

The EONS-ESMO Campaign

PrEvCan, Cancer Prevention Across Europe

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DECLARATION OF INTERESTS

Lena Sharp

No conflict of interest to declare

The PrEvCan initiative

Initiated by EONS and run in association with key partner, ESMO

Cancer prevention campaign, research, education

- Reach a wider proportion of the European population with evidence-based, reliable information on how to reduce the cancer risk

Raise awareness and knowledge

- General public
 - Vulnerable groups
 - Patients
 - Health care professionals
 - Political stakeholders
-
- EU funding applications highly scored, but cancer nurses and oncologist not seen as leaders in cancer prevention and therefore rejected



The PrEvCan Campaign

12-month cancer prevention campaign based on ECAC

- Campaign materials available in 25 languages
- Graphic designs, brief messages, films, webinars, seminars etc
- Adapted for different target groups

66 partner organisations in 22 countries

- Health care organisations, universities, organisations representing professionals and patients, international, national and regional levels

Levels of involvement by partners

- Support and disseminate PrEvCan materials on social media and other platforms
- Be involved a in one or several campaign activities
- Arrange their own cancer prevention activities

www.cancernurse.eu/prevcan



PrEvCan Focus Group Study among vulnerable subgroups

Focus Group Interviews (FGI)

- Young people with/without own cancer experience
- People with an immigrant background
- People with intellectual disabilities

European Code Against Cancer (ECAC)

- How is it perceived?
- Challenges
- How to reach out?



Cancer Prevention Literacy among Different Population Subgroups: Challenges and Enabling Factors for Adopting and Complying with Cancer Prevention Recommendations - PubMed (nih.gov)

PrEvCan Focus Group Study, general results

- 6 online Focus Groups, 40 participants, 13 countries
- A strong desire to live a healthy life!
- Some cancer risk factors are well known, others not
- ECAC recommendations perceived as overwhelming therefore, difficult to seriously grasp
- More positive communication on benefits with actions rather than being told what to avoid
- Misconceptions, for instance about HPV vaccination, alcohol, radon
- Vulnerability impacts cancer prevention literacy
 - Age, culture, language, socioeconomic status, disabilities
 - Involuntary exposure to cancer risk factors
- Cancer prevention communication need to be better adapted to the target group
- **Conclusions:** Individual recommendations need to be combined with clear support structures (both on individual and societal level). These structures may vary between both individuals and population subgroups

Quotes from the Focus Group participants

I tried to explain that I wanted to cook and eat healthy, but the staff asked if I really had to. Can't you make something easy and quick from the freezer instead? So I did. They don't encourage me to be healthy at all.

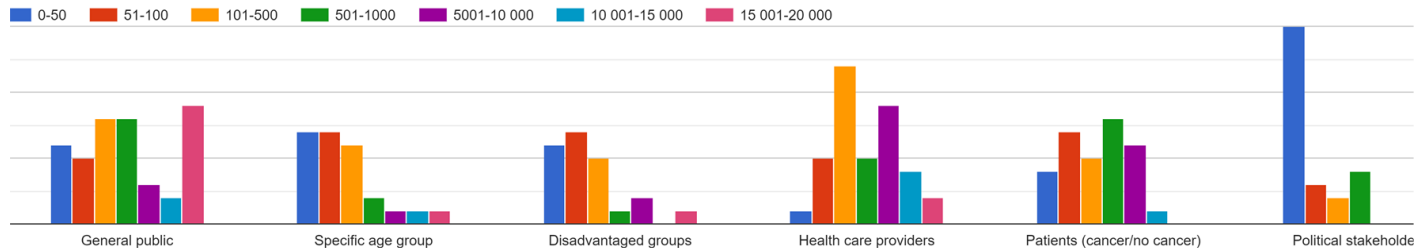
Women with LD

I think every organ in my body and every cell fight it [the cancer] so much so I will be healthy . . . after all that I have been through. So I'm trying to explain my point of view to my friends . . . if they would understand maybe they would leave it and emphasize with me. But I don't know how to say it and how they should take it. Maybe it is not possible.

