



EUROPEAN ONCOLOGY NURSING SOCIETY (EONS)

A SHORT GUIDE TO RUNNING A SUCCESSFUL CAMPAIGN



European Cancer Nursing Day
18th May 2021

www.cancernurse.eu

Introduction

In this guide, we will describe the process of running a successful campaign, to accompany the EONS Guide on 'How to establish a national cancer nursing society' launched in 2020. This new guide will support EONS member societies in planning and implementing successful media campaigns. The preparation of the campaign for [European Cancer Nursing Day 2021 \(ECND21\)](#) is used as an example of the process.

How to begin

First, it is important to look what is happening around you in Europe and in your country. What are the contemporary issues at the policy level and in cancer nursing? What are the strategic objectives of your cancer nursing society?

European Cancer Nursing Day (ECND) is held every year, on 18 May. When we started to plan the ECND21 event, the first action was to identify a relevant contemporary topic for the year 2021.

The WHO decided to extend the year of the nurse and midwife into 2021 due to the COVID-19 pandemic. Therefore, we wanted to address the significant impact of cancer nurses on the health outcomes of people affected by cancer. This was also in line with EONS strategy and RECaN (Recognising European Cancer Nursing) project. In addition, there were two major policy level strategies launched in autumn 2020: EU4Health 2021-2027 and the EU Beating Cancer Plan. Both documents highlighted the issue of prevention.

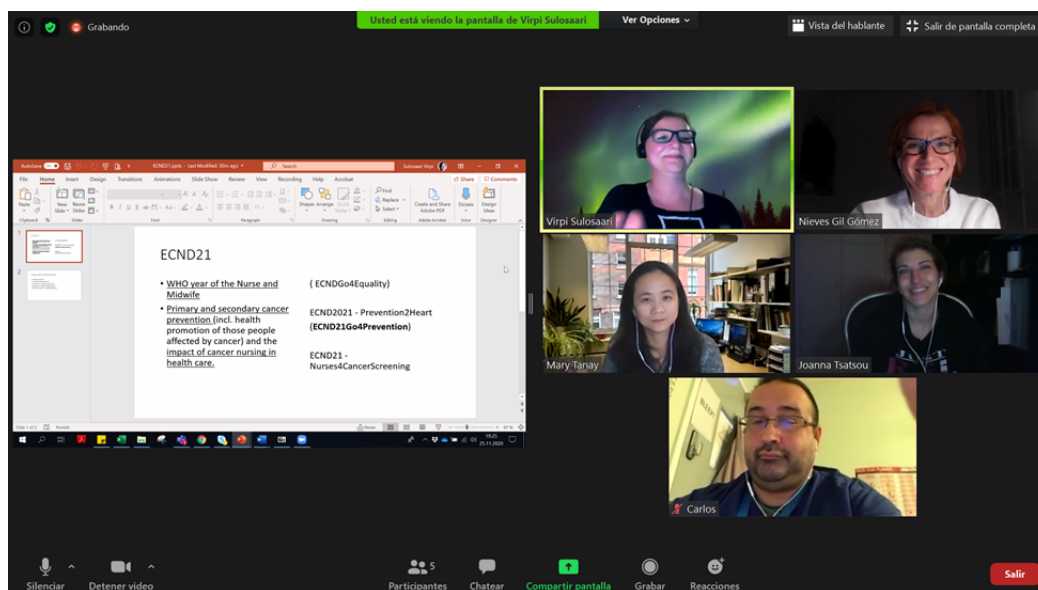
In light of the above, a decision was taken that the ECND theme for 2021 would focus on primary and secondary prevention and cancer nurses' role and impact in prevention of cancer.

Strengthening sustainable cancer prevention in healthcare



Step One – Form the task group

A person to lead of the task group was identified in October 2020, with a view to creating an ECND task group. (One of the members of the task group is always the EONS communication manager.) An invitation was sent in December to all EONS Working Groups (WGs) – Advocacy, Education, Research and Communication, to appoint representatives to the group. As in previous ECND campaigns, we continued to use the hashtag format #ECND20Go4XXXX and for 2021 this became #ECND21Go4Prevention).



Setting up the task group – early stages

Step Two – Preparation by the task group prior the event

Once we had final confirmation of ECND theme i.e. Prevention / health promotion, the task group (TG) members including representatives from all WGs met to develop a Communication Plan (see below) with some objectives for and proposals for **media actions across various communication channels and platforms.**

Structure for a Communication Plan

Identify the main messages the campaign will highlight (e.g. The importance of the recognition of cancer nursing at a European level)

Describe communication objectives (i.e. Creating awareness of the event among target audience)

Identify the target audiences (e.g. cancer nurses, nurse leaders, policy makers)

Identify the Media channels (Society webpage, Twitter, Facebook, Instagram, LinkedIn, YouTube, Newsletter)

Describe the actions/workplan for the media campaign

Generate campaign materials

Create the main messages and highlights of the campaign

Invite members to create communication assets: e.g. video clips and messages for ECND21 day itself

Plan the communication with the members

Make a timeline of the activities and broadcasting campaign messages before, during and after the event

Plan for the assessment of campaign success i.e. an evaluation

The ECND Media Campaign Plan

The TG prepared a Social Media Plan, in line with the Communication Plan, with content for WGs, selecting the main campaign messages. A timetable was also made for sending messages around the event through SoMe and EONS Newsletter.

