



iPAAC
INNOVATIVE PARTNERSHIP
FOR ACTION AGAINST CANCER

WP4 - State of play

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Overview

PART 1 - Laure Bakker

WP4 state of play – work process country visits

PART 2 – Régine Kiasuwa

The Roadmap – Content:

--- Lunch break ---

PART 3 -

The Roadmap – Format

PART 4 – Martin

The Roadmap – First prototype

Aim of iPAAC



History of Joint Action on Cancer control:

- EPAAC & CANCON: development of evidence based policy recommendations
- iPAAC: step further
 - Support the implementation of actions in the field of cancer control
 - By providing examples of programs/measures taken in EU Member States

Main deliverable:

« Roadmap on Implementation and Sustainability of Cancer Control Actions »

Target groups:

- Support the national and European health policy makers, health administrators, stakeholders in the implementation of the cancer control actions

WP4: objective

Main objective: The development of the key deliverable

Main tasks of WP4 :

- to collect the experience of EU MS in implementing cancer control initiatives (Task I)
- to develop a framework (format) for the Roadmap and structure the inputs (Task II)

→ **Inputs from different exercises:**

- Results from iPAAC WP5 – WP10
- Results from EU MS Implementation experience of cancer control actions
- Results from other JAs: JARC, InFact, EuNetha, JA Health inequalities,
- Results from JA EPAAC & CANCON

WP 4 working & advisory groups



- Governmental Board

Platform for EU MS to discuss their needs & expectations regarding to the Roadmap (both content & format)

- Roadmap Coordination Committee

Platform for WP leaders, EC Representatives: discuss work process, translation of results into the roadmap, cross cutting topics, synergies between work packages

