

# Dissemination activities

Cancer Control Joint Action

WP2 Dissemination



Satu Lipponen Ljubljana | 7 July, 2016



# WP2 Dissemination objectives

1. To plan dissemination of the joint action – Dissemination strategy (available online) with annual plans – based on two network analyses
2. To plan and implement document distribution website – [www.cancercontrol.eu](http://www.cancercontrol.eu) (both public and extranet)
3. To plan and describe communication channels and key messages according to target groups

## Dissemination activities:

Website, tools, events, social media, newsletters, short articles, analytics, collaboration with stakeholders, media work

# Target group (3rd year), channels

- Annual plan was submitted (M25) with detailed actions
- On 3rd year the target groups are cancer patients and European citizens – the organisations and partners involved will serve as focal points to reach these groups
- Main channels are:
  - Webpages
  - Newsletters (bi-monthly)
  - Face to face conversations
  - Cancer patient organisations, governmental organisations, professional organisations
  - Media – pitching journalists, press releases
  - Events – policy conferences, Cancon events, cancer events, networking meetings, national events

# Activities ahead

- 2<sup>nd</sup> and 3<sup>rd</sup> policy conferences
- Aim: get Cancon topics on the agenda of decision-makers. Especially Members of the European Parliament, cancer and health care experts
- Plan to disseminate the Guide in electric form and on the website
- Visual identity of the Guide, policy papers
- Malta conference February 2017 / with coordination
- Media work: production of articles and features
- Each chapter and each policy paper provides an opportunity for dissemination
- eGuide, eLeaflets, videos



# EXPERTS UNITE FOR BETTER CANCER CONTROL IN EUROPE

In cancer, a new era is already here. We are no longer only asking how long cancer patients are surviving, but also how well they are surviving.

'The Joint Action for Comprehensive Cancer Control (Cancon) is an important project and forum for the development of good practice recommendations for cancer care in Europe,' says **Tit Albreht**, the coordinator of Cancon and cancer control expert at the Slovenian Institute of Public Health.



The aim of Cancon is to create a *European Guide on Quality Improvement in Comprehensive Cancer Control*.



'Thanks to the expertise of a broad range of stakeholders, we will ensure that the Guide will reach its target audiences which include governments, parliamentarians, health care professionals at every level,' says **Sakari Karjalainen**, Secretary General of the Cancer Society of Finland. The Cancer Society of Finland is leading two work packages of the joint action: dissemination and cancer screening.

Dr. Karjalainen is currently President of the Association of European Cancer Leagues (ECL - the NGO connecting cancer leagues). ECL is active in Cancon as it was in the European Partnership for Action against Cancer (EPAAC).

## COLLABORATIVE MOOD AND DASH OF POLICIES

Why does Europe need joint actions?

**EUROPE - MANY PRACTICES, UNEVEN OUTCOMES**  
Cancer research is international, so working together is

nothing new. What makes Cancon so unique is the effort to develop policy solutions for all European countries. Cancer patients in Europe do not have the same levels of access to treatment or support. Some patients survive their disease better than others. It can depend on factors such as the country and on the socio-economic status. Prevention, early detection and treatment are important factors of survival.

'ECL aims to connect cancer leagues across Europe to reduce inequalities as evident in one of our five strategic goals,' said Dr **Wendy Yared**, Director of ECL and member of the EU Expert Group on Cancer control. Dr Yared is also involved in the groups preparing Cancon policy papers on prevention and on equity.

How is cancer care implemented? Is there

various ways in member states, through professional and patient organisations and with the help of numerous collaborative partners of Cancon.

Seven fast facts about Cancon:

- Cancon is a European wide joint action, which aims at improving cancer control
- The endeavour started in 2014 and ends in February 2017
- It will produce a *European Guide on Comprehensive Cancer Control*
- Now 65 organizations and 25 countries - of which 23 member states of the European Union - are working on it
- Joint action is progressing as planned and according to is timetable
- The Guide is soon moving forward to editing process
- The real test will be how the recommendations of the Guide will be implemented across Europe.



**MORE INFORMATION**

# Newsletters and Cancon website

- Cancon newsletter has over 500 recipients
- Newsletter published bimonthly, after email the 2<sup>nd</sup> most preferred means of communication among the Cancon network (Network analysis 2015)
- Website: Calendar, tools and extranet – practical content appeals
- Newsletter drives users to webpages; clear peaks when the newsletters are published
- Also social media channels drive users to webpages; FB drives the most traffic to webpages
- Most of the users use desktop

# Social media channels: outreach

Aim & target groups: dissemination, good outreach, engagement

Twitter and Facebook launched 05/2014, Instagram and LinkedIn launched 10/2015

- Twitter: also media as target group; over 500 followers
- FB: more personal channel; 160 followers
- Instagram: based on photos and videos; 65 followers
- LinkedIn: channel for professionals; 13 followers
- Google +: used for search engine purposes

YouTube channel will be launched in autumn

# Events

- Rome 15-16 September: 15.9. stakeholder meeting (organised by Cancon coordination) 16.9. National Cancer Conference from 11:30-13:30 (Ministry of Health) 16.9. Cancon 2nd policy conference from 14:30-17:00 (MoH)
- Policy conferences are organised by the Association of the European Cancer Leagues, WP2 associated partner
- 3rd Policy conference and network meeting towards the end of the year or beginning of 2017
- UICC World Conference in Paris 31 October – 3 November 2016
- Malta conference February 2017: detailed planning with organisers and coordination
- National conference template available on the website
- Possibly another Brussels-based event for stakeholders



# The Guide - dissemination

## Distribution from Cancon channels:

Website:

The book as pdf

Each article as separate pdf

The book as HTML (search engine optimised)

Each article as HTML (search engine optimised)

eLeaflets/template from specific aspects/ short versions from chapters – easier to translate

Newsletters, social media, articles, interviews, press conferences

# Dissemination of policy papers

- Short versions into a template/ general visual identity of Cancon
- Possible translations
- Short version – full papers – literature
- Specific events: national events, briefings
- Via professional organisations, patient organisations, governmental agencies, ministries

# CANCON HAS STARTED!

TAKE CONTROL.

Cancer experts from across Europe and beyond are joining forces to advance cancer control. Cancon is the result – an initiative aimed cutting the cancer burden by raising the standards of care, treatment and quality of life of patients and support for survivors. [Read more >](#)

News

Calendar

Newsletter

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04 | GUIDE COORDINATION

05 | MEMBER STATE PLATFORM

06 | INTEGRATED CANCER CONTROL

# European Guide on Quality Improvement in Comprehensive Cancer Control



# European Guide on Quality Improvement in Comprehensive Cancer Control





Thank You