



W A S A B Y

Water and Soil contamination and Awareness on Breast cancer risk
in Young women

M2.1 STAKEHOLDER MAPPING

WP 2 Dissemination: Association of European Cancer
Leagues (ECL)
7-9-2018



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WASABY

Introduction

WASABY (Water and Soil Contamination and Awareness of Breast Cancer Risk in Young Women) is 3-year EU funded project co-financed by the Third EU Health Programme 2014-2020. The project aims to design of a model able to identify areas with higher cancer rates, to study whether pollutant contamination may be a cause for increased cancer risk and develop online primary prevention courses to increase awareness of breast cancer risk amongst girls aged 12 – 19 years old.

The WASABY project partners are:

	Applicant organisation name	Acronym	Country
1 (Coordinator)	FONDAZIONE IRCCS ISTITUTO NAZIONALE DEI TUMORI	INT	Italy
2	ASSOCIATION EUROPEENNE DES LIGUES CONTRE LE CANCER ASBL	ECL	Belgium
3	UNIVERSITÄT ZU LÜBECK	GER	Germany
4	UNIVERSITE DE CAEN NORMANDIE	FRA	France
5	ONKOLOSKI INSTITUT LJUBLJANA	SLO	Slovenia

The WASABY project has three distinct target groups:

1. **Cancer registries** – key actors and receivers of WASABY project outputs and outcomes.
2. **Public health managers** – public health policy and decision makers in Europe;
3. **Young girls and adolescents** – girls aged 12-19 years old who will be targeted for the online training course.

In order to reach the target groups and to communicate the progress and achievements of the project, it is necessary to identify key stakeholder organisations. A stakeholder is understood to be someone who has an interest in an organisation, programme, or project. Stakeholders either affect, or are affected by, the tasks and outcomes of the organisation, programme, or project. In the context of WASABY, stakeholders have the potential to be broadly defined across three axes:

- micro scale - a key target group that is directly involved in, or engaged by, the project;
- meso scale - intermediaries that are communicated with to reach one or more of the target groups; and
- macro scale - organisations who can help disseminate the existence and achievements of the project.





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Target groups

Cancer Registries

Over 150 European Cancer registries (CRs) in the EU intercept the main data flows generated by administrative and healthcare facilities to provide cancer basic indicators as incidence, mortality, survival, and prevalence, which constitute a key tool for estimating the burden of cancer in populations. In WASABY, CRs can investigate a topic of high relevance in public health: the study of cancer risk using geographical analysis on European level. Key activities focus on a) analysing CRs data, b) the definition of a replicable model of spatial analysis to be used by CRs and c) on correlating CRs data with environmental data. For these actions, CRs are both data providers and target of results.

Given the crucial role of this group in the project, CRs will be addressed at the micro scale by direct email contact, via professional contact (including at conferences, events, and seminars), and via the newsletters and communication channels of CR networks, such as the European Network for Cancer Registries (ENCR). In terms of stakeholder identification for project communication purposes (see annex for list of organisations), CRs can be categorised as follows:

- CRs participating in the project
- CRs not participating in the project
- Networks of CRs.

Public health managers

Public health managers are understood as those actors directly implicated in the frame of national and European-wide policy-making or shaping public health-relevant legislation at the national and European levels. Public health managers have a significant interest in the WASABY project in two ways: firstly, by aiming to study, standardise and promote a new analytical method among the CRs in Europe, WASABY has the improvement of the cancer information system as one of its expected outcome, which will offer public health managers a key element for the improvement of the European citizens' health. Secondly, with the production of breast cancer maps, national and regional health policy makers will receive a tool enabling them to target breast cancer preventive actions at best which have the potential to translated to any cancer site.

Public health managers will be primarily addressed at the meso scale, meaning that this target group will be communicated to predominantly by intermediary organisations, networks, and groups. Indicative channels for communication will come through engagement with the European





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Parliament interest group on Cancer – MEPs against Cancer; the European Committee of the Regions; WHO networks such as the Health Cities network, and Regions for Health network.

