



In Estonia, the international cancer prevention campaign PrEvCan is coordinated and managed by the faculty members of Tallinn Health Care College. A specialist from the North Estonia Medical Centre is allocated for each campaign month to provide professional advice and expertise, while the National Institute for Health Development advises on marketing and communication of the campaign.

The college's team (see photo) has been meeting since November 2021, and the first outcomes are nearly ready, i.e., for October 2022, the key messages focus on the dangers of e-cigarettes; teenagers and their parents have been chosen as the target group of a campaign.

The campaign project has been developed by the nursing students as part of their internship. They participated in training provided by EONS and produced an educational film that will be shown to school children. Afterwards, students will use the collected feedback to write their final thesis based on the research. The entire process is critically supervised and evaluated by experts from the college and the partner hospital.

Similarly, a group of interested students and experts have been brought together to work on creating an additional and replicable information medium or awareness-raising tool in addition to the core campaign messages for each month of the PrEvCan. In a year's time, we will be able to report back on the progress made and valuable experiences gained.

Under the supervision of the faculty, bachelor's students from Nursing and Health

Promotion curricula, and master's students of Health Sciences are involved in conducting project-based practice and/or research on the topics indicated in the PrEvCan timetable, as well as outreach activities on cancer prevention targeting the general population or a narrower target group.

Physicians, nurses, and other health care specialists provide advice and valuable feedback on specific topics.

The College appreciates the excellent support provided by the European Oncology Nursing Society (EONS), which provides the key messages for each campaign month, also translated into Estonian, and international coverage of the campaign.

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