

# CANCON COMMUNICATIONS

Cancer Control Joint Action WP2 Dissemination

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@2014Cancon #2014Cancon



Satu Lipponen | Brussels | 18 November, 2014



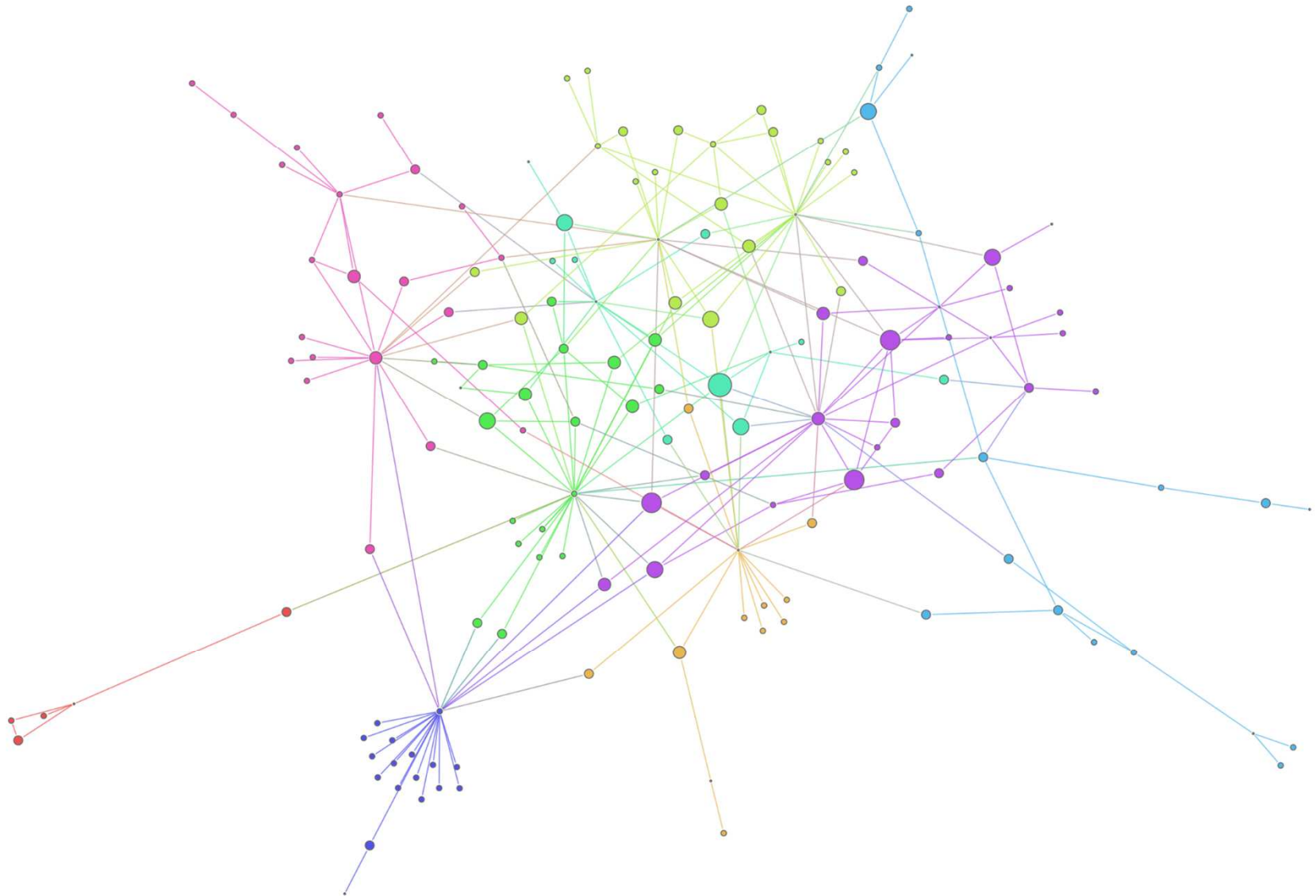
# CANCON WP2 AIMS

- European Guide on Quality Improvement in Comprehensive Cancer Control
- Dissemination and promoting information and knowledge on cancer control
- Identifying useful channels to stakeholders
- Developing outreach during the Joint Action
- Overall dissemination strategy and annual strategies
- Based on network analysis

# KEY DELIVERABLES

- Strategic messages
- Website
- Different channels to different stakeholders
- Social media
- Reciprocity, communications is a two-way street, not top-down

# CANCON NETWORK



# NETWORK ANALYSIS

- Response time from 31 March to 16 May 2014, 2 reminders
- Answering rate 60 pros – OK – 232 respondents
- Networks are reasonably well connected: no separate groups
- Most respondents from governmental, NGO's and hospitals/health care providers
- On average, respondents want more contact with the same people with they are currently in contact

# REGIONAL CLUSTERS

- Finland, Italy, EU, Spain & France, Baltics and Slovenia form communication clusters
- Organizational types tend to communicate with similar organizations. Universities are the most marginal group. Research institutes and NGO's are the most often reported contact.
- 66 % wished for more contact with their existing communication partners
- Email, newsletters and website are the preferred methods for receiving WP2 information
- EPAAC Joint Action structure

# STRATEGIC MESSAGES

- First year: partners and cancer control community
- Second year: audience networks
- Third year: audience
- 1st year: Cancon produces the Guide, cancer control on the European agenda
- 2nd year: Cancon can improve national situations by recommendations, Cancon contributes to the reduction of cancer incidence by 15% by 2020
- 3rd year: decreases inequalities, increases quality of cancer care, improves citizen´s health security, shift from how long to how well cancer patients live

# STRATEGY DOCUMENTS

- All communications strategy papers will be put on the website [www.cancercontrol.eu](http://www.cancercontrol.eu)
- This dissemination strategy is available in detail: <http://www.cancercontrol.eu/how-we-work/dissemination>
- Visual identity, templates and logos are downloadable <http://www.cancercontrol.eu/tools>





Thank You