



W A S A B Y

JOIN OUR BETA

& win the chance to amazing prices



WASABY App Beta Testing

Social media evaluation & feedback analysis

May & June 2020

Association of European Cancer Leagues (ECL)

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BACKGROUND

PREVENTION OF NCDs AND THE ROLE OF DIGITAL HEALTH INTERVENTIONS

Non-Communicable Diseases (NCDs) currently pose one of the biggest threats to health and development globally. Billions of people around the world are affected by NCDs, and at all stages of the life course, from childhood to old age. Moreover, these diseases are largely preventable through public policies that tackle four main risk factors: tobacco use, harmful use of alcohol, unhealthy diets, and physical inactivity (*It's time to walk the talk, WHO 2020*).

Digital health, or the use of digital technologies for health, has become a salient field of practice for employing routine and innovative forms of information and communications technology (ICT) to address health needs. Mobile phone technology can be harnessed to influence behaviours that can enhance children and adolescents' health literacy on NCD risk factors and therefore help control the world's biggest killers: NCDs (*Recommendations on digital interventions for health system strengthening, WHO 2019*).

ABOUT WASABY PROJECT

WASABY (*Water & Soil (WS) pollution & Breast cancer (BC) in young women*) is a 3-year pilot EU project, which began in January 2018 and aims to:

1. collaborate with population-based cancer registries to identify areas of high breast cancer risk;
2. improve the use of deprivation indexes in spatial analysis by cancer registries to help understand the influence of socio-economic status;
3. prepare an ecological study on the association between water and soil contamination and breast cancer risk;
4. prepare an educational tool to promote cancer prevention messages to young females aged 13-19 years old (with a focus on established risk factors only).

The Association of European Cancer Leagues (ECL) is leading the [work package 2 on dissemination](#) and is responsible for one of the [outcomes of the WASABY project](#) - the development and dissemination of an online course for young girls/adolescents to be developed in cooperation with cancer leagues and validated by the target group. After thorough discussion with all involved stakeholders, it was decided to develop a digital tool to promote more generally cancer prevention messages to adolescents across Europe.

Recognising the increasing NCDs burden, and particularly cancer in Europe, we hypothesized that novel digital health interventions could be beneficial to promote healthy lifestyles and cancer prevention among youth.

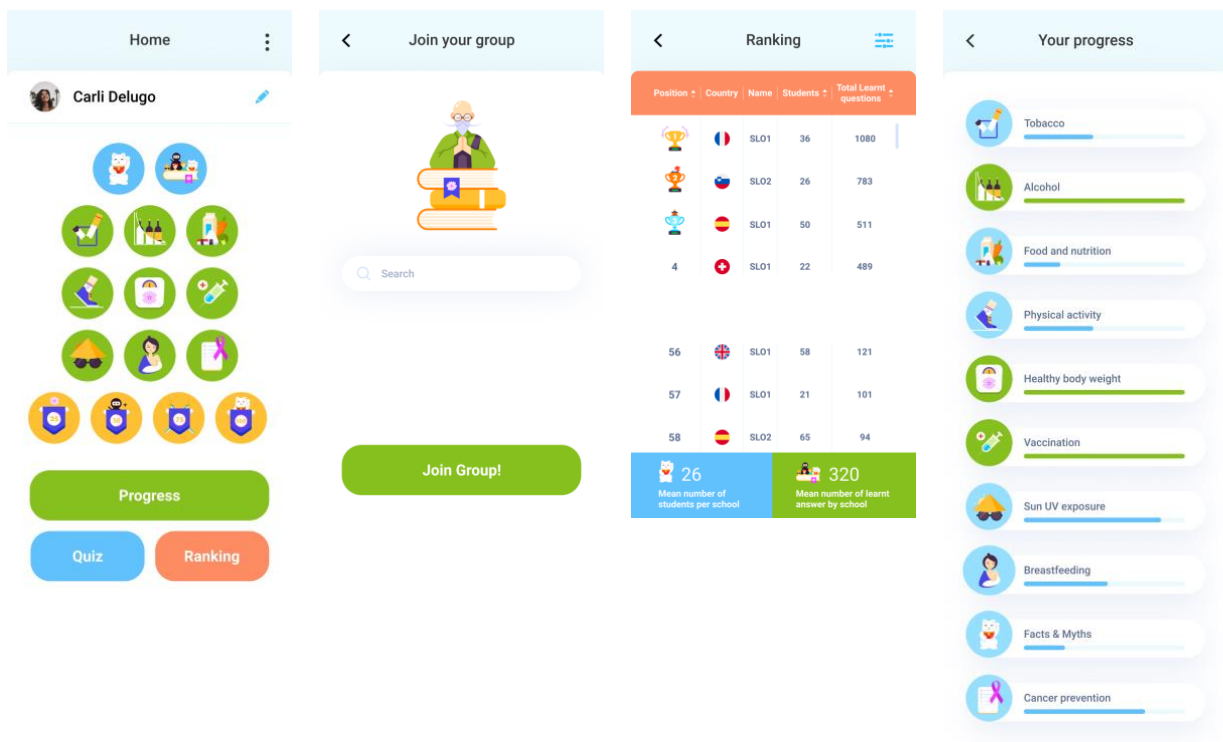


ABOUT WASABY APP

The [Association of Cancer Leagues \(ECL\)](#) has developed a digital health educational tool with a gamified strategy. Based on the messages within the [European Code Against Cancer \(ECAC\)](#), the WASABY mobile application (hereafter “WASABY app”) delivers information on healthy lifestyles and cancer prevention.

Following a Duolingo-style, gamified method of teaching, the app consists of 10 modules of interactive content and quizzes. After each module is completed, reward badges are unlocked. Real-time information on progress is tracked, creating an international ranking list of ‘top learners’ around Europe.

The app is aimed at young healthy adolescents resident in the European Union and aged approximately 14 -19 years old. The app does not provide medical advice for cancer patients or any other vulnerable or sick populations. WASABY app is currently available on Google Play Store and downloadable on Android devices, and the pictures below depict its interface and wireframes.



APP TESTING & OUTREACH

An app testing (hereinafter referred as “beta testing”) outreach was designed to gather feedback on the comprehensibility and suitability and of the WASABY app’s content from the target population. The beta testing also hoped to build excitement about the mobile application in view of the official launch in Autumn 2020.

GENERAL STRATEGY OVERVIEW

According to the WASABY project indicators, a minimum target was set to collect answers from 60 individuals residing in 5 different countries. The table below summarises the process indicators under SO-5 on the design of online courses on cancer risk factors awareness.

Specific Objective Number	SO-5	
Specific Objective	Design courses on breast* cancer risk factors awareness	
Process Indicator(s)		Target
Number of target countries where promoting the online course		>=5
Number of participants per target country taking part in “alpha test” of online course		>=15
Number of participants per target country taking part in “beta test” of online course		>=15
Mean age of participants to testing phase		14.5 y

* Scope of the project was expanded to include generally cancer prevention content.

The WASABY app beta testing was announced on 27 May 2020 during [European Week Against Cancer](#) and remained open until 10 June 2020. As an incentive, the beta testing included a prize draw which took place on 18 June 2020.

