Mobilising Grassroots Support in Cancer Prevention in Europe

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Resilient and innovative health systems for Europe
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About ECL

• Pan-European umbrella organisation created in 1980 based in Brussels, Belgium
• Members are cancer organisations at mainly national level across wider Europe
• ECL member leagues have a combined income of over 700 million Euro (US$1,209,000,000), over 6,000 staff members and more than half a million volunteers in their fight against cancer.
• We serve as a source of information on cancer,
  – on initiatives set up at the European level, on EU decisions
  – and legislations related to cancer, on the status of various
  – European on-going projects that all seek to fight cancer.
• ECL serves as a platform of exchange of best practices, where members learn from each others' experiences.
ECL’s Strategic Goals

• promote a healthy lifestyle for all European citizens;
• enhance access to cancer screening programmes;
• ensure greater and cross-border access to diagnostics, treatment and support;
• advocate for the establishment and implementation of national cancer control programmes

Some areas of work
• Tobacco Control
• National Cancer Control Plans
• Skin Cancer / Melanoma Issues
• Patient Support
• Pharmaceutical Issues e.g., access to innovative medicines
• Fundraising
Cancer in the EU

• 2.5 million people were diagnosed with cancer in the European Union in 2008 (EU27).
• Cancer is also the second most common cause of death in the Union (29% of deaths for men or 3 out of 10 deaths, 23% for women or 2 out of 10 deaths) – a figure that is expected to rise due to the ageing European population.
• The most frequently occurring forms of the disease in the EU are colorectal, breast, prostate and lung cancers.
• In men, lung cancer is the most frequent cause of cancer death.
• In women, it is breast cancer.
• In both men and women, colorectal cancer is the second most common cause of cancer death.
The European Partnership for Action Against Cancer (EPAAC) was launched in 2009, after the European Commission published its Communication on Action Against Cancer: European Partnership.

EPAAC joins different partners and stakeholders in the EU Member States, Iceland and Norway.

- Overall aim of the Partnership is to support Member States and other stakeholders in their efforts to tackle cancer more efficiently.
- The Partnership provides a framework for identifying and sharing information, capacity and expertise in cancer prevention and control. It will also help to avoid scattered actions and duplication of efforts, and contribute towards better use of limited resources available.
- By the end of the Partnership, the objective is for all Member States to have integrated cancer plans. The long-term aim is to reduce cancer incidence by 15% by 2020.
EPAAC Core Work Packages:

- WP 5, Health Promotion and Prevention (led by European Cancer Leagues)
- WP 6, Screening (Finnish Cancer Registry)
- WP 7, Healthcare (ICO Spain)
- WP 8, Research (European CanCer Organisation)
- WP 9, Information and Data (INT Milan)
- WP 10, National Cancer Plans (National Institute of Public Health Slovenia)

Encompasses 36 associated partners from across Europe and over 100 collaborating partners.
European Partnership for Action Against Cancer:
Overall Aim of Health Promotion and Prevention

“At least one-third of all cancer cases are preventable. Prevention offers the most cost-effective long-term strategy for the control of cancer.”

“Over 30% of cancer can be prevented by healthy life style or by immunization against cancer causing infections (HBV, HPV). Others can be detected early, treated and cured.”

To raise awareness about health promotion and cancer prevention, especially among target groups in Europe (youth, migrants, ageing, etc), by disseminating the European Code Against Cancer*, by relaunching the European Week Against Cancer 25-31 May each year, and by engaging policy-makers at the European, national, and subnational levels.

*www.cancercode.eu
CANCER PREVENTION

WEIGHT

DIET

PHYSICAL ACTIVITY

Source: AICR
In 2008, 2.5 million people were diagnosed with cancer in the European Union (EU27). Cancer is also the second most common cause of death in the Union (29% of deaths for men or 3 out of 10 deaths, 23% for women or 2 out of 10 deaths) – a figure that is expected to rise due to the ageing European population.

The most frequently occurring forms of the disease in the EU are colorectal, breast, prostate, and lung cancers. In men, lung cancer is the most frequent cause of cancer death, while in women, it is breast cancer. In both men and women, colorectal cancer is the second most common cause of cancer death. Although significant advances are being made in the fight against the disease, cancer remains a key public health concern and a tremendous burden on European societies.

Source: WCRF
NUTRITION AND CANCERS

• OBESITY
  – BREAST (PM), COLORECTUM, ENDOMETRIUM, OESOPHAGUS, PANCREAS, GALLBLADDER, KIDNEY

• PHYSICAL ACTIVITY
  – COLON, BREAST, OBESITY

• MEAT – RED AND PROCESSED
  – COLORECTAL

• PLANT FOODS
  – MPL, OESOPHAGUS, STOMACH, COLORECTAL (DF), LUNG, OBESITY

• ALCOHOL
  – MPL, COLORECTUM, LIVER

• SALT
  – STOMACH

• BREASTFEEDING
  – BREAST, EXCESS WEIGHT GAIN (CHILD)

Source: Wiseman, WCRF
www.cancercode.eu

1. **Do not smoke**; if you smoke, stop doing so. If you fail to stop, do not smoke in the presence of non-smokers.

