PREVENTION and EARLY DETECTION CLUSTER

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0.1-0.7	Communications Working Group	19/06/2024	First draft
1.0	Communications Working Group	28/06/2024	Final version for submission

List of Abbreviations

Abbreviation	Definition
EC	European Commission
EU	European Union
QR	Quick Response
SO	Specific Objectives
WP	Work Package

CONTENTS

TABLE OF FIGURES

1. INTRODUCTION

This document presents the brochure developed for the Prevention and Early Detection Cluster, specifically to enhance its communication and dissemination efforts. The production of this product involved close collaboration with the Cluster's Communication and Dissemination Working Group to ensure its production and validation.

The brochure (see Annex) has been produced to serve as a complementary resource for distribution at events or local occasions, whether organised by the Cluster, its projects or participating partners. Written in accessible language and produced with an eye-catching design, this communication material includes an introduction to the main objectives of the cluster, an overview of the six participating projects and their cross-cutting areas. It also includes a QR code directing people to each project's website for more information, and both the cluster logo and the logos of the six projects are displayed on the brochure.

Figure 1. Cluster brochure

2. BROCHURE'S INTENDED USE CASES

The brochure is part of the communication and dissemination activities undertaken for this Cluster. It has been produced as a simple and flexible tool to be distributed online and in print to reach interested stakeholders and present the Cluster's objective. It will be available in the Cluster repository for all partners to access and use. It will also be disseminated through relevant websites and social networks whenever deemed appropriate, and by email to potential stakeholders.

3. PREVENTION AND EARLY DETECTION CLUSTER

The Prevention and Early Detection Cluster is a collaborative approach aiming to coordinate and integrate the efforts of six different cancer prevention projects. Together, they work to increase societal and policy impact on preventing and detecting cancer early. This initiative falls under the EU Mission on Cancer. Each project addresses unique challenges in cancer prevention, from mental health to occupational health surveillance. They integrate primary prevention programs into existing systems, highlighting their different methodologies and target populations. All ensure a holistic approach to achieving the Cancer Mission's objectives and improving the quality of life of EU citizens. All members work together to increase the societal and policy impact of each other's research.

The cluster includes the following six (6) projects:

Co-CAPTAIN. Cancer prevention among individuals with mental ill-health: co-adapting and implementing patient navigation for primary cancer prevention.

Cancer Prevention at Work (CPW). Occupational health surveillance in the implementation of prevention of infection-related cancer.

ONCODIR. Evidence-based Participatory Decision Making for Cancer Prevention through implementation research.

PREVENT. Improving and upscaling primary prevention of cancer by addressing childhood obesity through implementation research-the PREVENT approach.

4P-CAN. Personalized CANcer Primary Prevention research through Citizen Participation and digitally enabled social innovation.

PIECES. Towards large-scale adaptation and tailored implementation of evidence-based primary cancer prevention programmes in Europe and beyond.

4. CLUSTER BRANDING

The elements of the graphic profile of the Prevention and Early Detection Cluster are the logo, the choice of colours, the choice of fonts and the choice of other graphic elements. The Cluster branding represents the different innovative projects.

The logo. Each member of the Cluster is represented by a different colour from its logo, maintaining a balance between cold and warm colours, with the purple in the centre representing the mission: Cancer ribbon. The circles represent the union of the different projects working together. The logo is simple, visually appealing and eye-catching. Several variations of the logo allow it to be used in both vertical and horizontal situations, so that it looks its best in any application.

The choice of colours. The colour palette used in the development of the brand is directly derived from the Cluster symbol. The aim is for all projects to feel part of the Cluster, to maintain alignment with their individual brand and to ensure that each logo works and connects with the Cluster identity.

The choice of fonts. Quicksand is the Cluster's primary font, which can be used in a variety of weights and locations, from headlines to body text. This primary font is a Google font that is free to download, free of viruses and optimised to load quickly on any website.

Acknowledgement. All graphic materials developed within the Cluster will include an appropriate acknowledgement of the projects as integral parts of the Cluster:

 "The six projects (CPW, PIECES, PREVENT, CO-CAPTAIN, 4PCAN, ONCODIR) that form the Prevention & Early Detection cluster are funded by the European Union's Horizon Europe – Research and Innovation funding programme (2021 – 2027). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union nor of the individual projects that constitute the cluster. Neither the European Union nor the granting authority can be held responsible for them".

5. CLUSTER OBJECTIVES

The main objective of the Cluster is to contribute to establish, scale-up and improve primary cancer prevention and early detection programmes, considering the specific needs of the target population, especially regarding economic, cultural and geographical conditions. Specific Objectives (SO) of the cluster are:

SO1. Provide citizens with primary affordable cancer prevention interventions through adapted local, regional and national health protocols that consider their sustainability, feasibility, cost-effectiveness, accessibility and affordability.

SO2. Identify the main challenges and risks that might hinder the adoption and implementation of cancer prevention programmes.

SO3. Educate healthcare professionals and patient organisations with evidence-based cancer prevention information that would facilitate the cancer patient family's companionship and support.

SO4. Involve all relevant stakeholders in the identification, research and evaluation of barriers and its outcomes.

SO5. Develop policy recommendations aimed at informing policy and decision-makers.

SO6. Design and facilitate evidence-based interventions in collaboration with authorities at local, regional and national level.