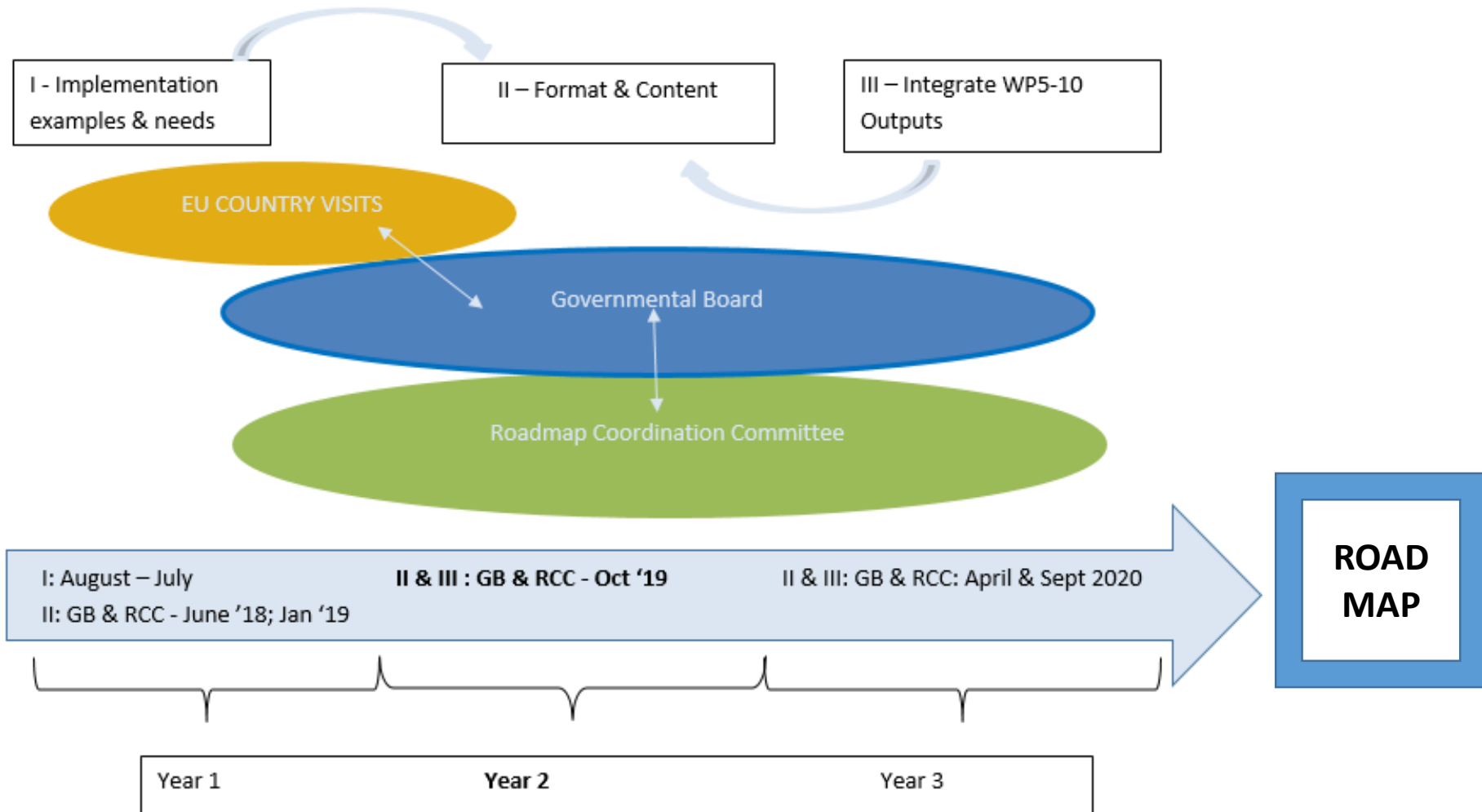
- Two external experts

Experienced health care policy administrator

Academic health policy implementation expert



WP4: Work process



Task I: the country

= “ WP4 Country Visits”: in-depth and qualitative interviews with EU MS policy makers, health administrators & experts

Objectives:

- Identify examples of cancer control programs implementation (focus on innovative approach)
- To collect information on the relevant contextual features for cancer control programs implementation
- Identify current challenges in cancer control policy
- Identify the expectations regarding the Roadmap and the EU

Task I: the country visits



What it is not:

- Identification of best practices
- Comparison of actions taken in the same field
- no QA / ranking

Added value:

- Reliable information (in depth & quality)
- Broad overview (comprehensive)
- Active participation of local stakeholders



Task 1 - Country visits: work process



1. Preparation: 'country fiche' & 'interview guide'
2. Interview: on-ground notes
3. Detailed report prepared by the WP4 team and sent back to the interviewees for validation
4. Preparation of summary: extract list issues addressed
5. Final report on Country Visits (Summer)
6. Discussion of list of topic at the GB
7. Development of chosen topics in collaboration with local contact person



Task 1 Country visits: state of play



14 countries visited:

France (July 2018), The Netherlands (September 2018), Spain (October 2018)

Finland (October), Germany (November 2018), Norway (November 2018)

Croatia (November 2018), Slovenia (November 2018), Denmark (December 2018)

Malta (January 2019), Luxembourg (February 2019), Hungary (February 2019), Italy (March, 2019), Slovakia (March 2019), Bulgaria (April, 2019)

6 countries planned:

Serbia (April 2019), Belgium (April, 2019), Lithuania (April, 2019),

Greece (May 2019), Cyprus (May, 2019), Portugal (May 2019),

7 countries in planning phase

Poland, Moldova, Romania, Czech Republic, Ireland, Austria



Task 1 Country Visits – Final Report

Organized by cancer control domain:

- Primary prevention
- Cancer Screening
- Diagnose & treatment
- Cancer Care
- Integrated cancer care (CCCN)
- Cancer information systems

→ First draft by September 2019

WP4 Task 1 & Work Process



Thank you!
Questions?



