

# ECL Youth Ambassadors

for the European Code  
Against Cancer

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**PRESENTATION BOOKLET**

2nd edition, November 2018



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# EXECUTIVE SUMMARY

During the EU Joint Action European Partnership Action Against Cancer (EPAAC), in 2012 the Association of the European Cancer Leagues (ECL) launched a new initiative: The Youth Ambassadors for the European Code Against Cancer. This group was created to provide advice to ECL on appropriate ways to communicate the fourth edition of the European Code Against Cancer (ECAC) to young people. In return for supporting the dissemination of the ECAC, ECL commits to provide active Youth Ambassadors with training opportunities, and offers resources to support their actions to promote cancer prevention messages to their peers.



As of November 2018, the group counts 42 members from 34 different countries, falling broadly under those countries that are eligible for ECL membership. Since its inception, the Youth Ambassadors have undertaken numerous activities to promote ECAC in their country of work and/or study.

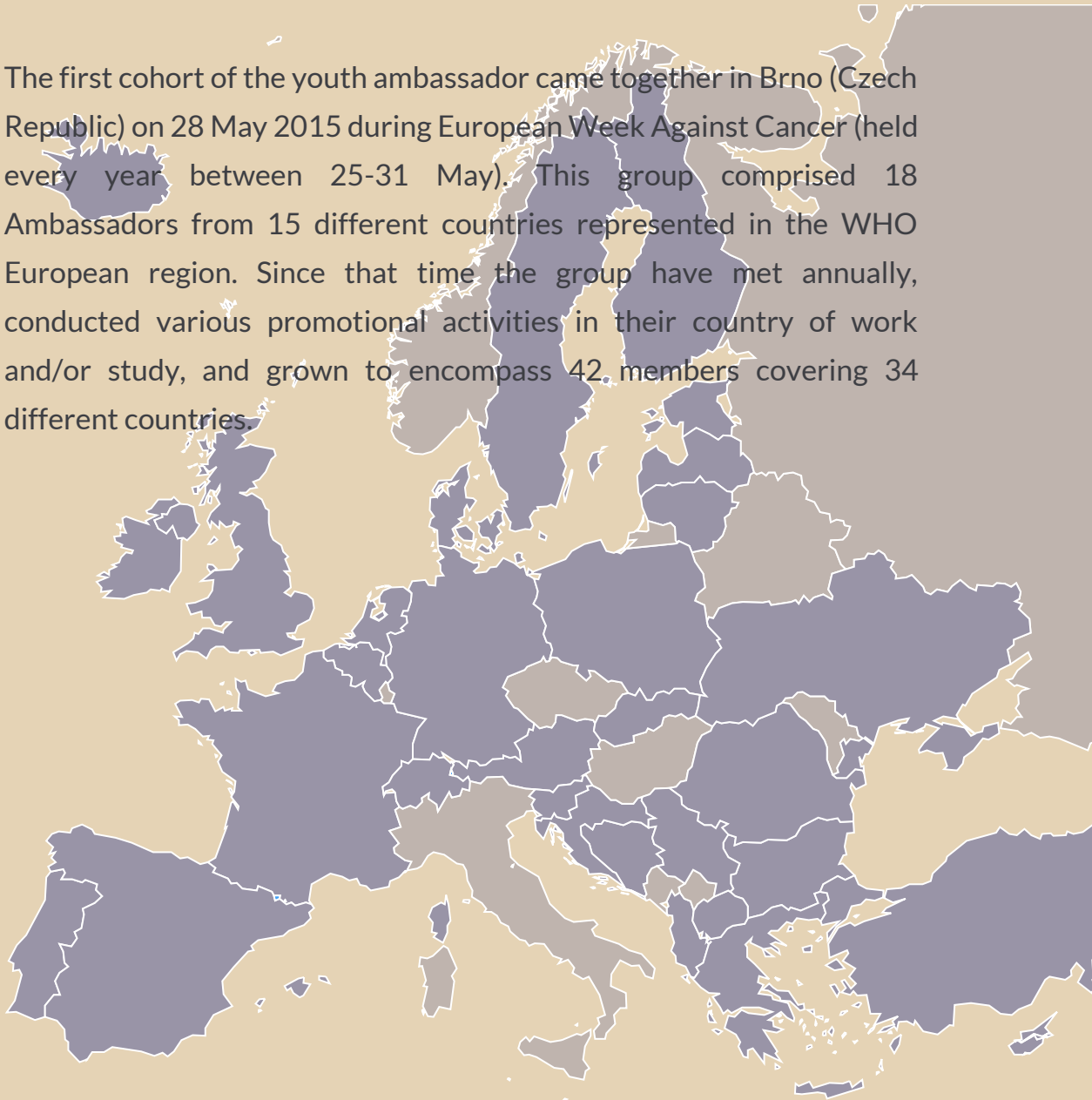
This document aims to describe the objectives at an individual and collective level, outlining the possible and methods and means available to Youth Ambassadors to promote ECAC, and detailing a concise action plan (2018-2021). To support the monitoring and evaluation of the work, several targets are provided for the collective actions.



