



Reaching the Next Generation

Modern Communication Tools to Shape Healthy Behaviors Among Young People

Dr. Wolfgang Fecke

2026 OECI Oncology Days

Warsaw, 18 June 2026



**Cancer is on track
to become the
leading cause of
death in Europe
by 2035**

The voice of national and regional cancer leagues in Europe

Making a difference in cancer control since 1980:

We are a network of 35 cancer leagues and societies across 28 European countries, united in the fight against cancer.

Our members are trusted, non-profit cancer organisations providing the public and cancer patients with essential information, support and care.

We do not accept any support from the tobacco industry, or any other companies which produce products that are deemed harmful to health.

Our vision:

A Europe free of cancer



ECL works across the cancer continuum



Preventing cancer before it starts

Over 40% of all cancer cases can be prevented.

ECL advocates for health-promoting policies that tackle key risk factors, including tobacco, alcohol, unhealthy diets, physical inactivity, UV radiation, air pollution, and harmful chemicals – while also promoting HPV vaccination as an important cancer prevention measure.



Eliminating cancer through early detection

Screening programmes can save lives, but inequalities persist across Europe.

Patients who are diagnosed early have the best chance at effective treatment and long-term survival. Together with our members, we work to raise awareness and drive action to ensure equitable access for all.



Youth participation – what to give them

- **Cause and injustice**

- Everybody is touched by cancer
- 40% of cancer cases are preventable

- **Tools**

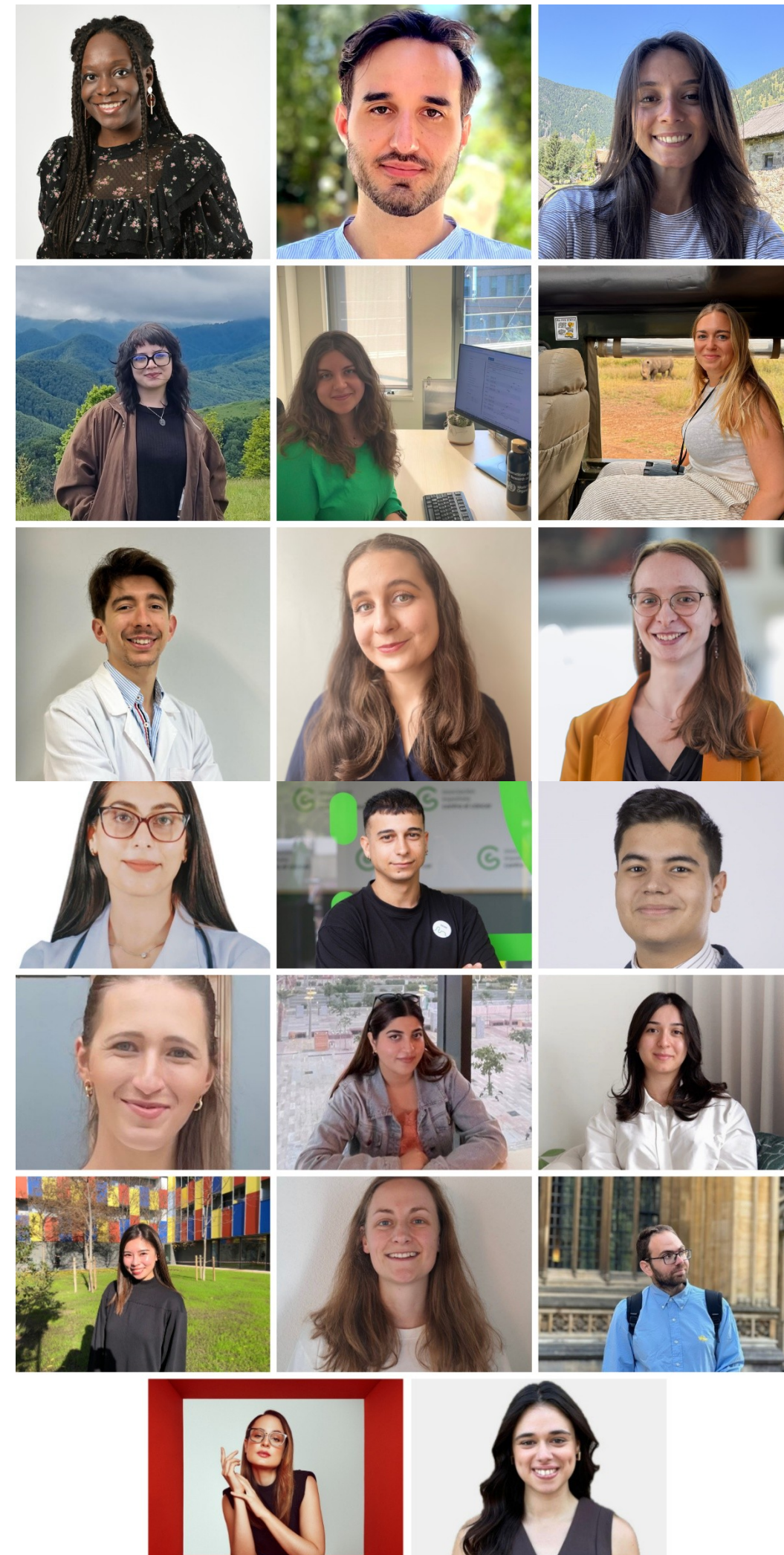
- European Code Against Cancer
- Mentorship