Young cancer survivor

The PrEvCan campaign, experiences so far

- Large variety of activities, from local small to national and international initiatives
- All 12 ECAC recommendations covered
- We have reached out to the intended target groups!
 - 25 % of campaign activities est. to reach >20 000 people
- Low campaign budget difficult but possible
- Body weight and alcohol mostly controversial risk factors, mainly among health care professionals



A sample of PrEvCan campaign partners early experiences

- *Some increase in the enquiry of **smoking cessation** support services but not significant yet*
- *The campaign **raised awareness** among the public and healthcare workers, but it takes time to act*
- *Increased **knowledge on secondhand smoking** among different subgroup*
- *Too early to say but seems to **reach out more than expected**. Mainly in raising **awareness on bodyweight** as a risk factor for cancer*
- *We are surprised with how many people in the target group we have reached (81 000!)*

A sample of PrEvCan campaign partners early experiences

- *Estonian schools were having issues with students using tobacco. **This campaign supported current discussions on societal and political levels***
- *PrEvCan helped **raising discussions, awareness and health literacy** among the general public, teachers and experts*
- *PrEvCan helped **raising public awareness of the relationship between obesity and cancer***
- *Successful reach out to large target audience*
- ***Large impact** as it was covered in several national TV news and many newspapers*

Potential impact of the event/campaign activities

- *We reached national stakeholders in cancer care, who expressed the interest to learn and support the campaign and stressed the importance of such initiative*
- *As a result of the campaign, the population's awareness of the relationship between cancer and obesity increased. The campaign helped people to achieve and maintain a healthy body weight and monitor waist circumference*
- *As a result of the campaign, the population`s awareness of the relationship between cancer and healthy eating increased. The campaign helped people to achieve healthier eating habits.*

Alcohol and cancer

- National PrEvCan initiative in Sweden, collaboration between several stakeholders
- Survey among the general public
- 109 news paper articles, local and national TV and radio coverage
- Estimated reach out = 7,7 million Swedes

Redan små mängder alkohol ökar cancerrisk

Många svenskar vet inte att alkohol ökar risken för drabbas av cancer. Framför allt missar många att även en låg konsumtion ger en riskökning, enligt en undersökning.

– Forskningen är tydlig. Även en låg konsumtion ökar risken att utveckla cancer, säger Lena Sharp från Regionala cancercentrum i samverkan.

De har tillsammans med bland annat Cancerfonden, Läkarför-

bundet och Systembolaget gjort en undersökning bland allmänheten om hur det står till med kunskapen kring just alkohol och cancer. När de blev svarar att de inte känner till att även små mängder alkohol ökar risken för cancer.

Av de omkring 4 500 personer från hela landet som intervjuats svarar var femte att de inte känner till att alkohol kan öka risken för cancer överhuvudtaget.

I undersökningen, som utförts av Sifo, uppger fyra av tio att de skub-

le dricka mindre alkohol efter helt avstått om de kände till riskerna.

– Vi vill inte komma med peklingar men vill att människor ska ha rätt information om riskerna så att det kan göra medvetna val. De flesta vet att rökning och sot kan leda till cancer men det är sämre kunskap kring alkoholens betydelse.

Många skulle nog vilja veta exakt var gränsen går. Men det går inte att säga och riskökningen är dos- och individställd, berättar Lena Sharp.

– Vi vet att mer är värre än mindre, precis som det är för rökning, säger hon.

