



W A S A B Y

Official Launch of WASABY App

On World Cancer Day, 4 February 2021

Outreach & Dissemination Toolkit

Prepared by the Association of European Cancer Leagues (ECL)



WASABY

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BACKGROUND

ABOUT THE WASABY PROJECT

WASABY (*Water & Soil (WS) pollution & Breast cancer (BC) in young women*) is a 3-year pilot EU project, which began in January 2018 and aims to: collaborate with population-based cancer registries to identify areas of high breast cancer risk; improve the use of deprivation indexes in spatial analysis by cancer registries to help understand the influence of socio-economic status; prepare an ecological study on the association between water and soil contamination and breast cancer risk; and prepare an educational tool to promote cancer prevention messages to young females aged 13-19 years old (with a focus on established risk factors only).

The Association of European Cancer Leagues (ECL) is leading the [work package 2 on dissemination](#) and is responsible for one of the outcomes of the WASABY project - the development and dissemination of a digital tool to promote generally cancer prevention messages to adolescents across Europe.

ABOUT THE WASABY APP

The [Association of Cancer Leagues \(ECL\)](#) has developed a digital health educational tool with a gamified strategy. Based on the messages within the [European Code Against Cancer \(ECAC\)](#), the WASABY mobile application (“WASABY app”) delivers information on **healthy lifestyles** and **cancer prevention**.

Following a Duolingo-style, a **gamified method** of teaching is applied through a **spaced-repetition learning framework**. The app consists of 10 interactive modules and quizzes. Reward badges are unlocked at the end of each module and real-time data on progress is registered to create an international ranking list of ‘top learners’ around Europe.

The app is aimed at young healthy adolescents residing in the **European Union** and aged approximately 14 -19 years old. The app does not provide medical advice for cancer patients or any other vulnerable or sick populations. WASABY app is currently available in **7 languages** (English, French, German, Italian, Romanian, Slovene and Spanish) and downloadable on both **Android** and **iOS** devices.

ABOUT THE WASABY OFFICIAL LAUNCH

To mark [World Cancer Day](#), on 4 February 2021, ECL is officially launching the WASABY app. In this document, you can find all available materials and suggestions for social media dissemination, as well as templates for outreach emails and a press release.

Quick links: WASABY’s webpage ([here](#)), Google Play Store (Android, [here](#)) and Apple Store (iOS, [here](#)).

For questions or suggestions related to dissemination of the app, please contact the ECL team at Gina@europeanleague.org (Gina). For questions about the WASABY project, please contact research@europeanleague.org (Meritxell).

SOCIAL MEDIA MATERIALS

ECL will mainly **promote the WASABY app launch through Instagram** via [@cancercode](#) - the official handle of the European Code Against Cancer – via a paid promoted post. Additional posts will be shared on ECL’s [Twitter](#) and [Facebook](#) accounts.

Moreover, it will conduct a 15-minute **Instagram live session at 6 pm CET on February 4th 2021**. The apps’ key features will be presented by a member of our team directly involved in its development, and any questions arisen by participants will be addressed.

Below you can find suggested materials and accounts to tag on Instagram, Facebook and Twitter. **All social media images, posters, banners, logos and videos can be downloaded [here](#).**

INSTAGRAM

All traffic will be directed to the [@cancercode IG account](#). In order to maximise impact, please link to and tag this account.

Create your own content or use the **suggested messages** below:

- WASABY is now available on Google Play & App store! Check out our new exciting health game app & learn how to live a healthy life!
- Want to play whilst learning about healthy lifestyles? Try our new WASABY app.
- WASABY: the first app to promote healthy lifestyle choices among teenagers.
- Join us today, 4 February, at 6pm CET for a special IG live session & discover WASABY app: our new exciting health game app on healthy lifestyles!
- Want to know how to lead a healthy lifestyle and reduce your cancer risk? Join the WASABY competition! Go through up to 10 modules of interactive content and take quizzes to unlock reward badges. The more you content you test, the better chance to feature as #1 top learner in the app’s international ranking!

The main **hashtags** of the campaign will be #WASABY and #WCD2021. Additionally, we suggest tagging #cancercode #WorldCancerDay #cancerprevention #healthylifestyle #healthapp #health #education.

You can create your own content to accompany the messages above or use our **social media cards** and **promotional videos**:

- A **video tutorial** ([here](#)) kindly prepared by one of our Youth Ambassadors (YA) for the European Code Against Cancer showcases the main app features.
- Ten **short message videos** ([here](#)) also prepared by our YAs, reading out statements available in the app’s content.
- Four **social media cards** using the WASABY corporate identity (see below), and three using the World Cancer Day’s “I am and I will” format.