- **Voice**

- European Conference on Tobacco or Health
- Events at the European Parliament
- European Week Against Cancer
- World No Tobacco Day

- **Tribe** - they are not alone

Tribe - ECL Youth Ambassadors Programme



- The ECL Youth Ambassadors (YA) Programme empowers young health advocates to raise awareness about cancer prevention
- They use the European Code Against Cancer
- Since its launch in 2015, ECL has united Youth Ambassadors from over 30 countries across Europe.
- ECL supports our YAs organise impactful activities, events and online campaigns.
- Examples include the annual Summer School and Winter School.

Tools - European Code Against Cancer (ECAC)

- ECL is official promotor of the ECAC, a set of **14 recommendations** on how to reduce the risk of cancer.
- This year it also includes recommendations for **policymakers**.
- ECL members and YAs use the Code to raise awareness about cancer prevention in **schools, local communities, and online**.



Tools – European Code Against Cancer



Tools – Mentorship

- Connect youth enthusiasm with national needs
- Offer advice and expertise
- Opportunities: guide visit at the European Parliament
- Support in career path
- Hear first hand youth needs



Tools – Professional opportunities

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European Code Against Cancer 5th edition: 14 ways you can help prevent cancer

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Voice - European Conference on Tobacco or Health

- **The European Conference on Tobacco or Health (ECToH) is organised every three years by ECL and our members.**
- ECToH brings together leading voices in tobacco control, including researchers, health advocates, scientists, policymakers, and civil society from across Europe.
- Last edition: 20-22 May 2026, Milan (hosted by the Italian League Against Cancer)
- www.ectoh.org

Voice – European Conference on Tobacco or Health



Voice – Event at the European Parliament



Voice - European Week Against Cancer

- A flagship initiative from ECL which takes place between 25 and 31 May each year.
- EWAC brings together policymakers, cancer leagues, health advocates, and citizens across Europe to raise awareness about the impact of cancer on people's lives.
- www.cancer.eu/ewac