A dedicated page on ECL’s website, including detailed instructions to join the beta and the [prize draw’s terms and conditions](#), was set up on 26 May 2020. The original webpage content can be found below. The beta testing was directly promoted through Instagram via [@cancercode](#) - the official handle of the European Code Against Cancer.

All 65 [ECL Youth Ambassadors](#) and selected cancer leagues (i.e. [Fondation Cancer Luxembourg](#), [Association of Slovenian Cancer Societies](#), [Portuguese League Against Cancer](#), [Irish Cancer Society](#)) were encouraged to disseminate the beta-testing call to the target group through their own channels.

Young people aged 14-19 years (as of 31 May 2020), residing in the European Union (regardless of their nationality), with an advanced knowledge of English and an Android mobile device could sign up to participate in the beta test by emailing WASABY@europeanancerleagues.org – an alias managed by ECL Research Associate and ECL Cancer Prevention Manager.



INSTAGRAM PROMOTED POST

The ECL secretariat advertised the beta test of the WASABY app via a promoted post on [@cancercode](#) which included a call-to-action button driving traffic to the dedicated WASABY webpage on ECL's website and a caption encouraging Instagrammers to (i) follow @cancercode, (ii) trying the app by going through the 10 modules and earning all reward badges (iii) fill in a feedback survey.

Below is the image and caption of the promoted post used to target and attract potential beta testers.

📣 PRIZE DRAW 📣 Between 14-19 years old? Looking for a fun way to learn about #healthy lifestyle choices? We're celebrating the European Week Against #Cancer, so how about testing our game app for a chance to win a 20€ Amazon gift card? 📺 🎁

How do I become a beta tester?

- 1 Follow us on [@cancercode](#)
- 2 SIGN UP by emailing [wasaby\(at\)europeancancerleagues.org](mailto:wasaby@europeancancerleagues.org)
- 3 Download the WASABY beta-app (only for Android)
- 4 Give us feedback!

Easy, right? 😊

📧 SIGN UP by emailing [wasaby\(at\)europeancancerleagues.org](mailto:wasaby@europeancancerleagues.org) and share it with your friends 🙌

T&Cs: closing date 10 June 2020 at midnight, open to young people aged 14-19 years resident in the European Union, 5 winners will be randomly selected & contacted by email. More info <https://bit.ly/wasabyapp>.

About: WASABY is an educational app to help young people learn the messages within the European Code Against Cancer and how to follow a healthy lifestyle.

🍀 Best of luck! 🍀

#EWAC2020 #cancerprevention #betatesting, #tester, #betatester, #testmyapp, #apptesting, #mobileapptesting #openbeta #newbetatest #newlaunch #applauch #healthapp #WASABYapp #healthy #healthylifestyle #cancercode #prizedraw #amazon #health #education #lifestyle

The graphic features the WASABY logo at the top. Below it, a green banner contains the text 'BETWEEN 14-19 YEARS OLD? JOIN OUR BETA. WIN BIG.' To the right, a cartoon character in a green lab coat is surrounded by various health-related icons. Text next to the character asks 'What are you waiting for?' and 'Become a beta tester for a chance to win amazing prizes!'.

WEBSITE LANDING PAGE

A dedicated page on ECL's website, including detailed instructions to join the beta and the [prize draw's terms and conditions](#), was set up on 26 May 2020.

The original webpage's content used for promoting the beta testing between 27 May and 18 June 2020 is available on annex 2.





INSTRUCTIONS TO BETA TESTERS EMAIL

Beta testers who signed up to participate in the beta test by emailing WASABY@europeancancerleagues.org received an email like the template below indicating the steps to be followed to engage in the beta testing and to participate in the incentivized EWAC prize draw.

Dear beta tester,

We're happy to hear about your interest in **WASABY app testing**! Are you a young European aged between 14 to 19 years old? Would you like to learn more on how to have a healthy lifestyle and prevent cancer? Moreover, are you interested in entering the prize draw of 5 amazon vouchers of 20€ each?

If the answer is YES, OF COURSE, then follow this **three simple steps**:

1. Follow ECL's instagram account [@cancercode](https://www.instagram.com/cancercode).
2. Download and fully complete the WASABY app beta version (please note it is only available on Android's Play store, <https://play.google.com/store/apps/details?id=com.salumedia.wasaby>)
3. Complete the WASABY app feedback form provided upon the app completion (available [here](#) using the password **WASABY2020**). Please note the survey setting will only allow responses from the 27th May to 10th June.

Easy, right? Then go for it! You have time till the **10th of June 23:59 pm CET** to complete all three steps! Have any more questions? Please find more info on WASABY app and the prize draw terms & conditions on our [website](#).

Looking forward to reading through your feedback!

✿ Best of luck! ✿

The ECL WASABY team



SOCIAL MEDIA EVALUATION

KEY INDICATORS OVERVIEW

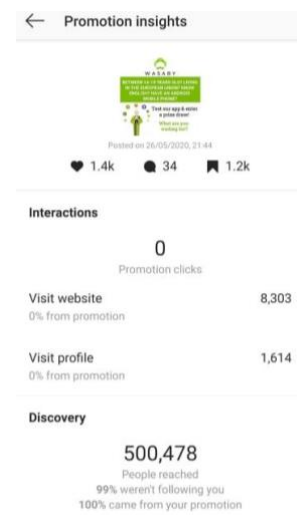
- **7,832** unique page views¹ of the [WASABY project webpage](#) on ECL's website between 27 May - 18 June 2020
- **500,478** people reached² by the [promoted post on Instagram](#) between 27 May - 10 June 2020
- **1,582,446** impressions³ of the promoted post on Instagram between 27 May - 10 June 2020
- **1,395** likes of the promoted post on Instagram between 27 May - 10 June 2020
- **500+** installations of the app from [Google Play Store](#) between 27 May - 10 June 2020
- **260** people expressed an interest in becoming beta testers
- **83** people completed the beta test (of which 71 were eligible for the prize draw)
- **24** EU Member States represented by beta testers

INSTAGRAM @CANCERCODE

The follower base of @cancercode saw a dramatic surge because of the promoted post. The account gained 396 new followers in with 485 followers in 17 days – passing from 485 followers on 26 May 2020 to 881 on 12 June 2020.

This ensured that young people could engage with other prevention-focused content posted during [European Week Against Cancer](#).

Overall, the promoted post on Instagram, with a budget of €375 for 15 days, performed successfully by getting good traction and driving user engagement. It also successfully drove Instagrammers to ECL's webpage – with the WASABY project webpage gaining more views than European Week Against Cancer's page.



