

Status – Work Package 7

Cancer Control Joint Action

CANCON Network Meeting



Rade Pribaković | Brussels | 18 November 2014



Status

- Preparing the plans for the pilot study on inclusion of cancer patients in primary healthcare in Slovenia, launch in early 2015
- Preparing the plans for the digital communication platform, focus on skin cancer, launch in mid-2015
- WP 7 working meeting in Utrecht, 12-13 February 2015

Elements of Digital Communication Platform

- Skin check – manual how-to visual guide
- Short questionnaire about results
- Links to other resources, online gaming on skin cancer
- Q & A on skin cancer
- Potential inclusion of a celebrity ambassador
- Will target young adults, 18-35

COLLABORATION WITH WP 2

- Feedback on the campaign structure from the WP 2 Team, input on content and strategies
- Promotion of the campaign on the CANCON website via banner
- Promotion of the campaign on CANCON social media – Facebook, Twitter
- Inclusion of the campaign in newsletters to inform Collaborating Partners



Thank You