational mobile app which lets users discover the messages within the [European Code Against Cancer](#) using spaced-repetition with gamification to enhance learning.**

WASABY is a mobile application designed by the [Association of European Cancer Leagues \(ECL\)](#) to help teenagers learn about the European Code Against Cancer in a fun and interactive way. **Available from today, the WASABY app specifically targets young people aged 14 to 19 to inform them about the importance of healthy lifestyle choices for cancer prevention.**

### Healthcare games improve and extend lives

**Young people's health varies considerably across European countries.** Part of young people's health problems are related to their lifestyles and to risk behaviours, **such as alcohol and tobacco use as well as poor dietary habits and sedentary behaviour.** Teens are also often victims of misinformation about such risk factors and lack access to reliable information about healthy lifestyles.

WASABY allows its users to discover how to reduce their personal cancer risk based on the latest scientific evidence. **The app is made up of 10 interactive modules, busting common cancer prevention myths. Each module contains videos, practical recommendations and interactive quizzes.**

*"Young people usually do not understand the importance that leading a healthy lifestyle has on their long-term well-being and personal cancer risk. Gamification can help young people take responsibility for their health in an easily accessible and fun way."* **said David Ritchie, Cancer Prevention Manager at ECL.**

### Gamification delivers proven and tangible results

A key feature of the WASABY app is the possibility for users to share their progress and quizzes results with their friends and other players, thus creating an **international ranking list of 'top learners' around Europe.** In addition, **reward badges are unlocked at the end of each module.** These features stimulate a competitive spirit, a sense of accomplishment and the repeated use of the app.

**WASABY mobile app - Available on [Google Play Store](#) & [Apple Store](#)**

**Merixell Mallafré-Larrosa, Research Associate at ECL added:** “Naturally people like to be rewarded. Thus, when gamification is applied to cancer prevention, communicating the European Code Against Cancer to teenagers can be more impactful.”

As recognised in the recently issued “[Recommendations on digital interventions for health system strengthening](#)” by the World Health Organization, digital tools have the potential to play a key role in tackling Non-Communicable Diseases (NCDs). **Mobile phone technology can be harnessed to influence behaviours that can enhance children and adolescents’ health literacy on risk factors for non-communicable diseases, such as cancer.** In this regard, WASABY represents the first-of-its-kind tool.



#### DOWNLOAD THE APP



# WASABY

Available for:

- Android ([Google Play Store](#))
- iOS ([Apple Store](#))

Join us on 4 February  
[worldcancerday.org](http://worldcancerday.org)



#### About WASABY project & app

WASABY is a 3-year pilot EU project, which began in January 2018. As an outcome from the WASABY project, the Association of Cancer Leagues (ECL) has developed a digital health educational tool with a gamified strategy. Based on the [European Code Against Cancer](#) (ECAC) messages, the WASABY mobile application delivers content on healthy lifestyles and cancer prevention.

#### About the Association of European Cancer Leagues (ECL)

The [Association of European Cancer Leagues](#) (ECL) is the only non-profit, pan-European umbrella organisation with the mission of uniting 30 national and regional cancer leagues to achieve a cancer-free Europe. Cancer leagues operate across the whole cancer continuum and patient pathway, and are the main resource for the public for cancer control information and services. ECL provides a forum and voice for experienced cancer charities and supports new entrants facilitating collaboration and knowledge sharing, primarily in the areas of cancer prevention, access to medicines and patient support, as well as creating opportunities to advocate for these issues at the EU level.

#### CONTACT INFORMATION

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