4.2 million

people reached



9.6 thousand

interactions online



880 mentions

on social media

Results from the 2025 campaign

Voice – European Week Against Cancer



Voice – World No Tobacco Day webinar



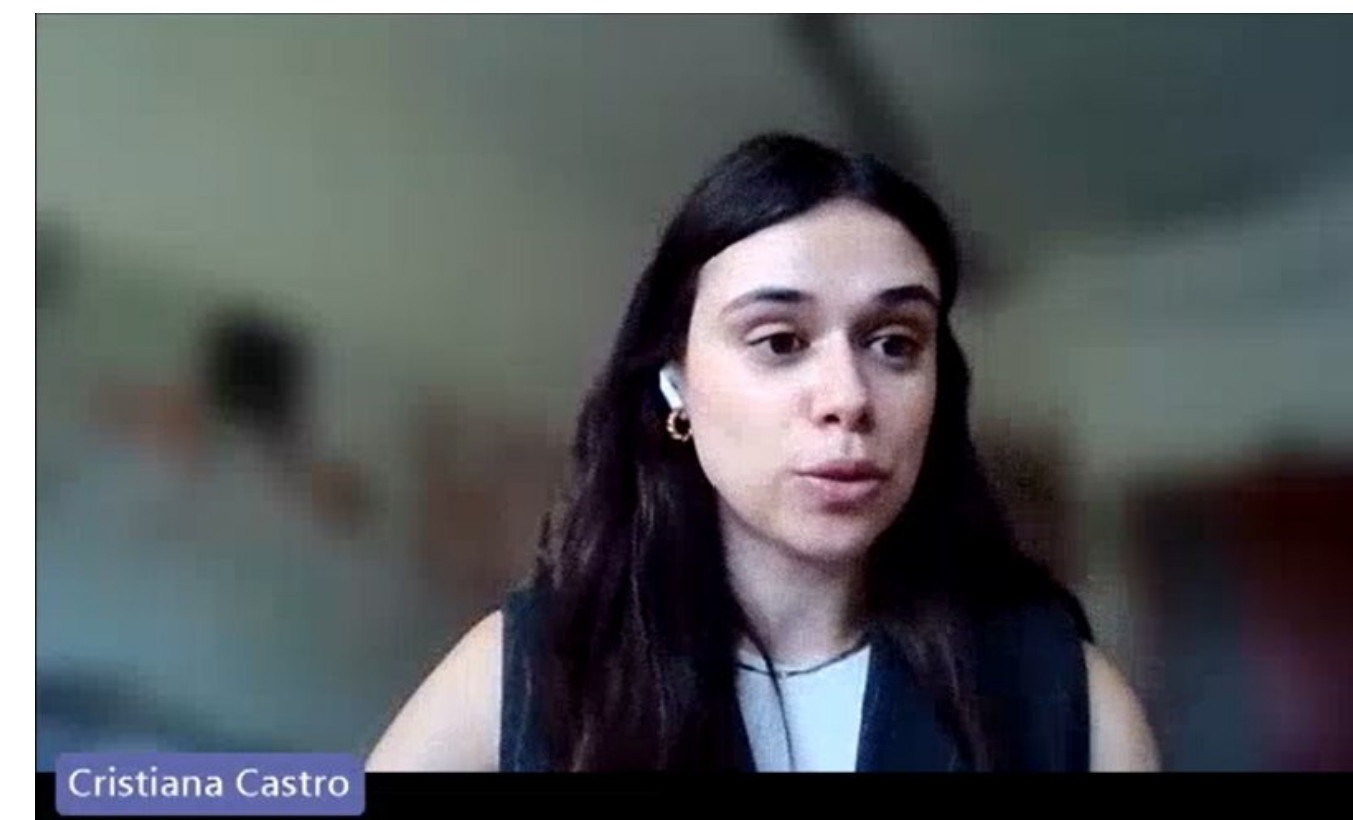
SFP

**WHERE ADDICTION BEGINS:
HOW THE TOBACCO
INDUSTRY TARGETS YOUTH
TODAY** **WEBINAR**

Explore how the tobacco and nicotine industry adapts to attract and retain young users

Wednesday, 27 May 2026
14:00- 15:30 (CET)

#WNTD2026 **SFP**



Tribe – Summer Schools



The future of cancer prevention



Boosting the Usability of the EU Mobile App for Cancer Prevention

CONTEXT & BACKGROUND



BUMPER IN A NUTSHELL

Duration: November 2022 – October 2024 + 6 months extension

Goals:

- Dissemination and promotion of the App
- Implementation of the ECAC messages by supporting and enhancing the design, development and targeted promotion of the App

Coordinator: Association of European Cancer Leagues (ECL)

€18M
FUNDING

14
PARTNERS

11
COUNTRIES

2
YEARS
2022-2024

SCOPING REVIEW OF MOBILE APPS



Centro di Riferimento per l'Epidemiologia
e la Prevenzione Oncologica in Piemonte

SCOPING REVIEW



Centro di Riferimento per l'Epidemiologia
e la Prevenzione Oncologica in Piemonte

