

Presentation of WP 2 Dissemination

Cancer Control Joint Action



CanCon
Cancer Control Joint Action

Satu Lipponen | Brussels | 6 June 2014



WP Objective

To ensure high level of engagement of internal and external communications in Member States (stakeholders, target groups, networks, general public)

- Strategic messages
- Website
- Different stakeholders and audiences
- Social media
- Reciprocal communication

KEY DELIVERABLES

Strategic dissemination plan with annual revision based on e.g. network analysis

Results from first analysis 4 June:

- Networks are reasonably well connected: no separate groups
- On average, respondents want more contact with the same people with they are currently in contact
- Finland, Italy, EU, Spain & France, Baltics and Slovenia form communication clusters
- Organizational types tend to communicate with similar organizations.
- Email, newsletters and website are the preferred methods for receiving WP2 information

ASSOCIATED PARTNER OF THE WORK PACKAGE AND DIVISION OF TASKS

The Association of the European Cancer Leagues, ECL

- Taking care of parliamentary meetings in 2014, dates to tbc
 - One day network meeting, about 30 persons for corework of WP 2
 - MEPs against Cancer; one day network meeting, broad outreach about 100 participants; aims, liaison, report
- Brings experience from the EPAAC

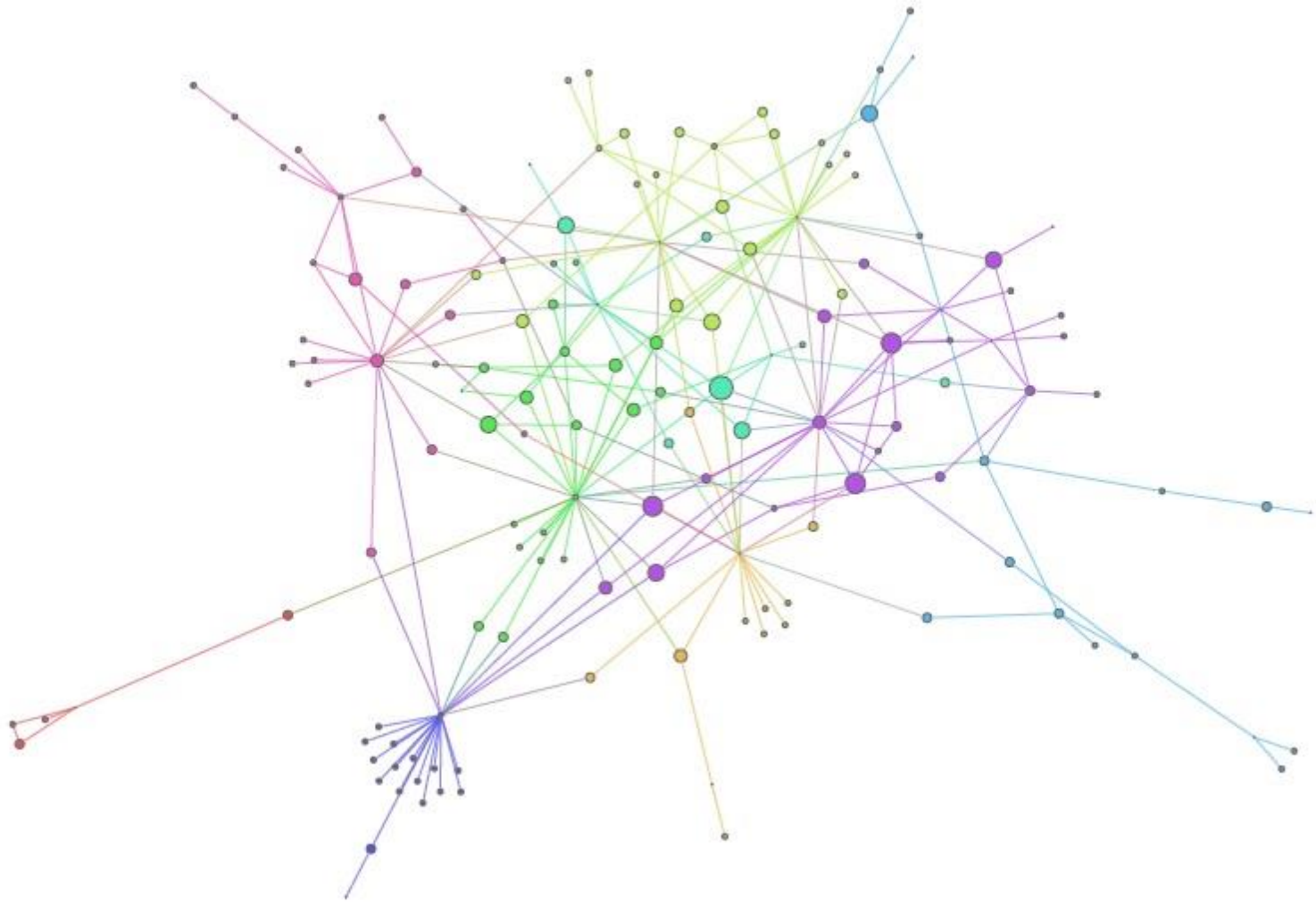
Involvement of Collaborating Partners

- International Cancer Information Service Group (ICISG)
- Pharmaceutical Group of the European Union (PGEU)
- The European Union of Science Journalist's Associations (EUSJA)

KEY ISSUES TO BE DISCUSSED WITH COLLABORATING PARTNERS

- How do we collaborate?
 - Personal contacts, gathering ideas
 - Specialized meetings
 - Joint presentations
- How can they influence?
 - Taking part in discussions
 - Feedback essential
- How are they informed? -> dialogue
 - Sharing articles

CANCON NETWORK



Thank You