6. EU CANCER MISSION

The six projects within the "Prevention and early detection" Cluster are part of the EU Mission Cancer initiative. Cancer indiscriminately impacts individuals of all ages, genders, and social standings, posing a significant challenge to patients, their families, and societies. Data from the European Cancer Information System reveals that annually, 2.7 million individuals in Europe are diagnosed with cancer, and 1.3 million succumb to this illness. Without proactive measures, the number of new cancer cases is projected to rise to over 3.24 million by 2040. To counter these alarming trends, the Cancer Mission has set forth ambitious and clear goals. Through collaborative efforts involving citizens, stakeholders, and Member States across Europe, the Mission on Cancer, in conjunction with Europe's Beating Cancer Plan, aims to enhance cancer understanding, facilitate earlier detection, and optimize treatments. This initiative also focuses on improving the quality of life for cancer patients during and after their treatment. The four primary objectives of the Mission encompass:

- A deeper understanding of cancer.
- The prevention and early detection of the disease.
- Improved methods for diagnosis and treatment.
- Enhanced quality of life for patients and their families.

7. CONCLUSION

The brochure is a useful tool that provides more details about the Cluster's objectives and projects. This document describes the Cluster brochure, its content and intended use. The brochure is expected to be one of the main tools used to promote the Cluster to potential stakeholders.
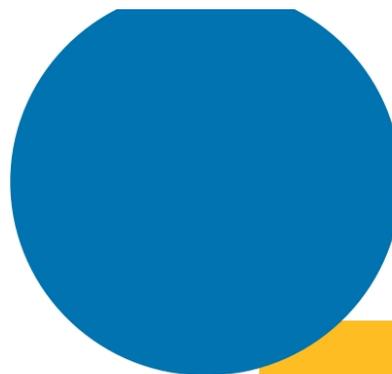
8. ANNEX

8.1 BROCHURE

EU Mission Cancer

Cancer affects individuals of all ages, genders, and social standings, posing a significant challenge. The EU Mission on Cancer is a Horizon Europe collaborative effort bringing together and aligning a portfolio of cancer-centered research and innovation projects with the ambition of improving the lives of over 3 million people by 2030.

Four key objectives:

- Gathering a deeper understanding of cancer
- Facilitating the prevention and early detection of the disease
- Developing improved methods for diagnosis and treatment
- Enhancing the quality of life for patients and their families

PREVENTION and EARLY DETECTION CLUSTER

CO-CAPTAIN · CPW CANCER PREVENTION at WORK · ONCODIR · PREVENT · 4PCAN · pieces

PREVENTION AND EARLY DETECTION CLUSTER

SCAN THE QR TO LEARN MORE ABOUT THE CLUSTER

PREVENTION and EARLY DETECTION CLUSTER
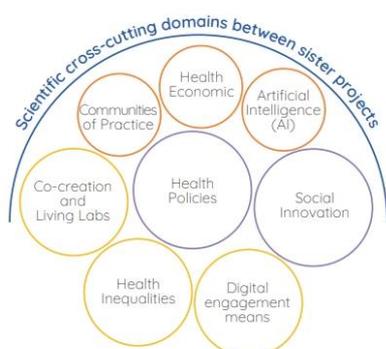
Funded by the European Union

"The six projects (CPW, PIECES, PREVENT, CO-CAPTAIN, 4PCAN, ONCODIR) that form the **Prevention & Early Detection cluster** are funded by the **European Union's Horizon Europe** – Research and Innovation funding programme (2021 – 2027). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union nor of the individual projects that constitute the cluster. Neither the European Union nor the granting authority can be held responsible for them"

PREVENTION AND EARLY DETECTION CLUSTER

The Prevention and Early Detection Cluster is a collaborative approach aiming to coordinate and integrate the efforts of six different cancer prevention projects. Together, they work to increase societal and policy impact on preventing and detecting cancer early. This initiative falls under the EU Mission on Cancer.

Each project addresses unique challenges in cancer prevention, from mental health to occupational health surveillance. They integrate primary prevention programs into existing systems, highlighting their different methodologies and target populations. All ensure a holistic approach to achieving the Cancer Mission's objectives and improving the quality of life of EU citizens.

Scientific cross-cutting domains between sister projects

- Health Economic
- Communities of Practice
- Artificial Intelligence (AI)
- Co-creation and Living Labs
- Health Policies
- Social Innovation
- Health Inequalities
- Digital engagement means

The size and colour of the circle represents the number of projects involved ② ⑤ ⑥
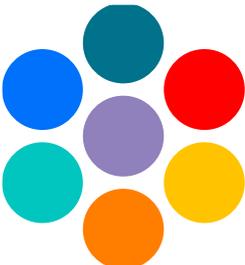
Cluster

1. **Co-CAPTAIN.** Cancer prevention among individuals with mental ill-health: co-adapting and implementing patient navigation for primary cancer prevention.

2. **Cancer Prevention at Work (CPW).** Occupational health surveillance in the implementation of prevention of infection-related cancer.

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5. **4P-CAN.** Personalized CANcer Primary Prevention research through Citizen Participation and digitally enabled social innovation.

6. **PIECES.** Towards large-scale adaptation and tailored implementation of evidence-based primary cancer prevention programmes in Europe and beyond.

The Prevention and Early Detection Cluster goals:

1: Provide citizens with primary affordable cancer prevention interventions through adapted local, regional and national health protocols that consider their sustainability, feasibility, cost-effectiveness, accessibility and affordability.

2: Identify the main challenges and risks that might hinder the adoption and implementation of cancer prevention programmes.

3: Educate healthcare professionals and patient organisations with evidence-based cancer prevention information that would facilitate the cancer patient family's companionship and support.

4: Involve all relevant stakeholders in the identification, research and evaluation of barriers and its outcomes.

5: Develop policy recommendations aimed at informing policy and decision-makers.

6: Design and facilitate evidence-based interventions in collaboration with authorities at local, regional and national level.

The sister projects ensure a holistic structure and approach to achieving the objectives of the Cancer mission and improving the quality of life of EU citizens.

Prevention and Early Detection Cluster