# BACKGROUND

The Association of the European Cancer Leagues (ECL) launched the Youth Ambassadors for the European Code Against Cancer as a new initiative in 2015. The idea to form such a group came about from discussions amongst cancer leagues about ways to best promote to young people the latest version of the European Code Against Cancer, which was launched in its 4th edition in October 2014. Communicating positive health messages to people at a young age is an important goal due to the potential for instilling health-supporting behaviours that will last across the life-course.

The first cohort of the youth ambassador came together in Brno (Czech Republic) on 28 May 2015 during European Week Against Cancer (held every year between 25-31 May). This group comprised 18 Ambassadors from 15 different countries represented in the WHO European region. Since that time the group have met annually, conducted various promotional activities in their country of work and/or study, and grown to encompass 42 members covering 34 different countries.





# BACKGROUND



## About the European Code Against Cancer

The European Code Against Cancer (ECAC) is an initiative of the European Commission to inform people about actions they can take for themselves or their families to reduce their risk of cancer. The current fourth edition, which was coordinated by the International Agency for Research on Cancer (IARC), consists of twelve recommendations that most people can follow without any special skills or advice. The more recommendations people follow, the lower their risk of cancer will be.



It has been estimated that almost half of all deaths due to cancer in Europe could be avoided if everyone followed the recommendations. Learn more about ECAC by visiting [www.cancercode.eu](http://www.cancercode.eu) and check the English leaflet and its translated versions in the following [link](#).



## About ECL

The Association of European Cancer Leagues (ECL) is a European umbrella organisation of national and regional cancer leagues in the extended European region. Founded in 1980, ECL has been providing a unique and important platform for cancer leagues to foster collaboration and the exchange of best practice.



# PURPOSE

The mission of the Youth Ambassador programme is to connect highly motivated young people who are passionate about preventing cancer, and want to share this enthusiasm with their peers across Europe. The main aim of the programme is to harness this energy and foster collaborative action, amongst Youth Ambassadors, to promote the European Code Against Cancer.

The group has a critical role to play in the dissemination of the ECAC by undertaking specific actions in their country of work study or residence. ECL's role is to offer secretarial support, advice, and resources for ambassadors to promote the ECAC and develop new and innovative ideas in cancer prevention.



# OBJECTIVES

The Youth Ambassadors programme has the general objective of increasing awareness about the cancer prevention messages of the European Code Against Cancer amongst younger age groups. To work towards this ambitious goal, the programme has the following specific objectives:



To gather knowledge and experience, from young people themselves, about successful or unsuccessful experiences when communicating cancer prevention messages;



To maximise the potential of the professional, academic, and social networks of each Youth Ambassador to disseminate better the recommendations of the European Code Against Cancer among the public but especially towards younger age groups;



To provide regular training and opportunities for Youth Ambassadors to enable them to develop their advocacy, communication, and project management skills;



To encourage Youth Ambassadors to develop and implement collaborative, multi-country actions to promote ECAC by providing necessary resources and facilitating contact with key stakeholders.



# ELIGIBILITY CRITERIA

Applications to become a Youth Ambassador are launched by the ECL secretariat via an open call and are expected to take place at least twice before December 2021.

The programme is open to all people aged 18-35 years old, who are resident or currently studying in the [WHO European Region](#). Applicants do not have to be a citizen of one of these countries, but must be studying, working, or volunteering at the time of their application.

As the working language of the programme is English, proficiency in this language is essential (equivalent to [CEFR B2](#)).

To encourage a multidisciplinary approach, Youth Ambassadors can be students, young professionals, or volunteers active in any discipline. The key requirement is that ambassadors can demonstrate a passion for public health proven during an interview and are willing to disseminate the messages of the European Code Against Cancer. Applicants who are a part of a network, association or student group are preferred as they are better positioned to disseminate the ECAC more broadly.

For new applications, priority is given to applicants from those countries without an existing Youth Ambassador, especially those from member states of the European Union.

Applicants accepted into the programme must agree not to promote any for-profit, medical industry practice (such as those activities relating to the pharmaceutical sector and medical devices industry, etc). Any collaboration or connection with the Tobacco and Alcohol industry is strictly forbidden.