By the end of the promotion campaign on 10 June 2020, the promotion insights below were recorded:

Post	People reached	Impressions	Likes	Comments	Views
Promoted post	500,478	1,582,465	1,395	31	-
Prize draw post	568	663	34	2	316
Total	501,046	1,583,128	1,429	33	316

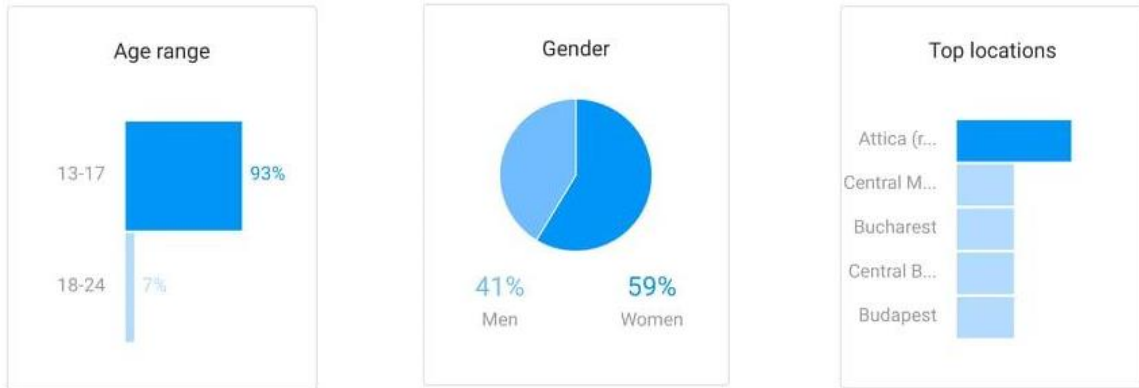
¹ Unique page views refer to the number of sessions during which the webpage was viewed at least once.

² The number of people who saw the Instagram post

³ The number of times that the promoted post was seen on Instagram



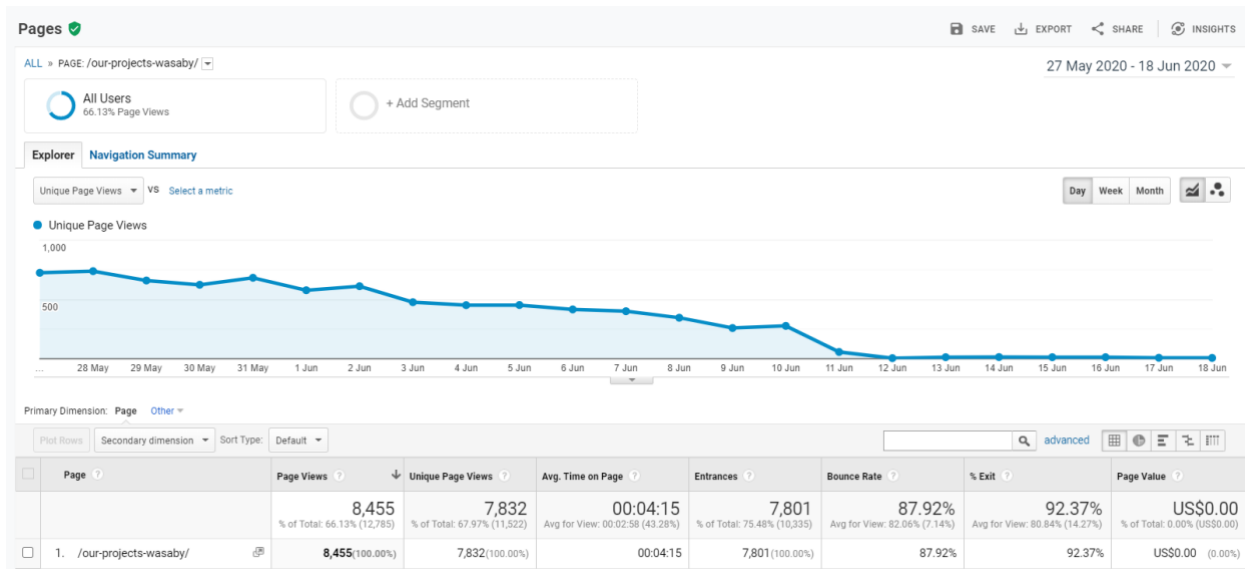
Below is more information about the promoted post's **audience** and the analytics for that post:



WASABY APP WEBSITE PAGE

Between 27 May and 18 June 2020:

- 66,13% of visitors to ECL’s website viewed the page dedicated to promoting the WASABY app’s beta testing and describing the EU-funded WASABY project.
- The webpage had 8,455 views (of which 7,832 were unique) with visits lasting on average 04:15 minutes



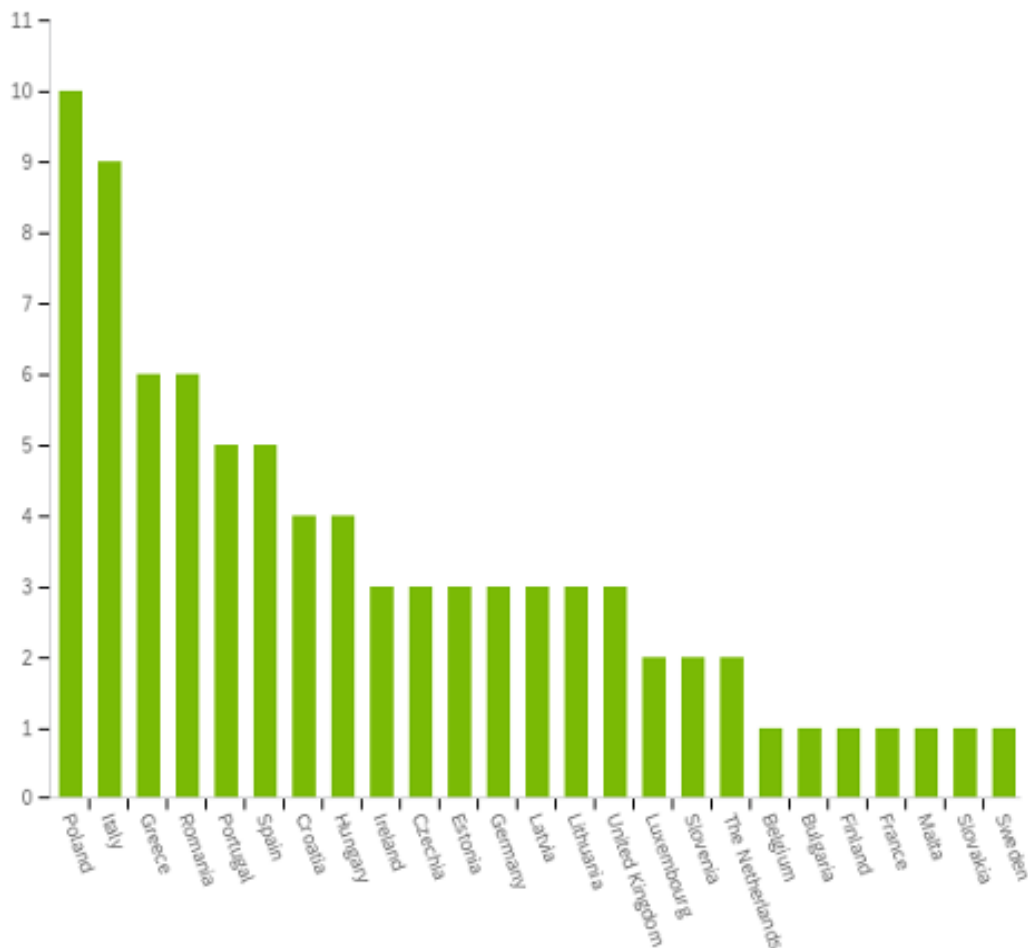
APP TESTING FEEDBACK ANALYSIS

A 19-items questionnaire was developed on Qualtrics platform in order to assess the comprehension and content adequacy of WASABY app within the target population (young healthy adolescents resident in the European Union and aged approximately 14 -19 years old). Beta testers were provided a password-protected link to the survey upon expression of interest received via the wasaby@europeanleague.org alias email.

