

CanCon Dissemination website and extranet

Cancer Control Joint Action WP2 Dissemination

cancercontrol.eu, cancon@cancer.fi @2014Cancon
#2014Cancon



CanCon
Cancer Control Joint Action

Maarit Rautio | Brussels | 25 February, 2015



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
- ECL is an associated partner.

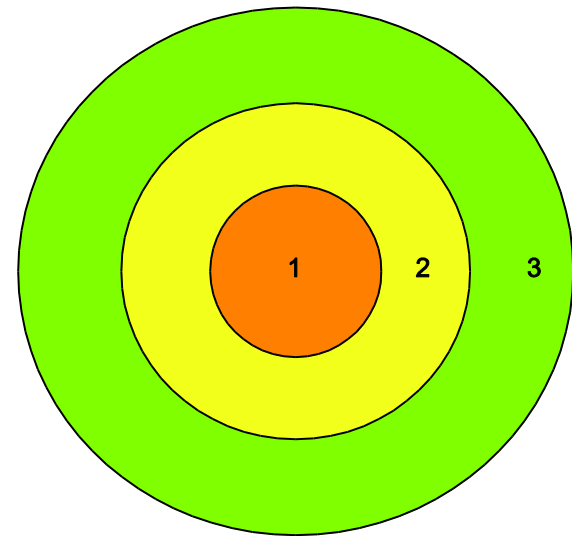
STRATEGIC MESSAGES

- 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

AUDIENCES

Key strategic messages according to the audiences:

- 1) Cancon partners and cancer professionals, emphasised during the first year
- 2) Networks, emphasised during the second year
- 3) Europeans, emphasised during the third year



TARGET AUDIENCES

- associated and collaborating partners of Cancon,
- member states (ministries and other authorities, decision-makers),
- relevant professional societies,
- relevant public health authorities,
- relevant public health and patient organisations,
- members of parliament,
- communication professionals
- journalists, and
- general public.

WHAT HAVE WE DONE?

- Website
- Extranet
- Social media
- Newsletters
- Dissemination strategy
- Network analysis

WEBSITE

- Website is the primary source of information.
- Drivers to the website are
 - newsletter (most important) and
 - social media (Facebook, Twitter and Instagram accounts)

SOME FIGURES

- 7 newsletters, bi-monthly
- Facebook pages (81 followers)
- Twitter (150 followers)

HOW CAN YOU CONTRIBUTE?

- Sharing: tweets and Facebook, newsletters (with source credit)
- Give feedback from good/bad cases
- Think who might be interested? Help us grow the network
- Join the network, give your input – newsletters good way to inform about your activities to Cancon community
- **Network meeting and Policy conference 13th May.**

NETWORK ANALYSIS II

- Response time until March 2015, 2 reminders
- The first network analysis done a year ago. 232 respondents
- Our aim is to expand the network this year to network audiences.
- Please answer and send the link to anyone you think should reply

CANCON NETWORK



TOOLS

- Visual identity gives a profile to the joint action
- Visual identity includes logos, other visual elements, document templates, website, newsletter, social media channels, documents, etc.
- The logos, templates and instructions how to use the visual identity are at Cancon website: <http://www.cancercontrol.eu/tools/>

EXTRANET

- Password protected – you can register on the site.
- Possibility to download documents and browse and upload documents that are there.
- If you have any trouble using the extranet, contact cancon@cancer.fi

Thank You