 <p>WASABY</p> <p>now available on Google Play & App store!</p>  <p>Check out our new health game app & learn how to live a healthy life.</p> 	<p>The first app to promote healthy lifestyle choices among teenagers</p>  <p>WASABY</p> <p>Now available on Google Play & Apple Store</p> 
 <p>WASABY</p> <p>The first app to promote healthy lifestyle choices among teenagers</p> <p>now available on Google Play & App store!</p> 	<p>Play while learning about healthy lifestyles</p>  <p>WASABY</p> <p>Now available on Google Play & Apple Store</p> 
<p>I AM A LIVE SESSION AND I WILL INFORM YOU ABOUT WCD & WASABY APP</p>  <p>WASABY</p> 	<p>I AM THE WASABY APP AND I WILL GIVE YOU HEALTHY LIFESTYLE TIPS</p>  <p>WASABY</p> 

→Should you wish to disseminate the social media cards in your national language, please send translated texts to [Gina](#) and/or visit [this webpage](#) to create the WCD official posts and posters.



W A S A B Y
FACEBOOK

Although ECL will mainly promote the app on Instagram, we will share some posts on Facebook. If your organisation is active on Facebook, please post about it and tag: [@cancerleagues](#), [@europeanccancercode](#), [@uicc.org](#) & [@worldcancerday](#)

If you wish, you can replace your Facebook banner with the one below:



Below is a short, suggested text linking to ECL's dedicated webpage on WASABY mobile app:

Want to know how to lead a healthy lifestyle and reduce your cancer risk? Join the WASABY competition! Go through up to 10 modules of interactive content and take quizzes to unlock reward badges. The more you content you test, the better chance to feature as #1 top learner in the app's international ranking!

WASABY is an educational App to help young people understand the European Code Against Cancer messages, giving key advice on how to follow a healthy lifestyle. It has been developed by the Association of European Cancer Leagues (ECL) in the framework of an EU-funded pilot project. More information can be found [here](#).

TWITTER

Although ECL will mainly promote the app on Instagram, we will share some posts on Twitter. If your organisation is active on Twitter, post and tagging the following accounts: [@cancerleagues](#), [@uicc](#), [@EU_Health](#), [@IARCWHO](#) & [@WHO_Europe](#).



EMAILS TO PARTNERS

A suggested template to reach out to local and national partners is provided below.

SUBJECT: WASABY mobile app launch | World Cancer Day 2021

PRIORITY: high

Dear *[organisation name]*,

On behalf of the European Cancer Leagues, a pan-European NGO, it is with great pleasure that we announce to you that the **WASABY mobile app is now publicly available** on both the [Google Play Store](#) & [Apple store](#)!

WASABY is an **educational mobile app** to help young people understand the messages within the **European Code Against Cancer** messages, giving key advice on how to lead a healthy life and reduce personal cancer risk.

The app is made up of **10 interactive modules and quizzes**. **Reward badges** are unlocked at the end of each module and real-time data on progress is registered to create an **international ranking list** of the 'top learners' around Europe. The app has been developed as part of the EU-funded WASABY project. More info on the project and ECL's involvement in it can be found [here](#).

Please support our **dissemination and promotion efforts** on **World Cancer Day** (4 February 2021). We invite you to download this one-of-a-kind health app, learn about its features and use it as a tool to engage with young people. We also encourage you to share this announcement and our materials among your network.

We look forward to celebrating World Cancer Day and the launch of the WASABY app with you!

Should you have any questions, do not hesitate to contact:

WASABY@europeancancerleagues.org.

[Signature]





PRESS RELEASE TEMPLATE

A template press release that you can adapt to your local context and translate in your national language is provided below and can be downloaded [here](#).

PRESS RELEASE

EMBARGOED: Not for release until 9:00 AM CET, 4 February 2021

4 February 2020

Healthy lifestyles at the palm of your hand: **[Partner organization name]** joins European Cancer Leagues in launching the WASABY mobile app for teens

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

[Your City, Country] / 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 developed 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.





Merixtell 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 NCD risk factors. In this regard, WASABY represents the first-of-its-kind tool in the field.

DOWNLOAD THE APP:

Available for Android ([Google Play Store](#)) and iOS ([Apple Store](#)).

Optional accompanying image/s

NOTES FOR EDITORS

About the WASABY project

WASABY (*Water & Soil (WS) pollution & Breast cancer (BC) in young women*) is a 3-year pilot EU-funded project, which began in January 2018. The project focuses on the geographical analysis of population-based cancer incidence data in connection with environmental factors, using breast cancer and water/soil contamination as an example. The Association of European Cancer Leagues (ECL) is leading the [work package on dissemination](#). More information about the project and ECL’s involvement here: <https://bit.ly/wasabyapp>

(Partner organization summary paragraph)

About the Association of European Cancer Leagues (ECL)

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

Partner organization contact details

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