

WASABY Dissemination

Work Package 2

David Ritchie

Association of European Cancer Leagues (ECL)

WASABY steering committee meeting

Milan, Italy

19 February 2018

ECL has received funding under an operating grant (number: 785273) from the Third EU Health Programme (2014-2020).



Co-funded by
the Health Programme
of the European Union

Declaration of interest

- ECL has received an Operating Grant from the European Commission under the Third EU Health Programme 2014-2020:

- FPA 2014 (664682)
- FPA 2017 (785273)



Co-funded by
the Health Programme
of the European Union

- ECL is also supported by an L’Oreal Garnier through an unrestricted annual educational grant.
- Co-financing for WASABY foreseen through unrestricted grant from EPAAC JA



26 ECL Members in 23 Countries

- ECL's vision is for a **Europe Free of Cancers**

- Main actions:



ECL role in WASABY

- WP2 lead
- External communication and dissemination
 - Promoting the results and deliverables of the project
 - Communicating with target groups
- Internal communication
 - Regular teleconferences for coordination with partners in WP
 - Participation at project meetings

Methods and means

Project website

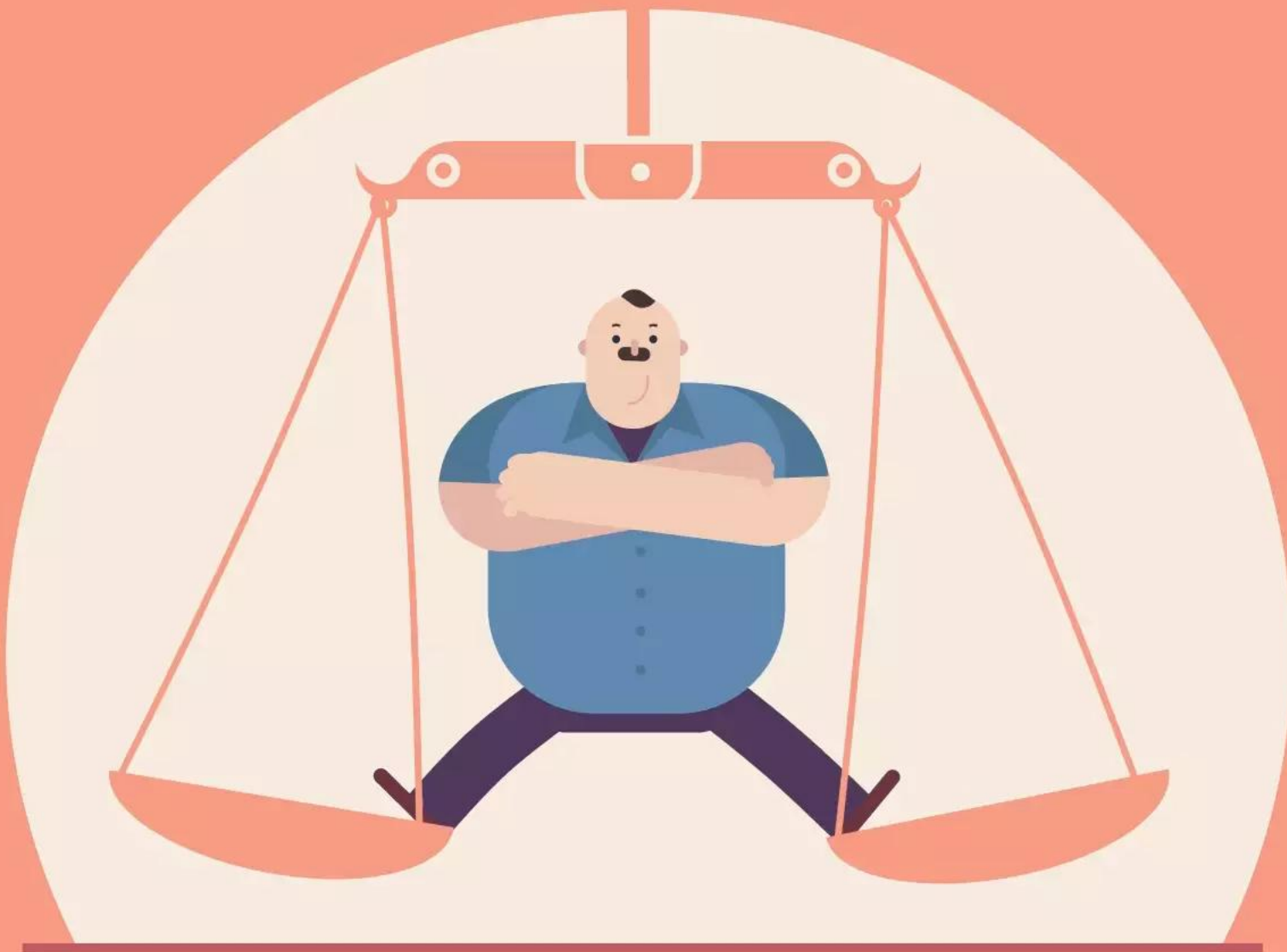
Publications
(scientific and lay
audiences)

Video (explainer)

Press releases

Cancer
societies/leagues

Existing contacts
and dissemination
tools



BE A HEALTHY BODY WEIGHT

01:49

Tasks

M3 - information leaflet



M3-M5 - stakeholder mapping



M5 - Calendar of key dates and congresses



M6 - information session for leagues following kick-off



Online courses for young girls

- Increase awareness of breast cancer risk among young girls and adolescents
- Opportunity to communicate European Code Against Cancer
- Cancer Leagues provide sustainability
- The project acronym (WASABY) has been phrased in such a way to be appealing to and memorable for the target audience

Example



1 in 8 women will develop breast cancer at some point in her lifetime. 1 in 75 will develop ovarian cancer.

Bright Pink created this tool to help you assess your personal risk level for breast and ovarian cancers. The more you know, the better prepared you are to take actions that can help reduce your risk.

Your body. Your life.
Don't leave it up to chance.

ASSESS YOUR RISK

WASABY visual identity

- Logo design competition launched
- Includes: logo, business card, letterhead, envelope design, Facebook banner
- 330 entries received
- Shortlisting with ECL and INT
- Final choice to be made by **20/02**

Submissions



by nnorth

Designer 1



W A S A B Y



W A S A B Y

Designer 1



W A S A B Y



W A S A B Y

Designer 2



Designer 3



W A S A B Y

Designer 4



Designer 5



Designer 6





Suggested final choices

Thank you!

PLEASE VISIT ...

cancer-code-europe.iarc.fr

www.europeancancerleagues.org

www.cancercode.eu



ECL has received funding under an operating grant (number: 785273) from the Third EU Health Programme (2014-2020)



Co-funded by
the Health Programme
of the European Union