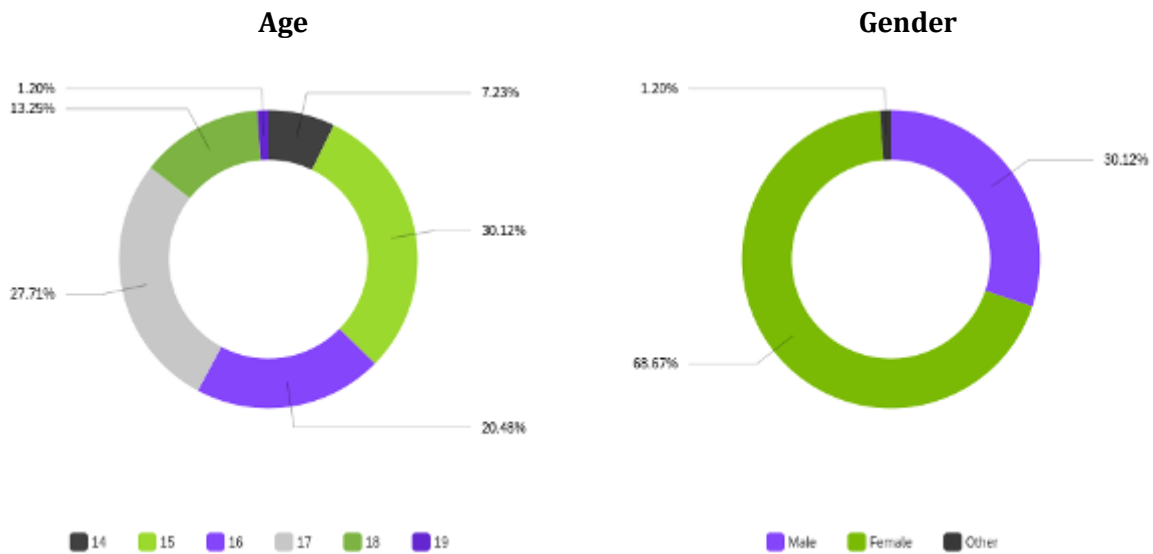
The full questionnaire outline can be found on annex 2. Below, a summary of the sample demographics and the beta testing results is depicted.

SAMPLE DEMOGRAPHICS

83 beta testers from 25 out of 27 (93%) different EU member states provided feedback through an anonymous survey designed on Qualtrics.



The sample was representative of the entire target age range, having representatives from 14 to 19 years old, although the older cohort (18-19 years-old) was significantly smaller. Predominantly the female gender was represented (68.67%), identifying the rest as male (30.12%) and other (1.20%).

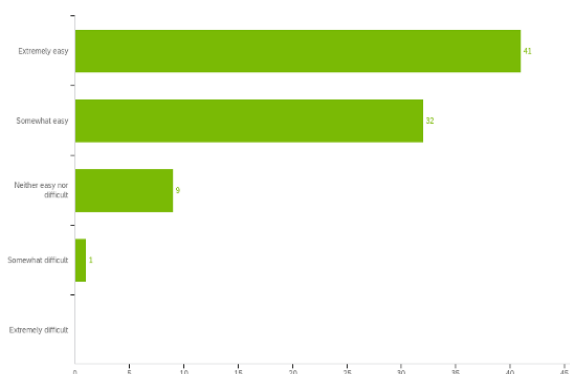


Remarkably, most beta testers were not native English speakers (72 out of 83). Given that only 15% of the sample reported being English native speakers, it was difficult to assess whether language barrier could act as a confounding factor in regard to content comprehension

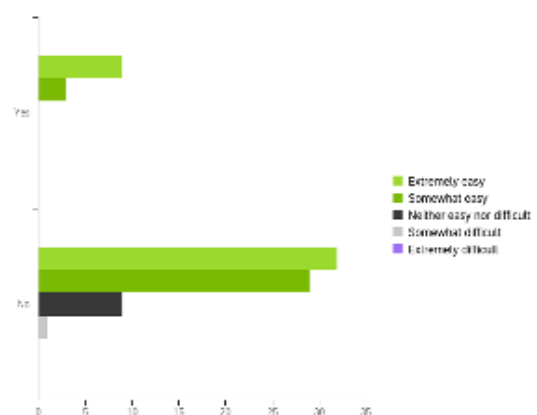
BETA TESTING RESULTS

Generally, over 90% of beta testers reported to be “extremely satisfied” or “moderately satisfied” with the early access to WASABY app. In terms of accessibility, 41% reported it to be “extremely easy” to use the WASABY app, 38% “somewhat easy”, 11% “neither easy nor difficult” and only 1.20% “somewhat difficult”. These responses were independent of age, and data suggests non-native English speakers could have some level of added difficulty due to language barriers.

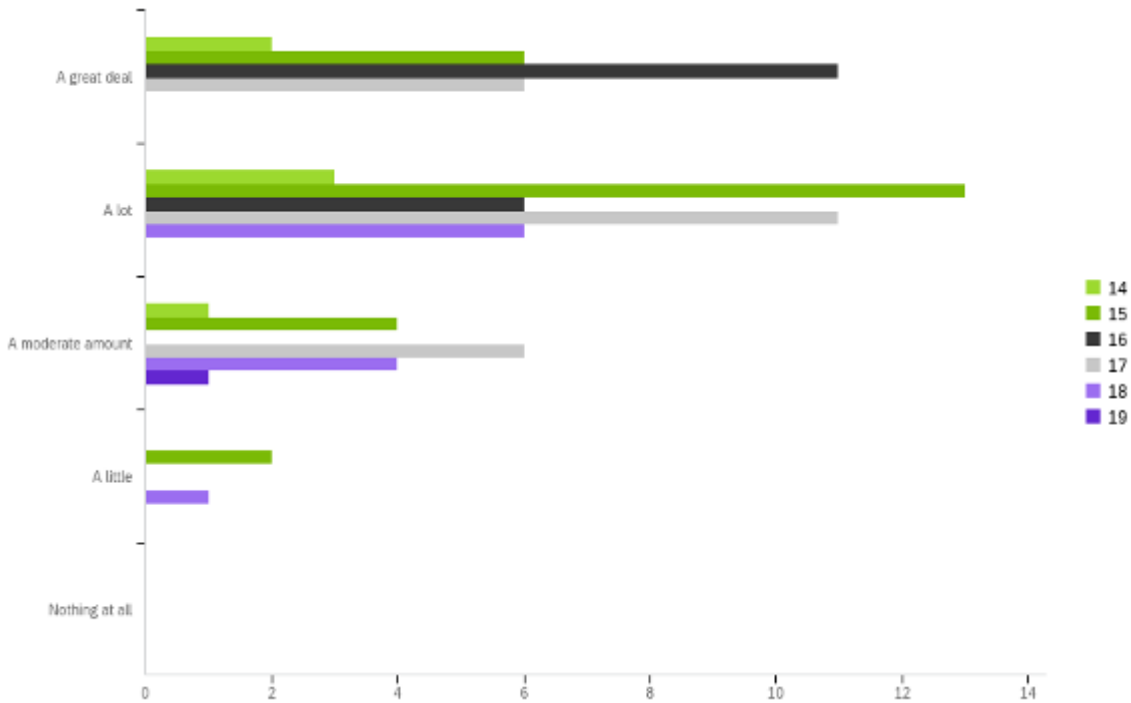
Question 6 “how easy or difficult was it to use WASABY app” general results



