PRIMARY PREVENTION IN THE EUROPEAN CODE AGAINST CANCER

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President
Association of European Cancer Leagues (ECL)

Primary Prevention Meeting

28 MAY 2021
DECLARATIONS

- ECL is independent of any political party or commercial interest.
- ECL’s income is primarily through membership contributions, EU-funded projects and joint actions.
- ECL currently receives an Operating Grant from the European Commission under the Third EU Health Programme 2014-2021: FPA 2017 (785273)
- ECL has an unrestricted education grant with L’Oréal Garnier International.
Founded in 1980

30 cancer societies in 25 countries in WHO European region (of which 20 EU MS)

8k staff, 300k volunteers, spend €750m a year to fight cancer & represent 570m citizens

Members = non-profits operating across the whole cancer continuum & patient pathway

Cancer leagues are the main resource for the public for cancer control information & services

Vision: 'Europe free of cancers'

Aim: to inform the public about actions they can take for themselves or their families to reduce their risk of cancer.

12 messages most people can follow without any special skills or advice.

The more messages people follow, the lower their risk of cancer will be.

Estimated 30-50% of cancers are preventable.
12 MESSAGES OF ECAC

1. Tobacco
2. 2nd hand exposure
3. Body mass
4. Physical activity
5. Nutrition
6. Alcohol

7. UV
8. Sun safety
9. Occupational exposure
10. Radon in the home
11. Breastfeeding
12. Limit HRT
13. Vaccination
   - HPV (girls)
   - HBV (newborn)
14. Organised screening
    - Breast, Cervix & Colorectal - only
ECAC is a trusted evidence-based tool free of commercial influence that provides the most reliable synthesis of the evidence on cancer prevention.

As well as being a tool for improving cancer prevention literacy, the ECAC is used as a for health policy development.

Awareness ≠ impact - the impact of the ECAC must consider its real-world application as a basis for informing public health actions.
EVALUATION OF ECAC

Evaluation of the impact of the European Code against Cancer on awareness and attitudes towards cancer prevention at the population and health promoters’ levels

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Table 4

Dissemination strategies to promote the ECAC according to the geographical distribution of the organisations represented by the 28 promoters interviewed.

<table>
<thead>
<tr>
<th>Dissemination strategy</th>
<th>Number of organisations by geographical region¹</th>
<th>Total (Column %) 28 (100)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Northern Europe (4)</td>
<td>Western Europe (9)</td>
</tr>
<tr>
<td>National Cancer Control Plan facilitates the promotion and dissemination of the ECAC</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Wide dissemination to the public in their country/region</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Dissemination of the ECAC as a cohesive package of 12 recommendations</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>One or more of the 12 recommendations has been adapted for dissemination</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Dissemination via traditional communication materials (e.g. leaflets, posters, etc.)</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Dissemination via specific programmes/interventions targeting the promotion of the ECAC</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Dissemination via specific campaigns dedicated to the promotion of the ECAC</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Dissemination via events dedicated to the promotion of the ECAC</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Dissemination via online platforms i.e., dedicated website and social media channels</td>
<td>2</td>
<td>6</td>
</tr>
</tbody>
</table>

¹ Includes Israel.

THANK YOU!

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