

# PRIMARY PREVENTION IN THE EUROPEAN CODE AGAINST CANCER

Rui Medeiros

*President*

Association of European Cancer Leagues (ECL)

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Primary Prevention Meeting



# **DECLARATIONS**

**ECL**

-  **ECL is independent of any political party or commercial interest.**
-  **ECL's income is primarily through membership contributions, EU-funded projects and joint actions.**
-  **ECL currently receives an Operating Grant from the European Commission under the Third EU Health Programme 2014-2021:**

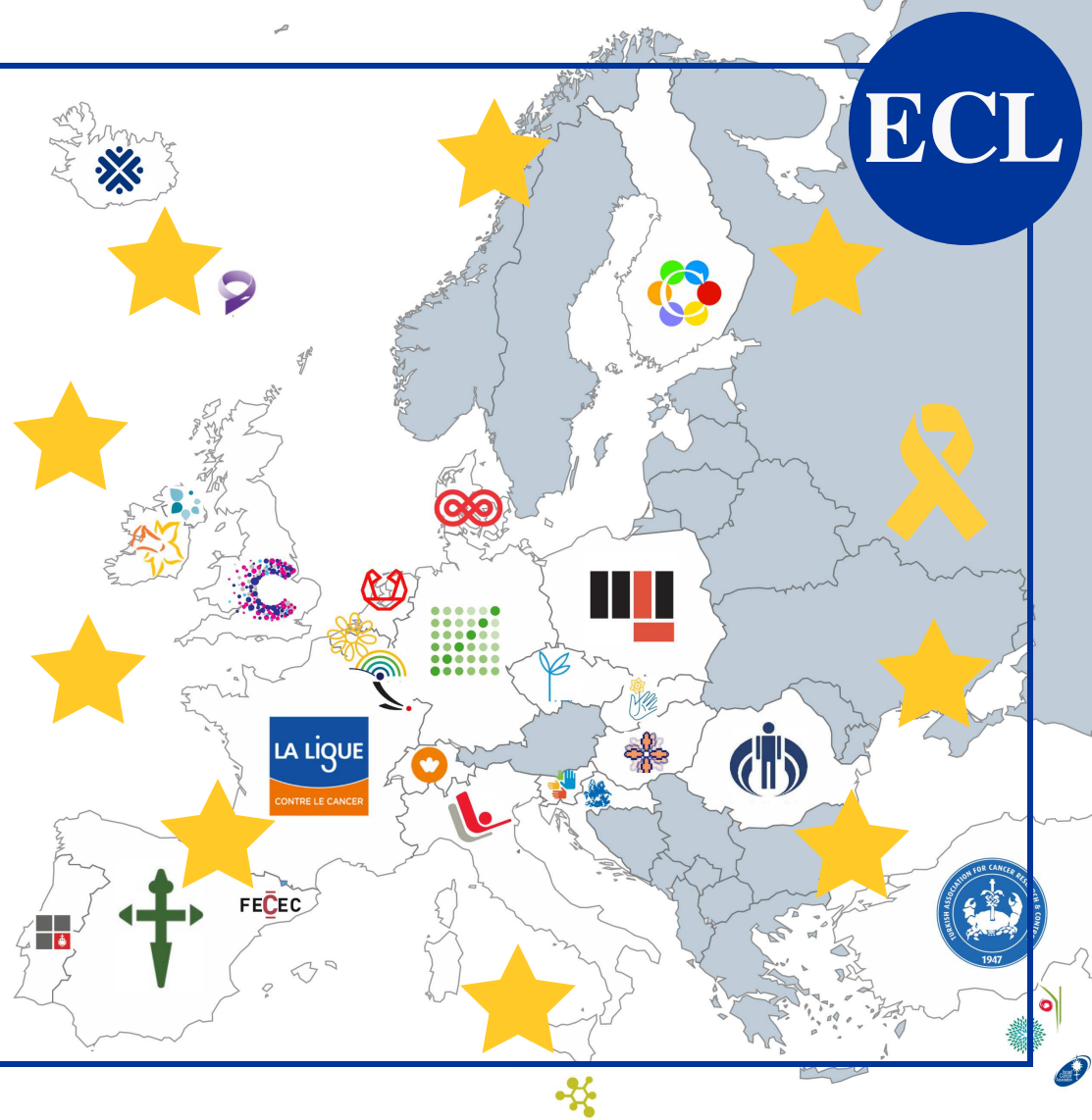
**FPA 2017 (785273)**



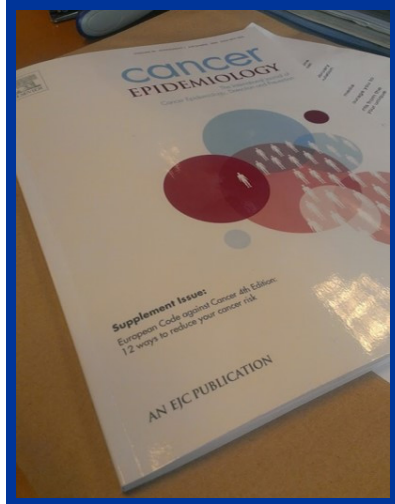
Co-funded by  
the Health Programme  
of the European Union