2. **Avoid Obesity**.

3. Undertake some brisk, **physical activity** every day.

4. Increase your daily intake and variety of **vegetables and fruits**: eat at least five servings daily. Limit your intake of foods containing fats from animal sources.

5. If you drink **alcohol**, whether beer, wine or spirits, **moderate** your consumption to two drinks per day if you are a man or one drink per day if you are a woman.

6. Care must be taken to **avoid excessive sun exposure**. It is specifically important to protect children and adolescents. For individuals who have a tendency to burn in the sun, active protective measures must be taken throughout life.

7. Apply strictly regulations aimed at **preventing any exposure** to known **cancer-causing substances**. Follow all health and safety instructions on substances which may cause cancer. Follow advice of national radiation protection offices.

8. Women from 25 years of age should participate in **cervical screening**. This should be within programmes with quality control procedures in compliance with “European Guidelines for Quality Assurance in Cervical Screening”.

9. Women from 50 years of age should participate in **breast screening**. This should be within programmes with quality control procedures in compliance with “European Guidelines for Quality Assurance in Mammography Screening”.

10. Men and women from 50 years of age should participate in **colorectal screening**. This should be within programmes with built-in quality assurance procedures.

11. Participate in **vaccination programmes** against hepatitis B virus infection.
European Week Against Cancer 2011-2013
Official Conferences


www.weekagainstcancer.eu
www.cancercode.eu
Activities for EWAC are organised each year to raise awareness of cancer prevention at the NATIONAL and European levels.

• **Official Conference for EWAC** at national level

• **Youth Competition** – engaging youth

• **Flashmobs** in European Cities

• **Other EWAC Events by Partners** (e.g., Colorectal Cancer Prevention and Screening, Brno, Czech Republic)
European Weeks Against Cancer

Reaching Youth with Communications Competitions

This EWAC Youth Competition encourages students to learn how cancer can be prevented, by creating posters and videos that communicate effectively to others your age, on what can done NOW to prevent cancer LATER in life.

Poster and Video Competition 2012
Poster Competition 2013

Aim of competition is to engage youth in learning about cancer prevention.
European Week Against Cancer
Youth Competition

WHO: Young people aged between 10 and 18 years. Aim to make the most clear and creative poster communicating what young people in other countries can do now to prevent getting cancer later in life. The person can choose one of the six categories related to the European Code Against Cancer.

HOW: via cancer leagues, member states and other national counterparts to reach schools

WHAT: The competition aimed to get young people involved in creating posters that would highlight to other young people on what they can do now to prevent getting cancer later in life. The competition was a great success with 179 entries in total from 9 different countries across Europe, including Ireland, Slovenia, Romania, Malta, Portugal, Italy, Greece, Switzerland and Belgium.
European Week Against Cancer
Some Youth Competition Winners 2013

M. Zupan, Slovenian winner 2013 receiving prize at the Institute of Public Health
(Source: www.epaac.eu)
European Week Against Cancer
Flash mobs

WHO: EVERYONE! Led by local cancer leagues and dance schools. Aim to raise awareness that it many cancers are PREVENTABLE and to communicate the European Code Against Cancer.

HOW: via cancer leagues, member states and dance schools.

WHERE: In populated sites in capital cities around Europe.

Organisers encouraged to upload videos to web (Youtube, Facebook, etc)
Flashmobbing for EWAC Awareness in European Cities
“Oncology Days”, Mus, Turkey
Organised by local cancer patient’s group

• International Conference and Flashmob

• Action praised by Turkish Prime Minister in public speech
Working with Policy-Makers: MEPs Against Cancer (MAC)

ECL is Secretariat for MEPs Against Cancer (www.mepsagainstcancer.eu), an active, all-party group initiated by MEPs, dedicated to curbing the cancer burden.

President MEP Alojz Peterle, Vice-Presidents MEP Dagmar Roth-Behrendt, MEP Nessa Childers, and especially active MEPs such as Pavel Poc, Christel Schaldemose and others.
The annual European Colorectal Cancer Days has become an ongoing European platform for the continuous development of CRC screening. Under the pressure of the ECCD conference in 2012, the Czech Republic is about to finally start population based screening programmes.

ECCD is a best practice case study for countries which have not yet started invitation-based screening programme.

Source: Communication with MEP Pavel Poc Office
“It is even more important that this "European site for CRC and other screenings" is located in the South-East area of Europe, which is most severely hit by cancer. It was agreed that the active engagement of GPs are one of the keys to a successful screening. Also, an active strong voice of patients’ groups is crucial in advocacy for change.”  - Pavel Poc’s Office
European Colorectal Cancer Days - Brno, Czech Republic
THIRD ECCD: Brno 2014
April 25-26 2014

The Economics of Colorectal Screening

More info in due course:
www.crcprevention.eu
“At least one-third of all cancer cases are preventable. Prevention offers the most cost-effective long-term strategy for the control of cancer.”

www.europeancancerleagues.org
www.weekagainstcancer.eu
www.cancercode.eu

THANK YOU
European Week Against Cancer Flash Mob Rome, Piazza di Spagna 2012