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The Roadmap – Format

PART 4 – Martin Komenda
The Roadmap – Format

Roadmap: content

Three types of actions:

- Example of already implemented actions
- Example of implementation plan
- Current challenges

Three sources of information:

- Country visits
- iPAAC WP5 – WP10
- Other JAs: JARC, InFact, EuNetha, JA Health inequalities, ...
- Previous JA EPAAC & CANCON

Roadmap: content



3 interrelated sections

- contextual features of countries: heatmap (health system, political structure)
- description of the implementation of actions: 1 pager 'examples'
- Related and supporting documents (link to e.g. CanCon/ EPAAC/ECAC, guidelines, legal framework): 'documentation section'



Roadmap: content

- Already implemented actions

Information on: objective; target group; overcame challenge, means, legal framework, scientific framework, etc...

- Implementation plans

Information on: leadership, working groups, stakeholders involvement, steps & time frame, etc...

- Remaining challenges (?)

Information on challenges identified by one or multiple EU MS

→ Will be described in the WP4 Final Report on Integration & Implementation of Cancer Control Policy in EU MS (?)

COUNTRY EXAMPLE

INFLUENCERS HELP TO PREVENT YOUNGSTERS START SMOKING

Classification:

Primary prevention

→ Tobacco control

→ Prevention of tobacco use

→ communication campaign

OBJECTIVE

Prevent youngsters to start smoking.

OVERCAME BARRIER

Young adolescents are difficult to reach with traditional prevention campaigns, and to get and remain the attention of a young target group.

(RELATED) GUIDELINES

[EPAAC Chapter 3](#)

[Cancro Policy Paper](#)

[European Code Against Cancer](#)

COUNTRY CONTACT PERSON

contactperson@gmail.com

CASE/COUNTRY EXPERIENCE

The digital communication campaign uses social media such as Facebook and Instagram as channel to reach out to youngster. The message is brought by influencers; which are famous people on social media and which have a high amount of followers. The influencers post a status/photo/video or vlog on their Facebook or Instagram in which they start a dialogue about the reason to start smoking, in a creative way. The influencers were free to create and write their own script, but the aim was to incorporate an ironic and humoristic twist. This way they try to catch and retain the attention of the youngsters.

TIME FRAME/IMPLEMENTATION PHASE

The program initiated with 3 rounds which all had a different target group.- The action will run for 4 years – An evaluation will be done in XX (we can ask for information about the timeframe of the different steps in the implementation process: then we can include if an evaluation is done or not.

MERIT / BENEFIT

The messenger is not a 'boring GP/parent but someone to whom young adults can 'look up'. This digital campaign provides a lot of monitoring possibilities; you know how the target audiences got into contact, if they like it, if they react; positive or negative; if they share it; when they stop watching

- Add example of the HPV roadbook in fiche

Roadmap: content

Examples of issues ('list of issues')

= Results of different exercises

Categorized by domains & by 'type of example'

- Every deliverable of the WP's will be merged into the Roadmap:
As one of the 3 types of examples or in toolbox
 - WP4 & WP X working document: update each other on results

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The Roadmap – Format

The Roadmap – Format prototype - Martin Komenda

The Roadmap: aim



Objectives:

To support MS in the implementation of cancer control measures:

→ By different actors in different phases of the implementation process:

- Decision making process: inspiration; framework; state of play in EU
- To help advocate for certain priorities
- Planning process: construction of an implementation plan;
- Implementation: insights on possible obstacles & how they are overcome by others

Target groups

→ EU & National Health policy makers, advisors and administrators, also advocacy groups



The Roadmap: what



- What it is not
- What it is: mutual learning platform



The Roadmap: merit

- Comprehensive Information

- Necessary back ground information
- Reliable & practical information
main added value compared to what could be found when using “classic” search tools (e.g. google)
- Clear & practical
- Easy to access
- Establish personal network
Give contact institution: contact for evaluation/effectiveness/more information

The Roadmap's sustainability



- The RM is:
 - - an infrastructure that could be improved/extended/filled in
 - repository of descriptions of (practical) examples of cancer control action implementation
 - with their underlying/related rational (background documentation)



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WP4 Team



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