Question 6 “how easy or difficult was it to use WASABY app” results by native (yes) or non-native (no) speakers



When asked about how much did beta testers learn, 76% report “a great deal” or “a lot”, and when stratifying results by age, older testers (18-19 years-old) seem to learn less out of the WASABY app. It is remarkable that no user reports to have learnt “nothing at all” (0%). No apparent differences appear when assessing differences between native and non-native English speakers in this regard.

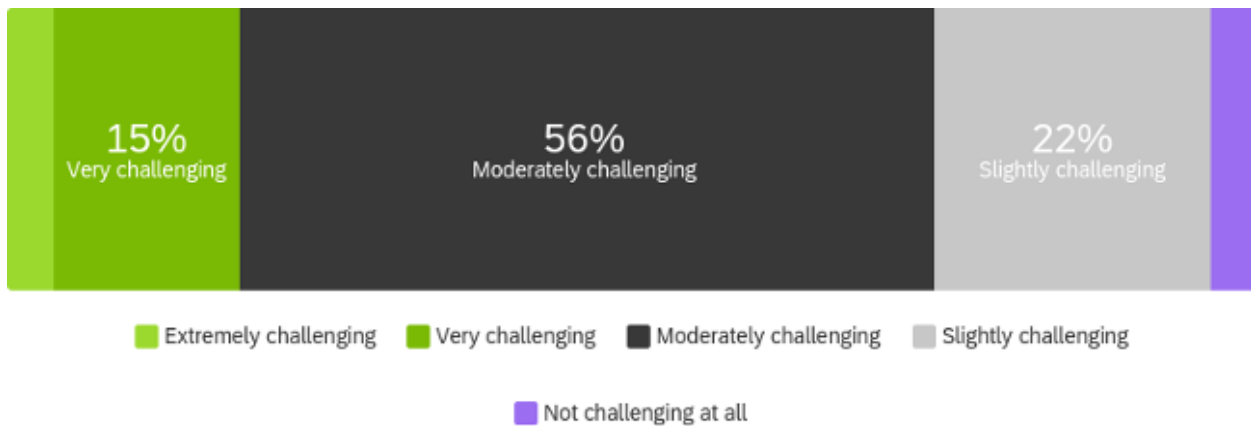


The 3 modules that were ranked the most interesting and/or useful were modules 9 on “Mythical causes of cancer” (14.52%), 3 on “Healthy eating” (12.45%) and 4 on “Physical activity” (10.79%). Interestingly, some male users reported it to be interesting to know more about breastfeeding, although no striking differences were observed when comparing results by gender or age.

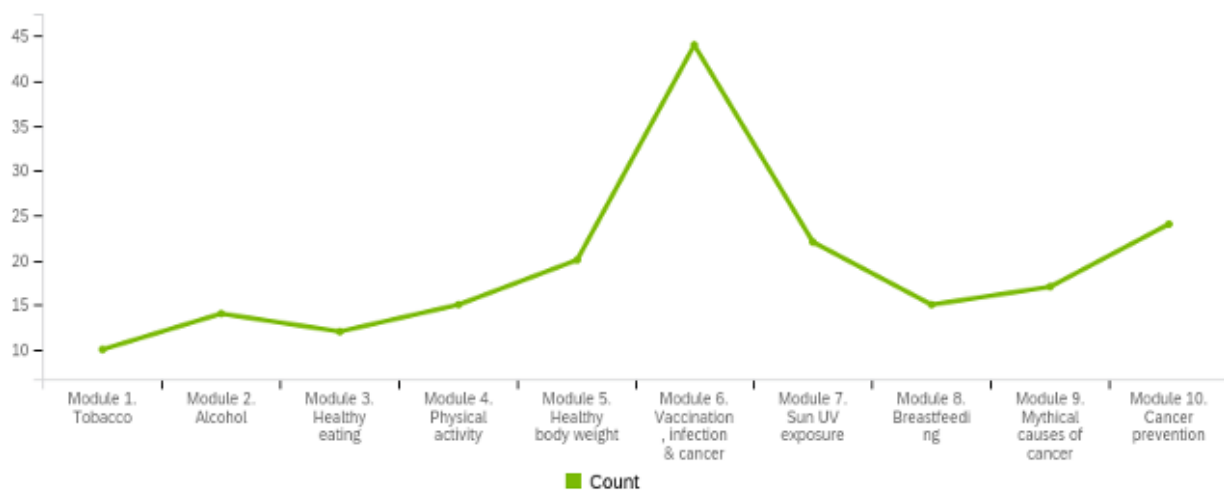


When asked about how challenging was the content showcased in the WASABY app, the gross majority found it moderately challenging (56%), with only 3.70% reporting it to be “extremely challenging” and 3.70% “not challenging at all”. The results depict a normal distribution desirable when designing such

digital health intervention. No apparent differences were observed when comparing results by gender or age.



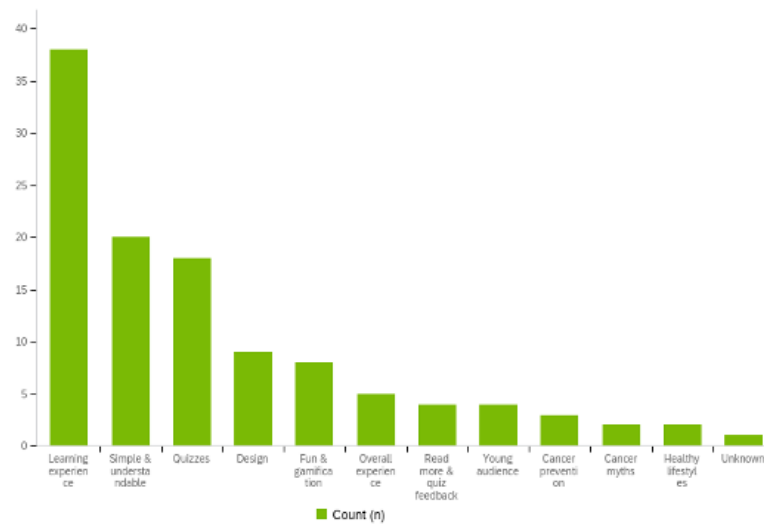
The 3 modules that were ranked the most challenging were modules 6 on “Vaccination, infection & cancer” (22.80%), 10 on “Cancer prevention” (12.44%) and 7 on “Sun UV exposure” (11.40%), with no differences being observed when comparing results by gender or age.