Objectives

- To evaluate Apps focusing on cancer prevention
- To evaluate Apps in general population and specific sub-groups
- To investigate the effectiveness of main features
- To assess engagement, usability and satisfaction of end-users

Eligibility criteria

- Covering one or more ECAC recommendations
- From 2015 onwards
- English language



WORK BY TOPIC

ECAC	REVIEWS	ARTICLES
SMOKING	8	17
DIET	3	19
PHYSICAL ACTIVITY	12	19
WEIGHT MANAGEMENT	2	18
ALCOHOL	6	5
BREASTFEEDING	5	7
VACCINATION	2	12
CANCER SCREENING	4	8
SUN PROTECTION	1	8
MULTIPLE LIFESTYLES	21	11
RADON	0	2
TOTAL	64	126



Effectiveness of features

Improved health outcomes



Inter-
activity

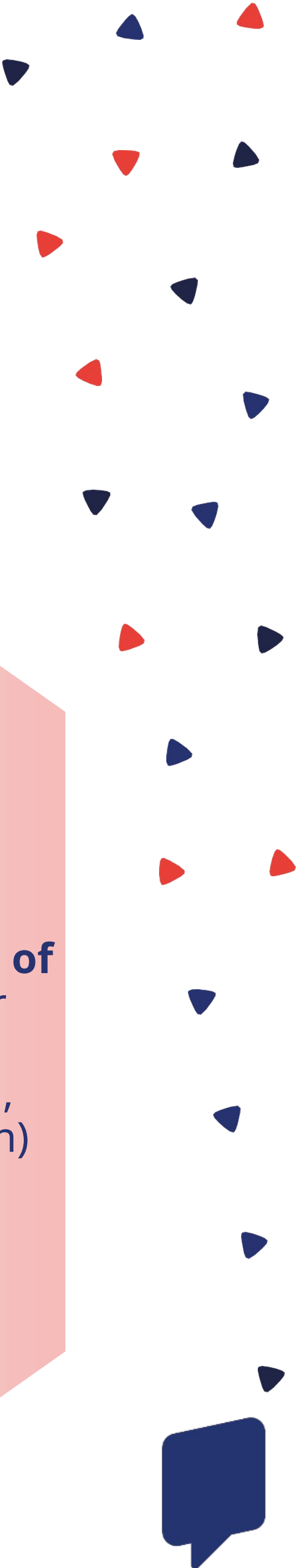
Push
notifications

Personalization of
content, advice
and goals

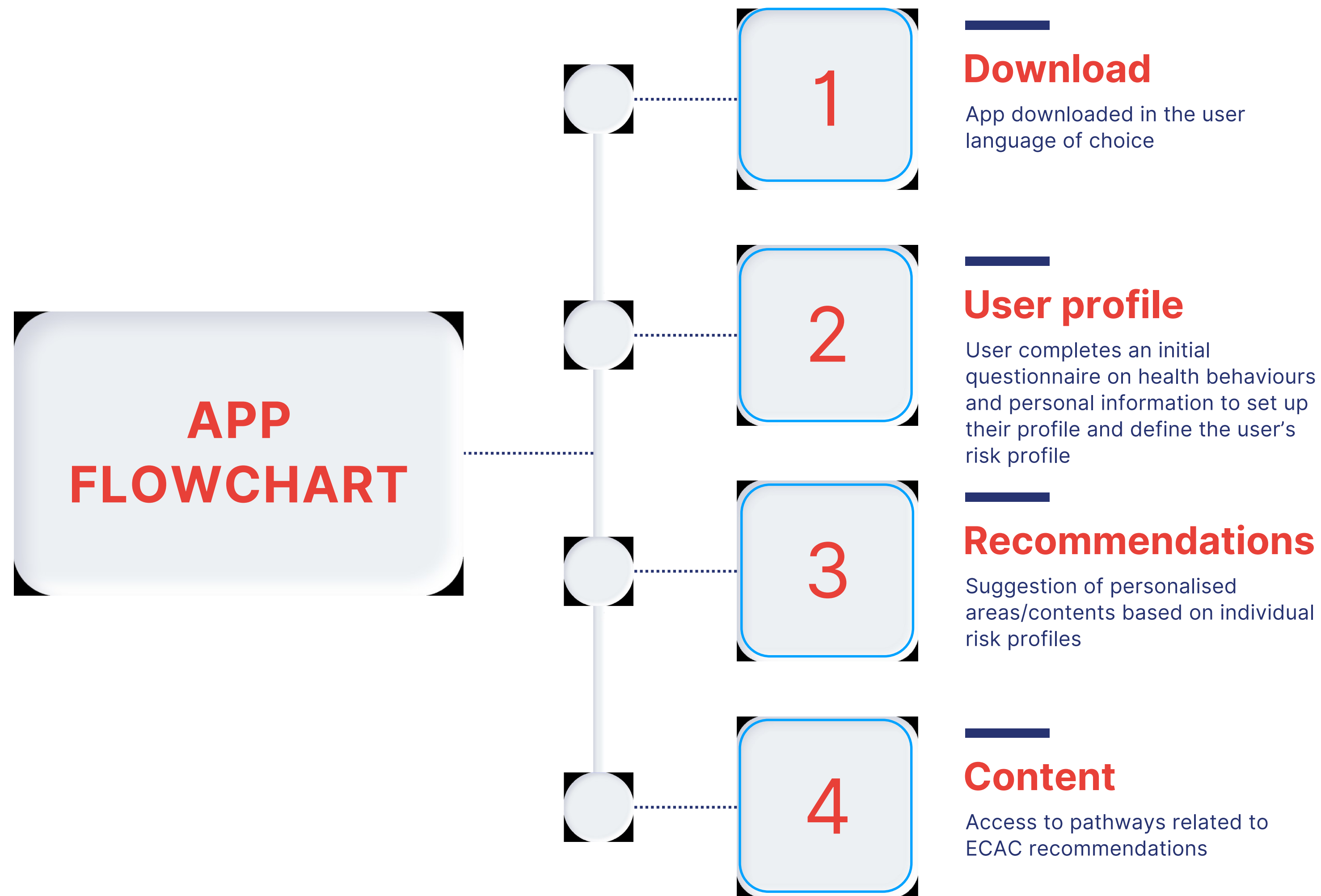
Self-
monitoring
modalities

Games,
challenges
and rewards

Scheduling of
visits (for
cancer
screening,
vaccination)