# TERMS OF REFERENCE

The following limitations are imposed by ECL on the programme:

- **One Youth Ambassador per country** can be actively involved in the programme, though **additional candidates** can be selected if the background, region or perspective is significantly different;
- Ambassadors can remain in the programme for **up to 5 years** following their initial acceptance. This period can be **extended by up to one year** if there is no new ambassador ready to take the position in the respective country;
- Ambassadors understand that becoming part of the **programme does not guarantee** the provision of financial resources to promote the ECAC, especially if an activity report and budget form are not completed;
- Ambassadors will be invited to the annual **summer school**. However, a limit of **25 reimbursed fellowships** are offered to attend the event according to the ambassador's involvement, activity and motivation;
- Ambassadors commit to **handover** to the future elected candidates in the respective country when they chose to leave the program, or the term is over;
- ECL will coordinate the **annual update of Youth Ambassadors' information** through a report and a request for ambassadors to indicate whether they wish to remain in the programme. Non-response will be understood as demonstration of the desire to no longer be a part of the programme;
- Ambassadors must inform ECL of **any significant change to their situation** that may impact upon their ability to promote the ECAC, or effect their eligibility status;
- **ECL can withdraw ambassadors** from the programme at any time, without prior notice, with justified reason (e.g. continual non-response to ECL communications).

Youth Ambassadors are expected to be involved in the following tasks:

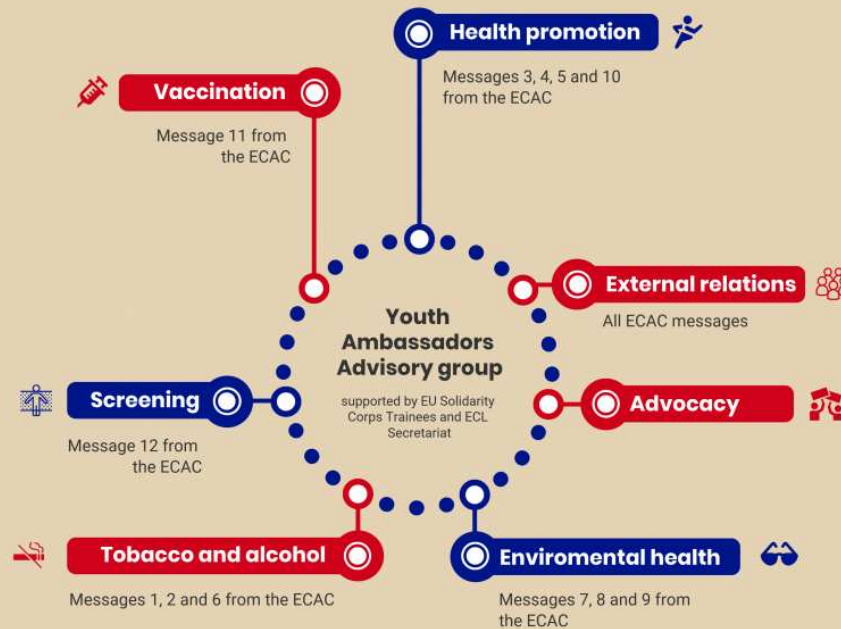
- To engage in minimum **one specific activity per year** (aside from the summer school) that promotes the European Code Against Cancer;
- To **report and provide feedback** on the activity to the ECL secretariat.





# STRUCTURE

Below is a brief organisational chart depicting the structure of the Youth Ambassadors programme.



The **ECL secretariat** is responsible for the oversight and appropriate governance of the Youth Ambassadors programme. ECL commits to engage with the **EU Solidarity Corps programme** by engaging two trainees per year during the period 2018-2021. These placements are to work specifically on the Youth Ambassador programme, focusing on providing targeted communication support for Youth Ambassadors and the ECL secretariat.

A voluntary **Advisory Group** is available to provide guidance and suggestions for the best organisation of the group. One teleconference per quarter is organised for the Advisory Group to discuss developments, as well as an annual face to face meeting. The composition of the Advisory Group will be reviewed during each ECL annual meeting. From November 2018, the Advisory Group is structured in **work streams** allowing youth ambassadors to collaborate in more detail on common issues of interest.



# METHODS

Youth Ambassadors are given support to develop and implement their own ideas and activities to promote ECAC. This entails that a variety of methods are open for the Youth Ambassadors to experiment with and explore, before reporting back on their experiences. The sections below provide a brief overview of the most important methods to be used by the group:



## Annual summer school

- The ECL secretariat will commit to organise the summer school for the programme each year.
- The purpose of the summer school is to facilitate the training and exchange of ideas and experiences for Youth Ambassadors.