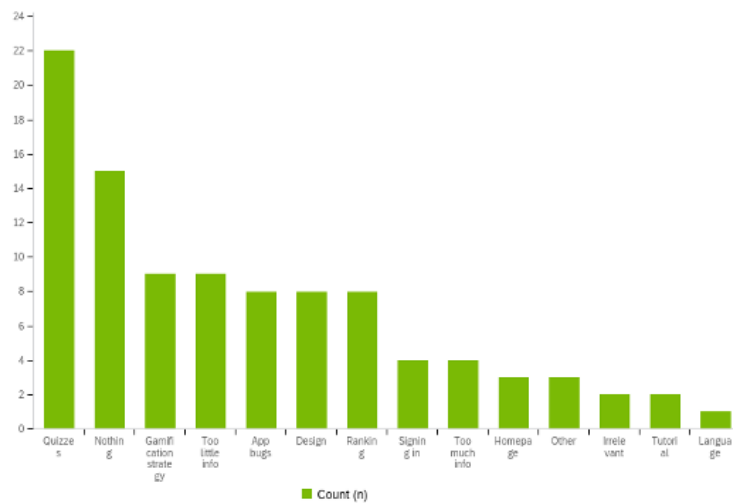
When asked about how well did the WASABY app meet their expectations, 85% of beta testers responded “extremely well” or “very well”; remarkably, no beta tester responded “not well at all” in this question.

Three open field questions were included to collect data on what users liked most and least about the app, as well as to collect feedback on potential improvements for the final version of the WASABY app. Answers were clustered in broad categories according to the area of the app they refer to.

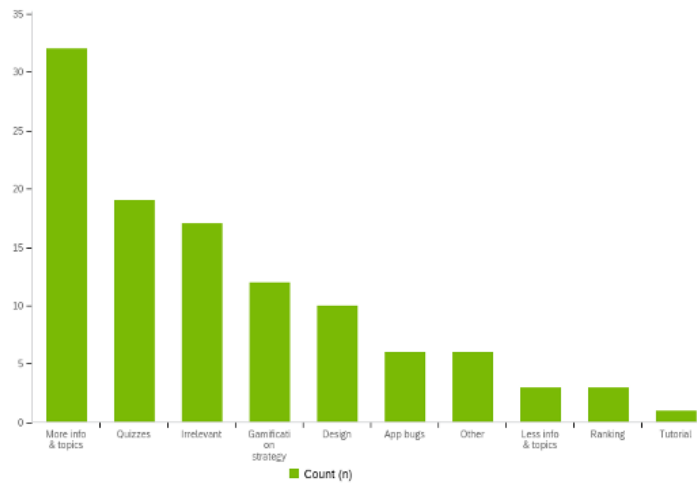
In regards of what beta testers liked most about WASABY app, the learning experience (33.33%) and the quizzes (15.79%) are two of the most cited items, as well as the fact that it is a simple and understandable app (17.54%). A sample answer summarising well the overall feedback is: *“I liked how it provided a lot of useful information to a normal person. Everyone is at a risk of cancer but there are factors that we can control to decrease the risk. I liked that the information was easy to read (easy language, good flow, logical order) and informative”*.



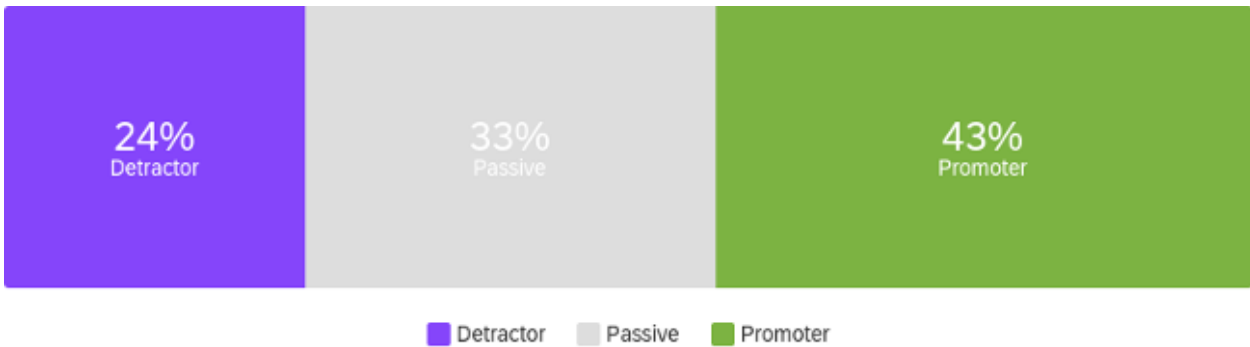
When asked about what they liked least, the quizzes (22.45%), the gamification strategy (9.18%), the app’s design (9.18%) and its ranking (9.18%) were the most reported items. Notably, a big proportion reported there was nothing they disliked about the app (15.31%). Common complaints referred to the ranking functionality, not having enough questions in the quiz (the current app features 70 multiple-choice questions) and a few recurrent bugs within the interface. Interestingly, a significant proportion of users reported having not enough information on the app (9.18%). For understandability and user engagement purposes, the app’s content was simplified, but perhaps more information can be added in various formats in its final version.



Finally, when asked how beta testers think the WASABY app could be improved, most felt more information and topics should be added (29.36%), more quizzes should be implemented (17.43%) or rather the gamification strategy should be improved (11.01%). Some interesting suggestions were: *“it would be easier to remember data if there were some graphs illustrating”*, *“some fun games would be beneficial since reading and getting quizzed can be a bit repetitive”*, and *“a challenges window would be great, something similar to ranking”*.



To conclude, beta testers were asked whether they felt the WASABY app is ready for general release, and 80% of the sample felt indeed it is. Furthermore, 43% would actively promote its use to a friend or a classmate.



CONCLUSIONS

An effective campaign to conduct the beta testing of WASABY app was launched during the European Week Against Cancer in order to assess the comprehension and content adequacy of the intervention within the target population: young healthy adolescents resident in the European Union and aged approximately 14 -19 years old.

The beta testing outreach on Instagram succeeded in its goal of driving traffic to ECL's website – exceeding the number of beta testers needed and gathering valuable and rich feedback about what the target group liked and disliked about the content of the WASABY mobile application.

A summary of the key feedback provided by participants can be found below.

- A representative sample from the European Union (EU), with 83 beta testers from 25 member states, was recruited. Adolescents aged 14 to 19 years old with predominantly female gender participated in the beta testing.
- Generally, beta testers reported high levels of satisfaction with the early access to WASABY app. Moreover, over three quarters of users noted being easy to access the tool.
- In terms of knowledge acquisition, over three quarters reported having learned “a lot” of new concepts and ideas, and remarkably none reported having learnt “nothing at all”.
- The 3 modules ranked the most interesting and/or useful were the ones on “Mythical causes of cancer”, “Healthy eating” and “Physical activity”.
- In regards of content difficulty, the gross majority of users found it moderately challenging. The results depicted a normal distribution desirable when designing such digital health intervention.
- The 3 modules ranked the most challenging were the ones on “Vaccination, infection & cancer”, “Cancer prevention” and “Sun UV exposure”.
- WASABY app mostly met “very well” the users’ expectations, and the non-structured feedback collected on what they liked most and least about the app, as well as on potential improvements towards its final version, was generally positive.
- The vast majority of the sample felt WASABY app is ready for general release.