The TG also updated the ECND Toolkit materials: memes/web banner/posters/email signature etc. to create personalised messages for use by cancer nurses across Europe encouraging them to join our great ECND21 prevention campaign on social media using the hashtag # ECND21Go4Prevention. The ready-made Toolkit makes it easier for nurses to participate in the campaign and some EONS national societies also provided a translated version for their members to use.

The TG also encouraged EONS Board and WG members to create their own short movie clips with their own message about prevention. These were then used as part of the campaign:

Prepare SoMe Movie campaign

- Make a short movie on your smart phone (10-15 seconds) with a message on prevention to be used in promoting European Cancer Nursing Day
- The short movie should have focus on prevention/health promotion, in English with subtitles in their native language
- The TG reviewed and edited the videos to ensure they were in line with the campaign objectives and messages and added the EONS logo.

These videos they were then shared on EONS' and individuals' social networks in the days prior to ECND21 and uploaded to the EONS YouTube channel.



An example of some of the video clips

The TG also called all EONS members/National Societies and other stakeholders to participate in the campaign by:

- Re-tweeting ECND tweets and sending their own tweets
- Visiting the ECND web page and using toolkit materials downloadable from it

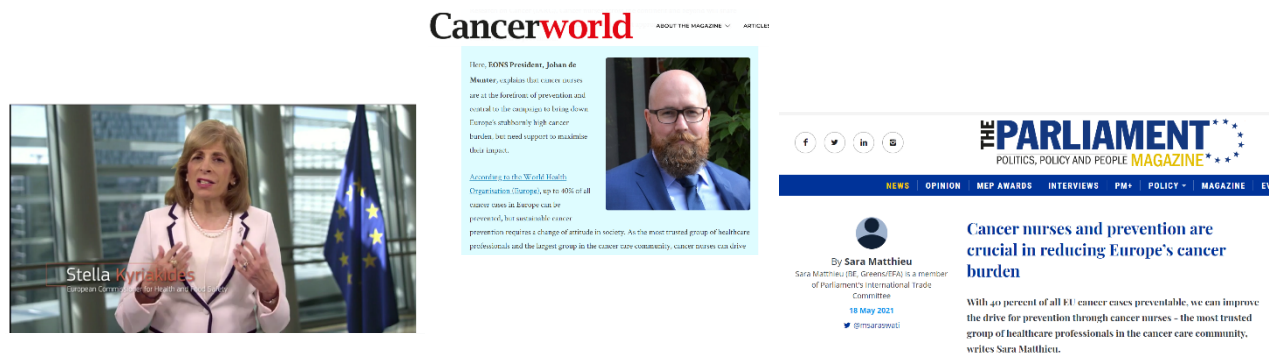
[EONS ECND21 Award](#)

A competition is another way to motivate members to participate. We encouraged cancer nurses to submit a short movie about prevention. For the competition, eligibility criteria (EONS National Societies, their and EONS individual members), instructions for videos and criteria for evaluation of the received videos was provided. In 2021, the prize was free registration to the [EONS14](#) online nursing conference, held with the ESMO Congress 2021 in the September of the same year.

Step Three – Implementation of the actual event

To strengthen the external media output, we secured support for our campaign through an article by EONS President Johan de Munter about ECND2021 and cancer prevention published online in *Cancerworld* magazine. There was also an article in the European Parliament Magazine by Sara Matthieu MEP hailing ECND21 and calling for cancer nurses to be supported in their prevention work. These high profile articles were key to demonstrating support for the campaign by leaders in the field.

It is also important to secure support at the policy level. For ECND2021, an invitation was sent to European Commissioner for Health and Food Safety, Stella Kyriakides, who agreed to supply a pre-recorded message of support. In it, she talks about cancer nurses' 'incredible work, dedication and commitment to better outcomes for patients in cancer prevention and care' and praises them for 'working tirelessly to continue treatment' throughout the Covid-19 pandemic.



European Commissioner for Health and Food Safety, Stella Kyriakides makes a pre-recorded message; and the two high-profile magazine articles.

In the days preceding, during and after ECND2021, messages were generated across SoMe and we received a very positive reception for our campaign message. Many EONS collaborators and stakeholders posted and re-tweeted our messages. Most importantly, EONS members from many different countries participated actively in the campaign.



The campaign takes off across Europe

An evening event on 18 May 2021 was attended by the EONS Board and Working Group members. The agenda included invited speakers and the winners of ECND2021 competition were announced. A cancer prevention quiz enabled virtual participation and added a fun, educational aspect to the event.

Step Four – Analysis of the campaign's impact

Every time you plan and implement a campaign, you learn something. Therefore, it is important to evaluate the success of the campaign. What did we do well? Is there room for improvement? In

the evaluation for example, SoMe performance data can be used as indicators of how well collaborators and stakeholders participated and shared messages supporting the campaign.

We wish you good luck with your future campaigns!



**With thanks to the Communication WG Task Group members who produced this Guide: Virpi Sulosaari,, Nieves Gil, Mary Tanay*