EU Mobile App for Cancer Prevention



CONTENT PERSONALIZATION



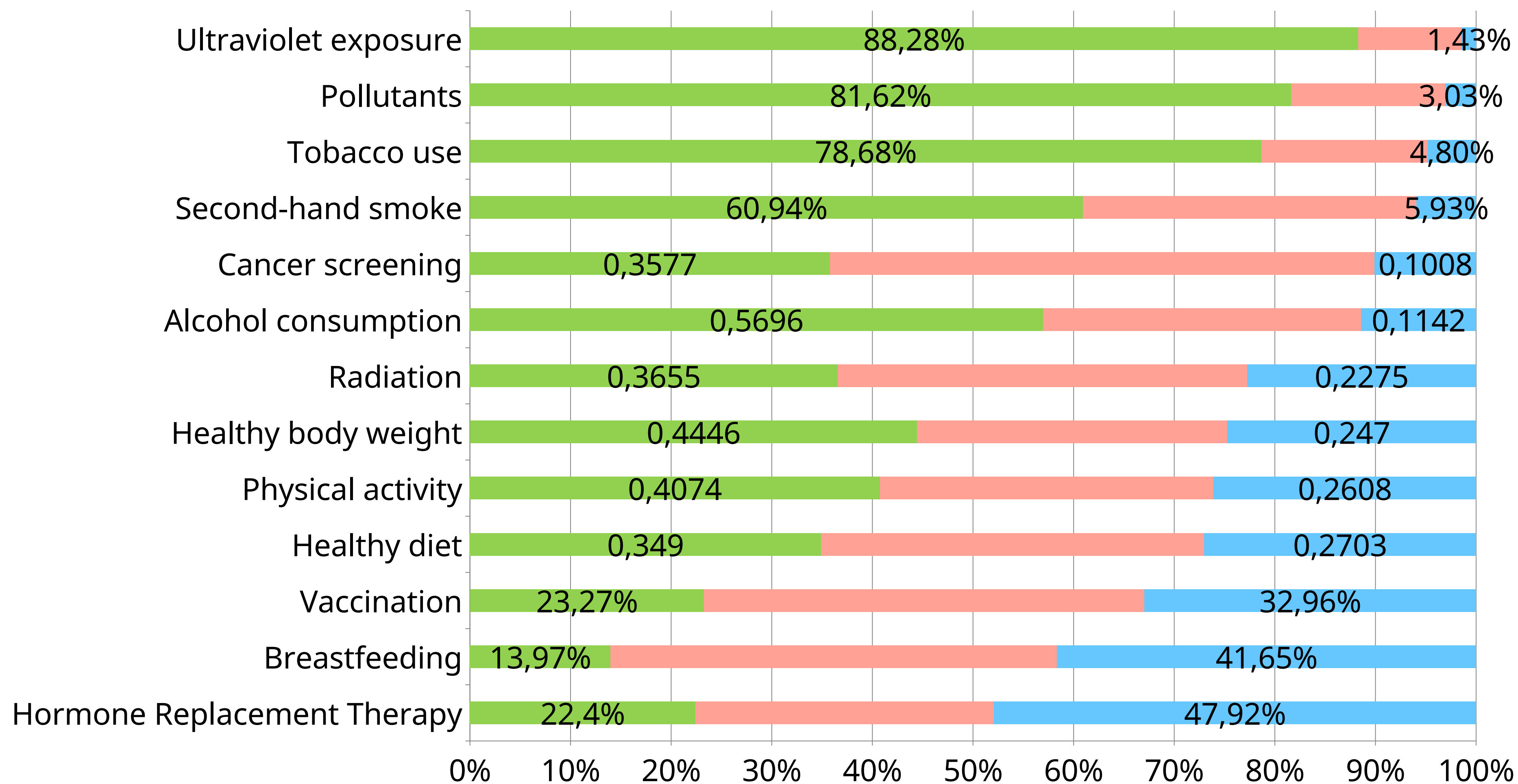
Mary

PROFILE	Conditions	
	Sex	Female
	Age	25
	Educational level	High school
	Country	Ireland
	Working status	Student
LIFESTYLE & PERSONAL FEATURES		
	Smoking	No
	Active lifestyle	Yes
	Unhealthy diet	No
	Alcohol consumption	Yes
	UV risk	yes
	Newborn	yes
	Children <15 years	yes