Certain limitations and issues to be addressed arose during the beta testing, notably:

- Given that only 15% of the sample reported being English native speakers, it was difficult to assess whether language barrier could act as a confounding factor in regard to content comprehension, although data suggests non-native English speakers could have some level of added difficulty in terms of accessibility.
- For understandability and user engagement purposes, the app's content was simplified, but an important percentage of the sample felt more information should be added in various formats in its final version.



Based on the results of the beta testing, several areas for potential improvement to the app have been identified. Towards the finalisation of the WASABY app, nevertheless, and given the limited scope of this pilot project, no major changes will be introduced in its final version, but simply reported to orientate future initiatives in the field of digital health interventions for better health promotion.

While the beta testing was focused on gathering input on the comprehension and adequacy of the app's content, participants' comments were useful also to identify bugs which will be further tested in a subsequent alpha testing.

The primary objective of WASABY app is to develop a digital health intervention that can be embedded in already existing public health interventions carried out by the cancer leagues among the target population in terms of cancer prevention. With the main goal is to assess knowledge acquisition in regard to cancer prevention and the ECAC messages, it is envisaged to collect data for 3 to 6 months after the official launch of the app in September 2020.

In conclusion, novel digital health interventions can be beneficial to engage youth populations in cancer prevention and healthy lifestyles. As a European Commission Pilot Project, the WASABY app hopes to be a proof-of-concept that prevention of Non-Communicable Diseases (NCDs), and especially cancer, is possible through innovative strategies targeting those at the higher stake: European youngsters.



ANNEXES

ANNEX 1. WASABY LANDING WEBSITE

About the WASABY app

👉 *Want to learn how to lead a healthy life and reduce your cancer risk?*

✔️ **Join the WASABY app test!** Go through up to 10 modules of interactive content and take quizzes to unlock reward badges. The more you content you test, the better your chance to feature as #1 top learner in the app's international ranking!

🌐 **WASABY is an educational app to help young people learn the messages within the European Code Against Cancer.** The app has been developed by the Association of European Cancer Leagues (ECL) as part of the WASABY project funded by the EU's Third Health Programme.

📅 To celebrate European Week Against Cancer (EWAC), the WASABY app beta version will be launched on Android Play Store for testing between 27 May-10 June 2020 & a prize draw will take place on 18 June 2020!



**JOIN OUR BETA.
WIN BIG.**

- 📺 Follow us on @cancercode
- 📲 Download the WASABY beta-app (only Android)
- 💬 Give us feedback

5 lucky winners will receive a 20€ gift card 

What are you waiting for? Try  WASABY

Can I be a beta tester? What am I supposed to do?

👤 Who can be a beta tester?

We are looking for young people who are:

- aged **14-19 years** (as of 31 May 2020).
- are living in the **European Union** (regardless of their nationality).
- have an advanced knowledge of **English**.
- have an **Android mobile phone** to download the WASABY app.

👤 What does a beta tester do?

Beta testers get an exclusive first look at the app's content, features and functionality, while helping drive development. **Your main goal is to check the app and go through its content.** After you have tried the app, you must fill in an online survey to give us your feedback and suggestions.

Would like to contribute to the success of an exciting health promotion app? You can do so until the 10 June 2020 (23:59 CET)!



WASABY

BETWEEN 14-19 YEARS OLD? LIVING IN THE EUROPEAN UNION? KNOW ENGLISH? HAVE AN ANDROID MOBILE PHONE?

Test our app & enter a prize draw!

What are you waiting for?



What is WASABY?

WASABY is a 3-year pilot programme funded through the EU Health Programme, which began in January 2018. The action focuses on the geographical analysis of population-based cancer incidence data in connection with environmental factors, using breast cancer and water/soil contamination as an example. [Read more.](#)

Activities are envisaged include:

A spatial analysis by cancer registries on to map cancer incidence risks identifying localities with higher-than-regional average cancer incidence. This will include a focus on the estimation of socio-economic deprivation indicators across the European cancer registries. An environmental pilot study, incorporating a literature review on water/soil environmental risk factors for breast cancer, will connect cancer registries with environmental protection agencies in the areas with identified increased cancer risk, and will be performed in at least one cancer registry area, with the aim of studying correlation between soil and water contamination and breast cancer risk; An online courses aimed at increasing breast cancer risk awareness for girls and adolescents are designed and promoted.


Ready to become beta tester? Want to enter the prize draw?

ECL will conduct a **prize draw among all participants on the 18 June 2020**. 5 participants will be selected randomly and given a **20€ voucher for Amazon**, (upon fulfillment of all eligibility criteria).

To be considered for the prize draw you must be willing to:

- **STEP 1:** Email us to join the beta at: wasaby@europeanleague.org
- **STEP 2:** Follow the Instagram account: [@cancercode](https://www.instagram.com/cancercode).
- **STEP 3:** Download and fully complete the WASABY app beta version (only available on Android's Play Store).
- **STEP 4:** Complete the WASABY app beta version Feedback Form.

Click below to view and download the [Terms & Conditions of the EWAC Prize Draw!](#)

 [FOLLOW @CANCERCODE](#)

 [PRIZE DRAW TERMS & CONDITIONS](#)



To join the beta and receive all instructions, email us at: wasaby@europeanleague.org with the subject line: WASABY testing & EWAC prize draw

What are you waiting for? Try



This project has received funding from the European Union's Third Health programme 2014-20 under grant agreement PP-2-5-2016 (#769767).

Find out more about:

[the EU Third Health programme](#)

[the WASABY project](#)



ANNEX 2. BETA TESTING QUALTRICS SURVEY

Q1.1

Thank you for taking part in this survey, which should take you about three minutes to complete. The information you provide will assist the *Association of European Cancer Leagues* in finalising the development of WASABY app, a digital, easily accessible learning application aimed at providing information on healthy lifestyles and cancer prevention to youngsters across Europe.

Please be assured that this survey is anonymous, your responses will not be associated with your name or email address, and no identifiable information on any individuals will be shared or presented in the survey results. There are no right or wrong answers, and your honest feedback is very important to us. Would you like to participate in our European Week Against Cancer (EWAC) prize draw, you'll be automatically redirected to an independent second form in which you can provide your contact data according to the terms & conditions available [here](#).

Q1.2 Please indicate your age.

- 14 (1)
 - 15 (2)
 - 16 (3)
 - 17 (4)
 - 18 (5)
 - 19 (6)
-

Q1.3 Please indicate your gender.

- Male (1)
 - Female (2)
 - Other (3)
-

Q1.4 What country do you live in?



Q1.5 Overall, how satisfied are you with the features you experienced in this early access of WASABY app?

- Extremely satisfied (1)
 - Moderately satisfied (2)
 - Slightly satisfied (3)
 - Neither satisfied nor dissatisfied (4)
 - Slightly dissatisfied (5)
-

Q1.6 How easy or difficult was it to use WASABY app?