## Coordination actions

- The ECL secretariat commits to arrange at least two teleconferences for the Youth Ambassadors group per year. ECL will also organise four Advisory Group teleconferences per year and one physical meeting per year.
- The purpose of these actions is to update on activities, plan for collective actions to be taken during the year, and discuss the programme of the annual workshop.



## Individual actions

- Youth Ambassadors are first and foremost engaged to disseminate the ECAC within the national and local context of the country they are representing.
- Examples of action taken to date by members or future possibilities are shared within the ECAC Social Media toolkit developed by ECL secretariat.



## Collective actions

- During key periods of year, namely World Cancer Day and the European Week Against Cancer, Youth Ambassadors are supported by the ECL secretariat to develop and implement collective actions to promote the ECAC.
- Additional opportunities to participate in events and conferences are made available on a case by case basis. Moreover, Youth Ambassadors will regularly be given the opportunity to join and participate in other ECL organised events.



# MILESTONES 2018-21

Several key milestones for the group to work towards are proposed for the 4-year period. These milestones represent the important points at which the aims to be active and effective to meet the overall mission and goal. The milestones are indicative and subject to change depending on such factors as the availability of funding.



## 2018

- **World Cancer Day** Sunday 4th February
- **Website section for the YA** February
- **Call for new Youth Ambassadors** March-April
- **ECAC Social a Media Toolkit** April
- **European Week Against Cancer** 25-31 May
- **Summer school** Paris, France, August



## 2020

- **World Cancer Day** Tuesday 4th February
- **European Week Against Cancer** 25-31 May
- **Summer school** Date & venue tbc
- **Call for new ambassadors** Aug-Oct
- **YA impact report** December



## 2019

- **World Cancer Day** Monday 4th February
- **EU joint action vaccination, EU-JAV**
- **European Week Against Cancer** 25-31 May
- **Summer school** Slovenia, August
- **Mid-term review** Start during Oct-Dec



## 2021

- **World Cancer Day** Thursday 4th February
- **European Week Against Cancer** 25-31 May
- **Summer school** Date & venue tbc

As for November 2018, date of the second edition of this booklet, all 2018 milestones have been met.



# IMPACT ASSESSMENT

To help support the evaluation of the effectiveness of the programme, several targets are envisaged to help measure the outputs and short-term impact of the actions supported under the programme:



## **ECAC Social Media Toolkit for Youth Ambassadors**

to use to disseminate ECAC at national and local levels.  
*To be published by May 2018*



## **ECL Youth Ambassadors Summer School**

to coordinate annual collective actions.  
*To be hosted once per year by an ECL member*



## **EU Joint Action on Vaccination, EU-JAV**

for Youth Ambassadors to plan and deliver collective actions on topic of vaccination scepticism and hesitancy  
*To kick-off by the European Immunization Week 2019*



## **Establish work streams and a Youth Ambassador Advisory Group**

*To discuss and decide on during the Summer School 2018*



## **ECAC Youth Ambassadors impact report**

to monitor the impact of individual and collective actions.  
*To publish by December 2020*



## **ECL Youth Ambassadors in every EU member state**

to achieve wider dissemination of the ECAC.  
*To be gradually achieved every year*



# PROGRAMME FUNDING

ECL is responsible for ensuring that financial resources and provision are adequate for the purposes of achieving the targets and strategic objectives of the programme.

Since the establishment of the programme in 2015, this action has been supported by ECL's framework partnership agreement with the European Commission under the third **EU health programme 2014-2020**. In 2017, ECL applied and obtained for a renewed agreement for the period 2018-2021, which is used to ensure the core activities of the programme can take place. Starting in 2019, the funding will be allocated to Youth Ambassadors on a twice-yearly call for activities. A report of the activity, including impact assessment data collection and a budget annex, is required in order to proceed with the reimbursements.

ECL collaborates with the **EU Solidarity Corps** initiative by hosting at least two EU Solidarity Corps trainees per year. The trainees are charged with managing the day-to-day affairs of the programme and will have a specific responsibility for communication activities.

The **EU joint action on vaccination (EU-JAV)** has included a task within in its work plan that specifically identifies the ECL Youth Ambassadors as partners. This collaboration will provide specific resources for interested Youth Ambassador to collaborate in small groups and submit proposals for a collective action on vaccine hesitancy.

Further **collaborative opportunities** in this vein will be explored over the next multi-annual period. Proposals will first be discussed with the Youth Ambassador Advisory Group before submission for approval to the Executive Board of ECL.



# ABOUT US




Want to know more?  
**Contact us!**


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