ACTIONS
CC screening
Alcohol
Sun Protection
Breastfeeding
Vaccination

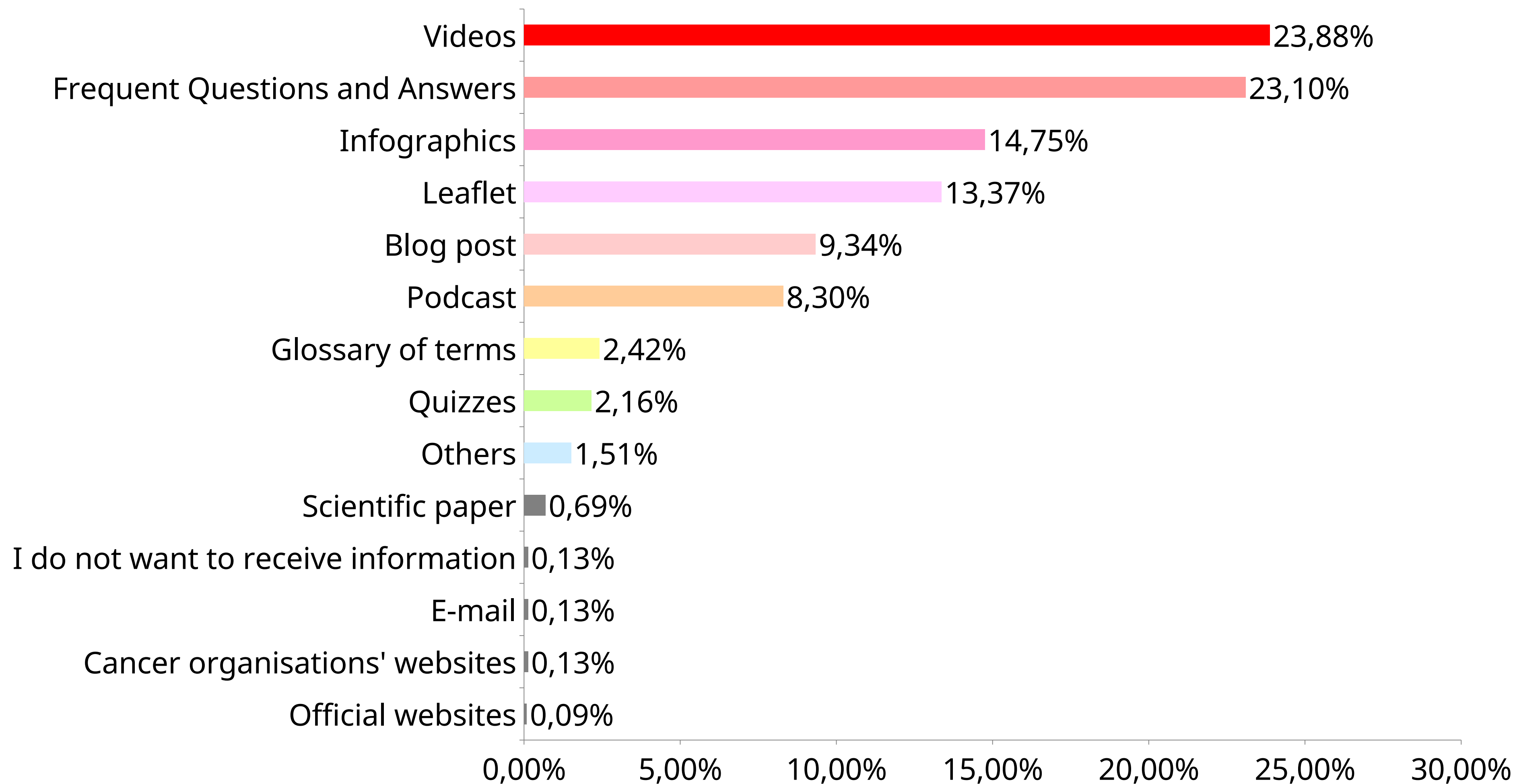
SURVEY HEALTH LITERACY – GENERAL PUBLIC

Knowledge by ECAC topics



SURVEY RESULTS

Preferred format for receiving information

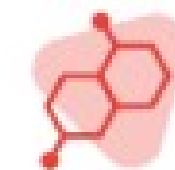


Tools for enhancing health literacy

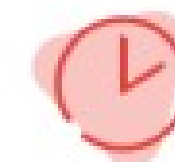
DOES HORMONE REPLACEMENT THERAPY INCREASE MY CANCER RISK?

Hormone replacement therapy can be an effective treatment for menopausal symptoms, but it can increase your risk of breast, endometrium, and ovary cancers. This increased risk gets bigger the longer hormone replacement therapy is used.

What can I do?



Hormone replacement therapy increases the risk of certain cancers. Limit use of hormone replacement therapy.



If possible, you should avoid or limit the use of hormone replacement therapy. If hormone replacement therapy is started, the treatment should be taken for the shortest time and at the lowest dose possible to control the symptoms of menopause.

Tips to take action

1

Learn more about hormone replacement therapy and its potential benefits and risks.

2

Discuss with health care professionals the best option available to treat your menopausal symptoms.

3

Learn about alternative treatments for hormone replacement therapy.

4

Make an informed decision about your treatment.

5

Share your experiences about menopause with other women. This helps break the taboo and remind you that you are not alone.

This is one out of the 12 evidence-based recommendations in the European Code Against Cancer. For more information please visit: cancer-code-europe.iarc.fr/index.php/en/ecac-12-ways



This factsheet has been developed within the BUMPER project. For more information about the project, you can visit bumper.cancer.eu



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Content based on the 4th edition of the European Code Against Cancer. Latest update October 2024.





Intensifying the fight against cancer, together

Contact Us



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Association of European Cancer Leagues

ECL is registered in the EU Transparency Register:
19265592757-25