In terms of stakeholder identification for project communication purposes (see annex for list of organisations), this target group can be reached through the following:

- EU institutions, advisory bodies, and agencies
- Health professionals' associations and networks
- International agencies
- Public sector networks

NGOs in the cancer, public health and environmental domain can also be helpful intermediary organisations to reach this target group.

Young girls & adolescents

One of the main objectives of the project is to design and implement an online training module for school-age girls (aged 12-19 years old) that promotes breast cancer risk prevention actions and awareness. The training will be developed in consultation with a sample of the target group and targeted at specific countries and localities selected based upon the outputs of the project's work with CRs.

This target group will be addressed at both the meso scale and macro scale, meaning that communication will be focused on intermediary organisations, networks, and groups to make specific efforts reach the target age group, and global dissemination of the project to reach possible intermediaries not directly identified by the project, and potentially the target age group themselves.

Indicative channels for communication will come via the engagement of cancer leagues in their health education outreach work, whilst collaboration of youth and education NGOs to disseminate the project through existing communication channels. At the EU level, tools such as the health policy platform and European Youth Portal will offer a forum for reaching stakeholders capable of informing the target groups about the training outputs of the WASABY project.

In terms of stakeholder identification for project communication purposes (see annex for list of organisations), this target group can be reached through the following:

- Cancer specific NGOs (notably cancer leagues)
- Educational & youth specific NGOs
- Public sector networks (for example, schools for health network).





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Communication channels and tools

WASABY COMMUNICATION TOOLS & CHANNELS

METHOD	TARGET	WHY	WHERE	WHEN
<p>Brand identity pack</p> <p>Professionally designed project logo, PowerPoint slide deck and other promotional tools (e.g. Facebook banner, business card, etc.) for use for project partners.</p>	Project partners	Promoting project	Project website Email	M3
<p>Project Information Leaflet</p> <p>Short, attractive, including a section adaptable to local sites' organizational features, including information on the trial and reference to the project's website.</p>	Interested stakeholders	Inform about project	Printed and available for dissemination at conferences PDF available on project website and partners' websites	M5
<p>Briefing note on WASABY</p> <p>Concise introduction to the project to inform cancer leagues, as a key stakeholder, about WASABY and encourage their active participation in the project implementation.</p>	Cancer Leagues	Inform about project and encourage participation Engaging stakeholders	Available in PDF on project website Disseminated by email to cancer leagues	M9
<p>Explainer Video</p> <p>"Cartoon" format, simple and attractive, explaining the project</p>	Interested stakeholders Public	Inform about project Raising awareness of topics Engaging stakeholders	Project website	M13



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METHOD	TARGET	WHY	WHERE	WHEN
<p>Social Media</p> <p>Promote the courses, in line with the needs and preferences of the target group. The project acronym (WASABY) used to design a clear and distinctive identity for the online courses and project identity that will be communicated to the target group through the most popular social media platforms.</p>	<p>Interested stakeholders</p> <p>Target group of girls and adolescents</p>	<p>Inform about project</p> <p>Encourage interest in online training course</p>	<p>Facebook &/or Instagram</p>	<p>From M13</p>
<p>Promotional flyers and posters</p> <p>Tailored materials, infographic leaflets, and posters will be provided in the language of the target country which will aim to refer the target group to the online course.</p>	<p>Interested stakeholders</p> <p>Target group of girls and adolescents</p>	<p>Inform about project</p> <p>Encourage interest in online training course</p>	<p>Printed and available for dissemination at conferences</p> <p>PDF available on project website and partners' websites</p>	<p>M24</p>
<p>Online training course</p> <p>Develop an online primary prevention courses to increase awareness on breast cancer risk to girls from 12 to 19 years of age.</p>	<p>Girls aged 12-19 years old</p>	<p>Project deliverable</p>	<p>Special section of website or dedicated micro-site</p>	<p>M28</p>
<p>Lay version of final report</p> <p>Easy guide to the project's main achievements and results.</p>	<p>Public</p> <p>Stakeholder organizations</p>	<p>Project deliverable</p>	<p>Project and partners' website</p> <p>Stakeholder websites</p>	<p>M36</p>