Lena Sharp uppmanar till att fundera över vid vilka tillfällen



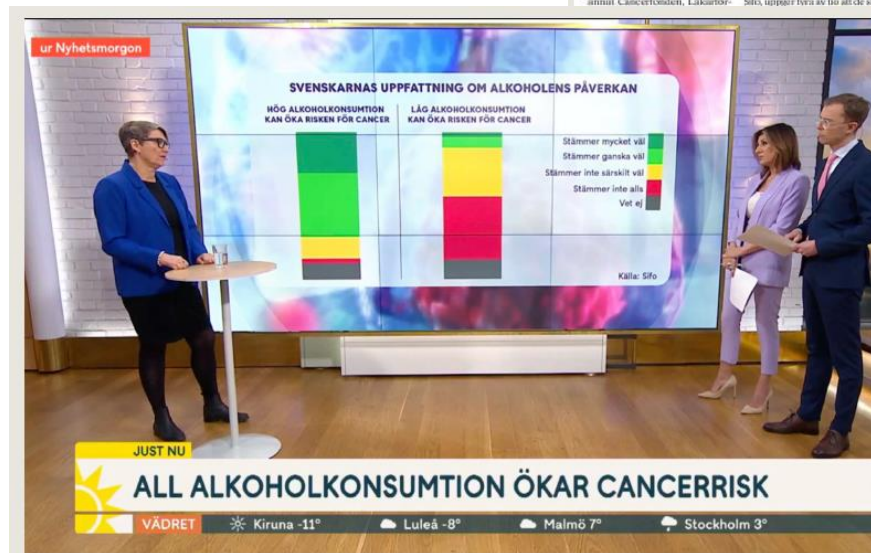
Svenskar har låg kunskap om att även mindre mängder alkohol kan öka risken för att drabbas av cancer. Foto: Javid Poursa/TT

dricka alkohol – bröstcancer, cancer i munhåla, esofagus, struphuvud, matstrupen, tjock- och ändtarms- cancer, levercancer. Redan 1996 klassades alkohol som ett av de cancerframkallande ämnena av IARC, som är WHO:s forskningsorgan för cancer.

Men hur nyttigt och hälsosamt man än lever går det inte att helt undvika risken för cancer.

– Nej den går inte att köpa sig ifrån. Vålligt många cancerfall går inte att påverka. Men genom att inte röka, äta bra, ägna oss åt fysisk aktivitet och dricka mindre alkohol så minskar risken att drabbas, säger Lena Sharp.

Petra Hedbom/TT



Tv4 Nyhetsmorgon, 22 mars

sverigesradio Start Nyheter Poddar & program Direkt Min sida Mer

Studio Ett Start Alla avsnitt Om... Kontakt Textarkiv

Foto: Christine Olsson/TT Nyhetsbyrå.

Ny undersökning: Få vet om att alkohol ökar risken för cancer

6:12 min Min sida Dela

P1 Studio Ett, 22 mars

rint, 23 mars

Success factors, reported by PrEvCan partners

- *Large number of partners and extensive reach out*
- *Pre-prepared, instantly usable and free of charge campaign materials (digital format) that could be adapted to different contexts*
- *Short, evidence-based messages, perfect for Social Media*
- *Trustworthy*
- *Films (rather than posters) seem to reach out best*
- *Great interest in reducing the cancer burden*
- *Students value the experience of working on an actual campaign that went live*
- *The timing was good and there were many participants. Experts were included in these discussions, which added credibility and reach*
- *Using multiple social media and actors from the target group, using humor and positive messages*

The cancer workforce are competent, well respected and trusted and therefore have an important role in improving cancer prevention to reduce the cancer burden

Challenges

- Lifestyle habits are difficult to impact
- Reaching out with information to overloaded societies/communities
- Communication experts often aim at the already preached
- Avoid exposing already vulnerable groups
- Evaluating the long-term impact and sustainability
- Funding



What's happening now?

- Systematic evaluation
- Joint EONS-ESMO position paper with campaign partners on why and how we need to continue focusing on cancer prevention
- All campaign materials are available, many partners will continue
- Cancer prevention = topic for future congresses
- Communication activities





Thank you!

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- ESMO
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