**Key messages to support with contact outreach**

The below supplementary information has been provided for you to use when approaching relevant individuals about your White Paper / position document to introduce yourself and request an initial meeting, as well as during any further communications/meetings.

These key messages, facts and call to action points were developed by the Campaign to address head and neck cancer on a pan-European level, however they are likely to be relevant for use in combination with your local policy activities. We suggest making the points listed here relevant to specific issues in your local market.

Should you require any further support, please do not hesitate to contact the Secretariat secretariat@makesensecampaign.eu.

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**Key facts and messages**

* Over 1.93 million deaths were attributed to cancer, one of the biggest health challenges facing Europe, in 2018. Of this total, approximately 72,700 deaths were due to head and neck cancer – yet many people remain unaware of this devastating disease
* 73% of European survey participants in 2020 were unaware of the signs and symptoms of head and neck cancer, while 38% did not know what the disease was at all
* Head and neck cancer also places a significant burden on healthcare systems due to low awareness and late diagnosis, even though nearly 80% of head and neck cancers are thought to be preventable
* 60% of head and neck cancer patients are diagnosed at an advance stage, which carries only a 40% survival rate within five years
* Risk factors including smoking, drinking alcohol and Human Papilloma Virus (HPV) infection are associated with head and neck cancer
* Awareness of risk factors associated with the disease is low. Only 57% and 31% of European survey participants in 2021 identified tobacco use and alcohol consumption as risk factors respectively, despite 75% of head and neck cancer cases are suspected t be due to the use of tobacco and/or alcohol
* Despite its association with improved overall survival in head and neck cancer patients, guidance for implementation of care from a multidisciplinary team (MDT) is only available in Denmark, Germany, Italy, the Netherlands and the United Kingdom, while it is only a legal requirement in Austria, Denmark, France and Lithuania
* Access to survivorship care resources and services vary greatly across Europe and there are currently no European-specific guidelines in place which outline a standardised approach to care

**Call to action points**

As part of the [2020 White Paper](https://makesensecampaign.eu/files/documents/Make-Sense-White-Paper.pdf), *Head and neck cancer: A preventable, yet widely unknown European health crisis*, the *Make Sense* campaign and EHNS call on the European Commission to:

1. Actively engage in prevention strategies for head and neck cancer
2. Support early diagnosis and referral to qualified healthcare professionals
3. Promote multidisciplinary care as a standardised best practice approach for patients across Europe
4. Advocate for highest standards of post-treatment care
5. Dedicate EU and national research and innovation funds to support further research on head and neck cancer

In response to the launch of Europe’s Beating Cancer Plan in 2021, the EHNS published a letter via the *Make Sense campaign* to key members of the European Commission to outline support and highlight specific, crucial areas where the consideration of additional measures is recommended to address deficits with regard to head and neck cancer:

1. Include head and neck cancer in additional Europe-wide screening programmes
2. Support public awareness campaigns, such as the *Make Sense* campaign’s annual awareness week
3. Develop firmer targets for achieving HPV vaccination of boys at a Member State level and clearly communicate the link between HPV and head and neck cancer
4. Promote uniform and quality care via the development of European survivorship guidelines

**About the *Make Sense* campaign**

* We are proud that the Campaign has been running since 2013 and commitment from stakeholders and interest from the public remains high.
* The Campaign has participation from 23 countries, primarily across Europe, but also South Korea and Brazil. Country teams are made up of HCPs, industry sponsors, patients and patient groups.
* Activities take place year-round, but the highlight is our annual awareness week which takes place during the third week of September.
* The *Make Sense* campaign is delivered via four taskforces: awareness raising, HCP education, partnership building, and emotive / survivorship support. Each taskforce is led by a key opinion leader.
* As part of the partnership building taskforce, the Campaign has held multiple events at European Parliament with the engagement of policy makers.
* Further information about the Campaign is available on our website: [http://makesensecampaign.eu](http://makesensecampaign.eu/)

**Reasons to get involved:**

* The Campaign offers a truly unique opportunity to be part of an initiative that has a proven track record of making positive changes for patients at all stages of head and neck cancer.