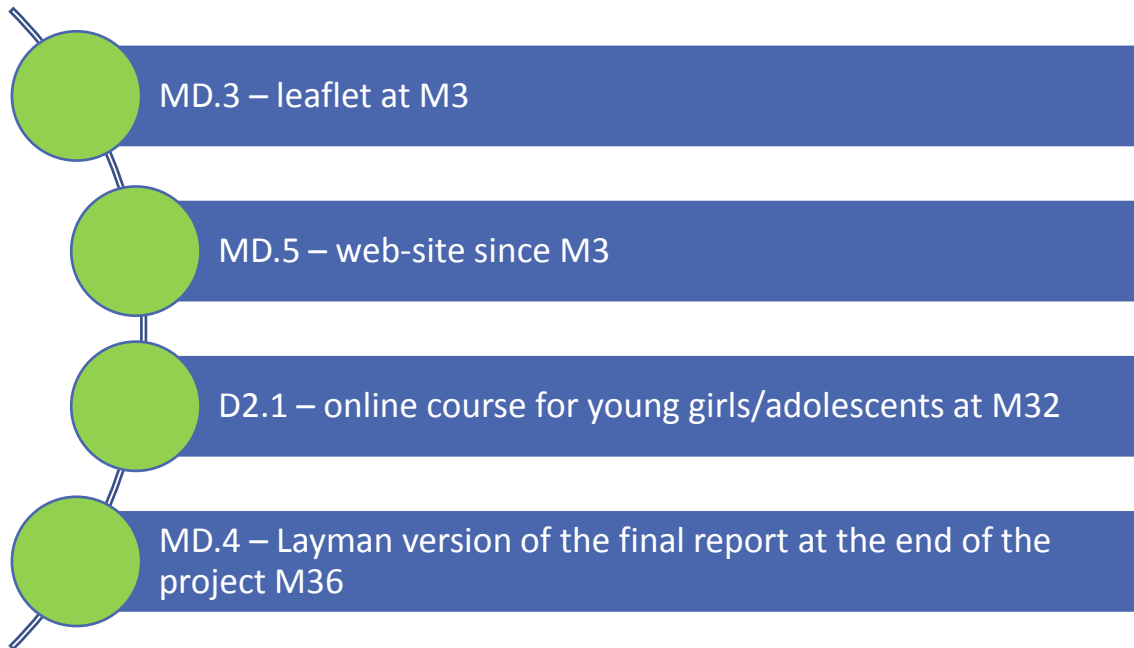
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METHOD	TARGET	WHY	WHERE	WHEN
<p>Press releases</p> <p>Press releases will be drafted in English and the language[s] of the target countries to promote the key developments in the project.</p>	Media	<p>Inform about project</p> <p>Disseminate results</p>	<p>Project website</p> <p>Conferences</p> <p>E-mail</p>	<p>Results delivery</p> <p>Launch of online courses</p> <p>“Opportunity windows” e.g. breast cancer awareness month, World Cancer Day, European Week Against Cancer, national breast cancer days/weeks, etc.</p>
<p>Newsletter(s)</p> <p>Content regarding the project will be provided for project partner’s newsletters and newsletters of stakeholder organizations.</p>	<p>Health Professionals</p> <p>CRs</p> <p>Policy makers</p> <p>Stakeholder organizations</p>	<p>Updating on project progresses</p> <p>Disseminating results and recommendations</p> <p>Putting relevant issues in policy makers’ agenda</p>	<p>E-mail</p> <p>Project website</p> <p>Partners’ websites and social media accounts</p>	<p>Periodically, along the project’s timeline</p> <p>“Opportunity windows”</p>
<p>Scientific articles, letters to editor, commentaries, presentations</p> <p>Key dissemination outputs by project partners engaged in the scientific output of the project</p>	<p>CRs</p> <p>Scientific community</p> <p>Health Professionals</p> <p>Policymakers</p>	<p>Raising awareness</p> <p>Promoting the project</p> <p>Updating on progress</p> <p>Disseminating results and recommendations</p>	<p>Scientific journals</p> <p>Specialized press (grey lit.)</p> <p>Conferences and events</p>	<p>Results delivery</p> <p>“Opportunity windows”</p>



Timeline

As per the project protocol, the deliverables linked to the dissemination work package (WP2) of the WASABY project are listed below:



The milestones to be reached by this WP are:

