

# EUROPEAN WEEK AGAINST CANCER

**ewac**  
European Week  
Against Cancer



**25-31 MAY, 2024**

**GOT 5 MINUTES TO SPARE?  
HELP THE CANCER LEAGUE COMMUNITY  
MAXIMIZE IMPACT DURING #EWAC2024**

# ABOUT EWAC

A key international awareness week on the health calendar, the European Week Against Cancer (EWAC) takes place every year between 25 and 31 May to unite Europe in the fight against cancer.



**ewac**  
European Week  
Against Cancer

EWAC is organised every year by the Association of Cancer Leagues (ECL), in collaboration with its member leagues and partners across Europe. During EWAC, all public, private and non-profit organisations in the cancer community are encouraged to organise virtual events, promote relevant publications and projects, as well as make use of our communication materials.

## GOALS FOR #EWAC2024

In 2024, ECL's EWAC campaign will highlight and focus on the future of cancer prevention in Europe and the role the European Code Against Cancer (ECAC) and Europe's Beating Cancer Plan (#EUCancerPlan) play in cancer prevention, screening, treatment and survivorship.

During #EWAC2024, ECL will:

- Raise awareness about the initiatives and actions of Europe's Beating Cancer Plan (EBCP) and the European Code Against Cancer (ECAC)
- Recognize the importance of each person's contribution in preventing cancer and promoting the Beating Cancer Plan
- Amplify understanding about cancer prevention strategies and the significance of early detection
- Emphasize the importance of reducing tobacco and alcohol consumption as key components of cancer prevention efforts
- Support the adoption of recommendations from cancer leagues to ensure the effective execution of the Beating Cancer Plan
- Work together at all levels, from grassroots initiatives to policy advocacy, to combat cancer and improve patient outcomes.

# 7 DAYS OF EWAC

#EWAC2024 will take place between Saturday 25 May and Friday 31 May 2024. Each day will focus on a different aspect of the cancer control continuum.

## DAY 1 ○ PRIMARY PREVENTION



Saturday, 25 May

## DAY 2 ○ EARLY DETECTION



Sunday, 26 May

## DAY 3 ○ ACCESS TO TREATMENT



Monday, 27 May

## DAY 4 ○ DIGITAL HEALTH & CARE



Tuesday, 28 May

## DAY 5 ○ RESEARCH



Wednesday, 29 May

## DAY 6 ○ PATIENTS & SURVIVORS



Thursday, 30 May

## DAY 7 ○ WORLD NO TOBACCO DAY



Friday, 31 May

# HOW YOU CAN JOIN #EWAC2024



## GOT 5 MINUTES?

1. Visit [EWAC's official webpage](#) for a schedule of events and webinars
2. Join us: Share our ready-made messages and images on social media (Twitter, Facebook, LinkedIn, and Instagram). See last page for our official social media handles and resources.



## GOT 30 MINUTES?

1. Visit [#EWAC2024's official webpage](#) for a schedule of events and webinars
2. Support #EWAC2024 on Twitter, Facebook and LinkedIn by linking, sharing and posting [our material](#), or your own content.
3. Add an EWAC banner to your email signature. Find the banner [here](#).

## WHAT ELSE CAN YOU DO?

1. Hold online meetings/webinars with your partners, collaborators and members to inform them about the actions within [Europe's Beating Cancer Plan](#).
2. Participate in other ECL activities, see our [website](#) for updates!

# SOCIAL MEDIA & RESOURCES

## FOLLOW US ON SOCIAL MEDIA



@EU\_EWAC @CancerLeagues



@WeekAgainstCancer @CancerLeagues



ECL Association of European Cancer Leagues

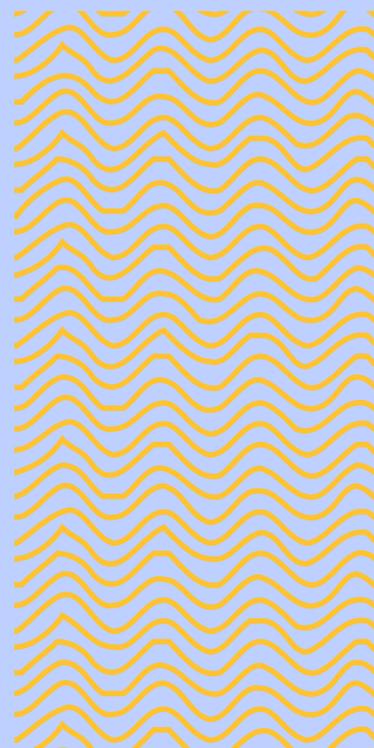


#EWAC2024 #EUCancerPlan

## EXPLORE THE EWAC2024 COMMUNICATIONS MATERIALS

Go to [#EWAC2024's website](#) and find:

- EWAC logo
- Email signature
- Visuals for Social Media
- Template letter to decision-makers



## QUESTIONS?

Write us at [ewac@cancer.eu](mailto:ewac@cancer.eu)