-  **ECL has an unrestricted education grant with L'Oréal Garnier International.**

- 🌐 Founded in 1980
- 🌐 30 cancer societies in 25 countries in WHO European region (of which 20 EU MS)
- 🌐 8k staff, 300k volunteers, spend €750m a year to fight cancer & represent 570m citizens
- 🌐 Members = non-profits operating across the whole cancer continuum & patient pathway
- 🌐 Cancer leagues are the main resource for the public for cancer control information & services
- 🌐 Vision: 'Europe free of cancers'



# EUROPEAN CODE AGAINST CANCER



The **European Code against Cancer (ECAC)** began in **1987**, currently in its **4th edition** (launched in 2014, coordinated by IARC).

Aim: to inform the public about actions they can take for themselves or their families to reduce their risk of cancer.

**12 messages** most people can follow without any special skills or advice.

The more messages people follow, the lower their risk of cancer will be.

**Estimated 30-50% of cancers are preventable.**

# 12 MESSAGES OF ECAC



Tobacco  
2nd hand exposure

Body mass  
Physical activity  
Nutrition

Alcohol



UV  
Sun safety

Occupational  
exposure

Radon in  
the home

Breastfeeding  
Limit HRT

Vaccination  
HPV (*girls*)  
HBV (*newborn*)

Organised screening  
Breast, Cervix &  
Colorectal - *only*

# PROMOTION OF ECAC

ECL

12

ECAC is a trusted evidence-based tool **free of commercial influence** that provides the most reliable synthesis of the evidence on cancer prevention

12

As well as being a tool for improving **cancer prevention literacy**, the ECAC is used as a for **health policy development**

12

**Awareness ≠ impact** - the impact of the ECAC must **consider its real-world application** as a basis for informing public health actions





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## Evaluation of the impact of the European Code against Cancer on awareness and attitudes towards cancer prevention at the population and health promoters' levels ☆

D. Ritchie <sup>a,1</sup>, M. Mallafré-Larrosa <sup>a</sup>, G. Ferro <sup>b</sup>, J. Schüz <sup>b</sup>, C. Espina <sup>b,1</sup>

<sup>a</sup> Association of European Cancer Leagues (ECL), Chaussée de Louvain 479, Brussels, 1030, Belgium

<sup>b</sup> International Agency for Research on Cancer/World Health Organization (IARC), 150 cours Albert Thomas, 69372, Lyon CEDEX 08, France

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**Table 4**

Dissemination strategies to promote the ECAC according to the geographical distribution of the organisations represented by the 28 promoters interviewed.

|                                                                                         | Number of organisations by geographical region <sup>a</sup> |                    |                                |                                  | Total (Column %) 28 (100) |
|-----------------------------------------------------------------------------------------|-------------------------------------------------------------|--------------------|--------------------------------|----------------------------------|---------------------------|
|                                                                                         | Northern Europe (4)                                         | Western Europe (9) | Central and Eastern Europe (7) | Southern Europe <sup>b</sup> (8) |                           |
| National Cancer Control Plan facilitates the promotion and dissemination of the ECAC    | 0                                                           | 5                  | 7                              | 6                                | 18 (64)                   |
| Wide dissemination to the public in their country/region                                | 4                                                           | 6                  | 7                              | 8                                | 25 (89)                   |
| Dissemination of the ECAC as a cohesive package of 12 recommendations                   | 0                                                           | 2                  | 6                              | 4                                | 12 (43)                   |
| One or more the 12 recommendations has been adapted for the dissemination               | 3                                                           | 3                  | 2                              | 2                                | 10 (36)                   |
| Dissemination via traditional communication materials (e.g. leaflets, posters, etc.)    | 1                                                           | 6                  | 7                              | 6                                | 20 (71)                   |
| Dissemination via specific programmes/interventions targeting the promotion of the ECAC | 2                                                           | 5                  | 4                              | 5                                | 16 (57)                   |
| Dissemination via specific campaigns dedicated to the promotion of the ECAC             | 1                                                           | 3                  | 5                              | 5                                | 14 (50)                   |
| Dissemination via events dedicated to the promotion of the ECAC                         | 0                                                           | 4                  | 3                              | 3                                | 10 (36)                   |
| Dissemination via online platforms i.e., dedicated website and social media channels    | 2                                                           | 6                  | 5                              | 7                                | 20 (71)                   |

<sup>a</sup> <https://op.europa.eu/en/web/eu-vocabularies/th-concept-scheme/-/resource/eurovoc/100277?target=Browse>.

<sup>b</sup> includes Israel.

# THANK YOU!



**CONTACT US**

[ecl@europeancancerleagues.org](mailto:ecl@europeancancerleagues.org)



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