- Extremely easy (1)
 - Somewhat easy (2)
 - Neither easy nor difficult (3)
 - Somewhat difficult (4)
 - Extremely difficult (5)
-

Q1.7 Are you a native English speaker?

- Yes (1)
 - No (2)
-

Q1.8 How much did you learn from WASABY app?

- A great deal (1)
 - A lot (2)
 - A moderate amount (3)
 - A little (4)
 - Nothing at all (5)
-



Q1.9 Please select a maximum of 3 modules that you found the most interesting and/or useful.

- Module 1. Tobacco (1)
 - Module 2. Alcohol (2)
 - Module 3. Healthy eating (3)
 - Module 4. Physical activity (4)
 - Module 5. Healthy body weight (5)
 - Module 6. Vaccination, infection & cancer (6)
 - Module 7. Sun UV exposure (7)
 - Module 8. Breastfeeding (8)
 - Module 9. Mythical causes of cancer (9)
 - Module 10. Cancer prevention (10)
-

Q1.10 How challenging was the content showcased in WASABY app?

- Extremely challenging (1)
 - Very challenging (2)
 - Moderately challenging (3)
 - Slightly challenging (4)
 - Not challenging at all (5)
-

Display This Question:

If How challenging was the content showcased in WASABY app? != Not challenging at all

Q1.11 Please select a maximum of 3 modules that you found the most challenging.

- Module 1. Tobacco (1)
 - Module 2. Alcohol (2)
 - Module 3. Healthy eating (3)
 - Module 4. Physical activity (4)
 - Module 5. Healthy body weight (5)
 - Module 6. Vaccination, infection & cancer (6)
 - Module 7. Sun UV exposure (7)
 - Module 8. Breastfeeding (8)
 - Module 9. Mythical causes of cancer (9)
 - Module 10. Cancer prevention (10)
-

Q1.12 How well did WASABY app meet your expectations?

- Extremely well (1)
 - Very well (2)
 - Moderately well (3)
 - Slightly well (4)
 - Not well at all (5)
-

Q1.13 What did you like most about this WASABY app?



Q1.14 What did you like least about this WASABY app?

Q1.15 How do you think WASABY app could be improved? *For example, are there topics that you would like to see covered, or do you have other suggestions for the team?*

Q1.16 Is there anything else you would like to tell us?

Q1.17 Do you feel WASABY app is ready for general release to all users?

Yes (1)

No (2)





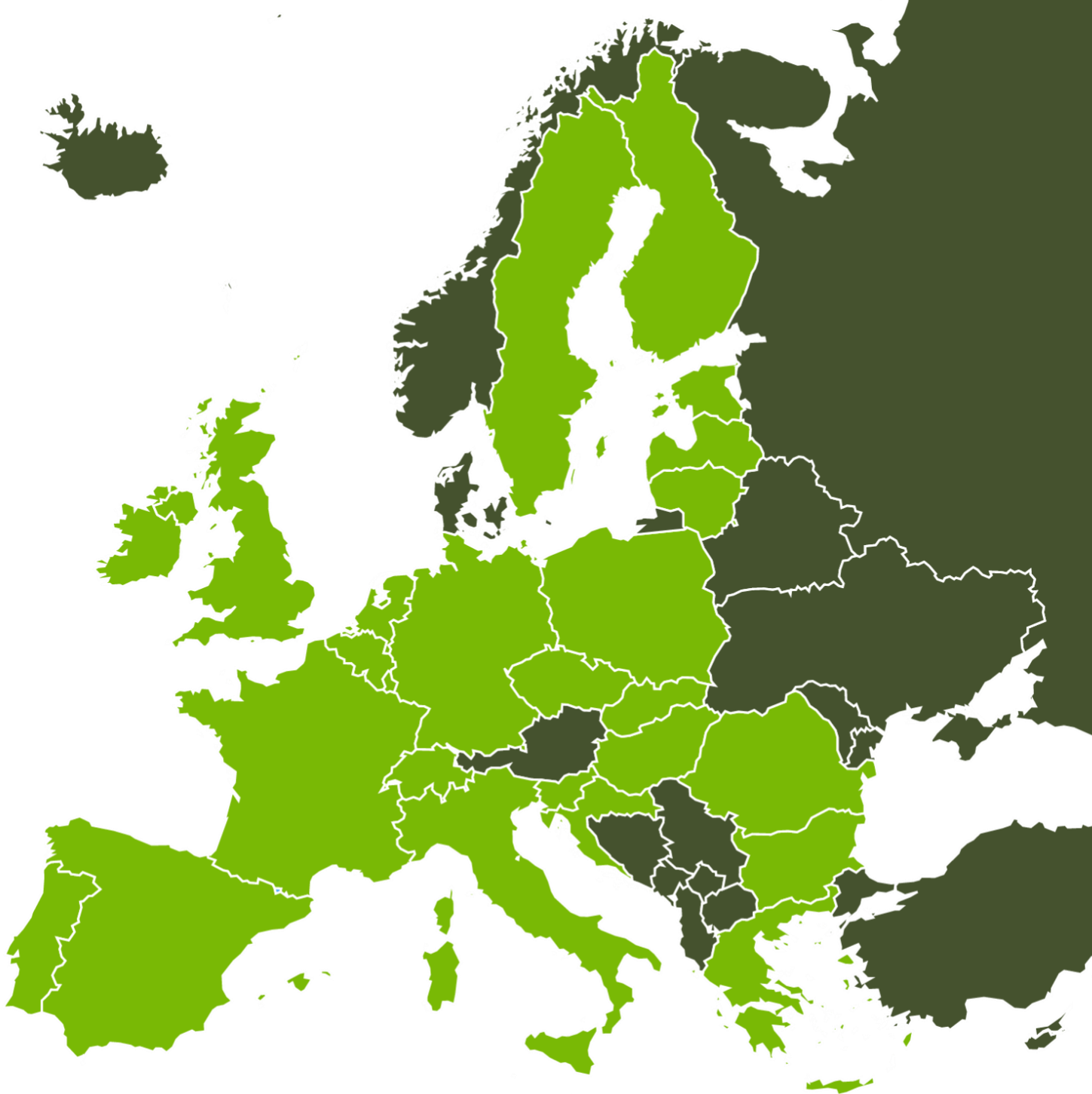
Q1.18 Finally, how likely are you to recommend WASABY app to a friend or classmate?

- 0 (0)
 - 1 (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5 (5)
 - 6 (6)
 - 7 (7)
 - 8 (8)
 - 9 (9)
 - 10 (10)
-

Thanks for your feedback, you can now submit it!

Would you like to participate in our European Week Against Cancer (EWAC) prize draw, you'll be automatically redirected to an independent second form in which you can provide your contact data. Best of luck!





ABOUT ECL

The **Association of European Cancer Leagues (ECL)** is a non-profit, pan-European umbrella organisation of national and regional cancer societies. Located in Brussels, ECL provides an exclusive platform for members to collaborate with their international peers, primarily in the areas of cancer prevention, tobacco control, access to medicines and patient support, and creates opportunities to advocate for these issues at the EU level.

CONTACT

For further information, contact us at ecl@europeancancerleagues.org or visit our website at www.cancer.eu.