

Student Competition 2011 - Brief

Challenge

This year your challenge is to create a pan-European public awareness campaign about early detection of colorectal cancer. The campaign should be readily adaptable for use in the 27 EU Member States although it may run in markets outside the European Union. It should take into account the EU screening recommendation. The focus should be on the importance of the participation in screening and addressing people's fear and misperceptions rather than on the screening method (FOBT- faecal occult blood test being recommended by the EU Recommendation) or follow up (e.g. through colonoscopy or flexible sigmoidoscopy).

Background

Colorectal cancer is the second biggest cancer killer in men and women in the EU. Every year nearly 150.000 EU citizens die of colon cancer and more than 333.000 are newly diagnosed.

Colorectal cancer affects men and women nearly equally, mostly over age 50. Every citizen older than 50 has a 5% risk of developing colorectal cancer. It is the second biggest cancer killer in the world.

Many people are not aware that colorectal cancer is the second most common newly diagnosed cancer and the second most common cause of cancer death in the EU. There is also insufficient awareness that many of these deaths could be avoided through early detection, by carrying out effective screening tests followed by appropriate treatment. Indeed, due to its unique disease characteristics (very slow development from a benign polyp to a malignant cancer, which might take 10 years) colorectal cancer offers great possibilities for early detection and saving lives.

Early detection of colorectal cancer will also result in a significant reduction of costs of treatment for advanced disease.

The European Parliament recently launched a "European Colon Cancer Campaign". A resolution will be submitted asking countries to promote initiatives for awareness campaigns in the 27 EU member states.

Target

50-74 year olds and those presenting colorectal cancer [higher risk symptoms](#).

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Aim

Increase awareness of colorectal cancer and persuade your audience to get screened.

This should result in higher participation rates in colorectal cancer screening programmes offered and organised by national authorities.

The campaign should create a “this is your chance to continue leading a full, normal & active life feeling” instead of a “fear” effect: it should be focused on the benefits of early detection rather than on the negative aspects of the disease. Too many stigmas are attached to colorectal cancer and nobody should fear screening.

It should aim to:

- teach people about the importance of getting screened
- warn people about the symptoms and signs of colon cancer
- use the new multi-media and social networks in order to spread the message
- get rid of the stigmas attached to colorectal cancer
- get rid of feelings of fear and embarrassment
- demystify screening and follow-up.

Primary screening is mostly done by FOBT (faecal occult blood test) and endoscopic screening is part of the follow-up.

FOBT is a test whereby people are requested to provide a stool sample on a stick, for analysis of invisible bleeding. If the test is positive it would require follow-up with endoscopy (colonoscopy or flexible sigmoidoscopy).

This means that in the organised screening programme, people will in the first place be invited to provide their stool sample rather than being directly invited to the colonoscopy.

Your challenge is to create an integrated campaign which could include a website, a logo, a video clip, street interviews, events... which would take into account different ways of approaching the target group. We encourage you to exploit social networks to create a cyberwar against colorectal cancer.

One specific criterion according to which your campaign will be judged is its direct applicability taking into account different languages and cultures in the EU, without further need for adjustment.

Client

European Commission (DG Health & Consumers) & Lynn's Bowel Cancer Campaign

DG Health & Consumers' mission is to help make Europe's citizens healthier, safer and more confident. Over the years the European Union has established EU laws on the protection of people's health and the Directorate General for 'Health and Consumers' has the task of keeping these laws up to date.

Lynn's Bowel Cancer Campaign is a small charity with HUGE dreams - founded by former Watchdog presenter Lynn Faulds Wood, who beat advanced bowel cancer. Lynn has campaigned strenuously over the last ten years to raise awareness of this disease and to save lives.

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The jury is a broad base of individuals, including physicians, policy makers, communication executives and representatives of patient organisations and the pharmaceutical industry.

Because of the importance of this subject, the EFCCE will do everything it can to try and turn the winning ideas into a real campaign with the support of the European Commission. However, this cannot be guaranteed as it will depend on the suitability of the winning proposal.

Research and useful links

- **Council**

Council Recommendation on screening, which recommends that Member States of the European Union introduce and develop population-based screening programmes for breast, cervical and colorectal cancer.

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2003:327:0034:0038:EN:PDF>

The European Commission will soon publish EU guidelines on colorectal cancer screening, which will follow on from the Council Recommendation, by providing actual guidance to Member States on how to implement such programmes for colorectal cancer screening.

- **European Commission**

European Partnership for Action Against Cancer

http://ec.europa.eu/health/major_chronic_diseases/diseases/cancer/index_en.htm#fragment0

Prevention of Cancer

http://ec.europa.eu/health/major_chronic_diseases/diseases/cancer/index_en.htm#fragment1

Cancer Screening

http://ec.europa.eu/health/major_chronic_diseases/diseases/cancer/index_en.htm#fragment2

- **European Code Against Cancer**

<http://cancercode.org/code.htm>

- **European Cancer Observatory**

<http://eu-cancer.iarc.fr/>

- **Lynn's Bowel Cancer Campaign**

www.bowelcancer.tv

Free evidence based information and artwork available for national programmes "Having a colonoscopy"

<http://www.bowelcancer.tv/cgi-bin/page.pl?page=UsefulVideos&accessability=no>