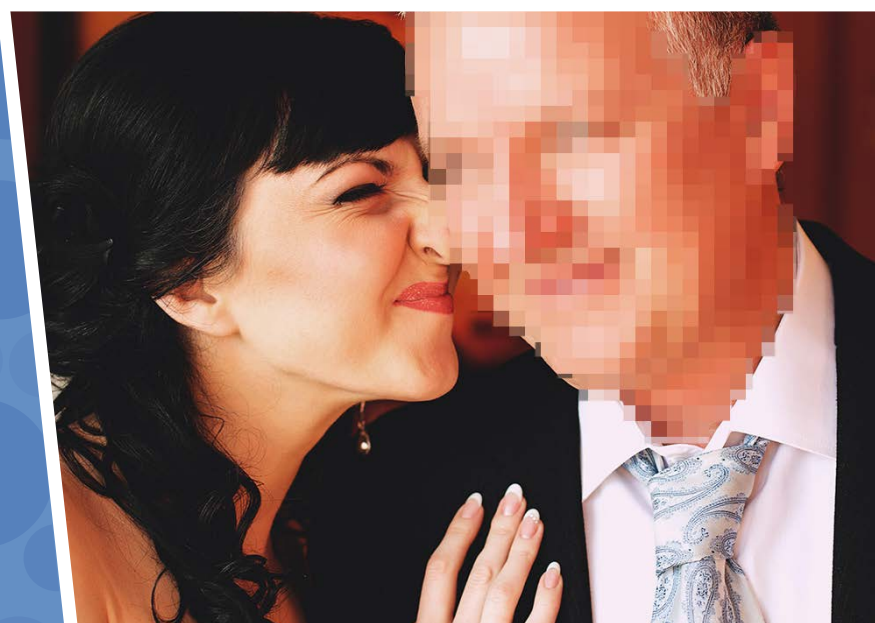


MAKE  
SENSE  
CAMPAIGN

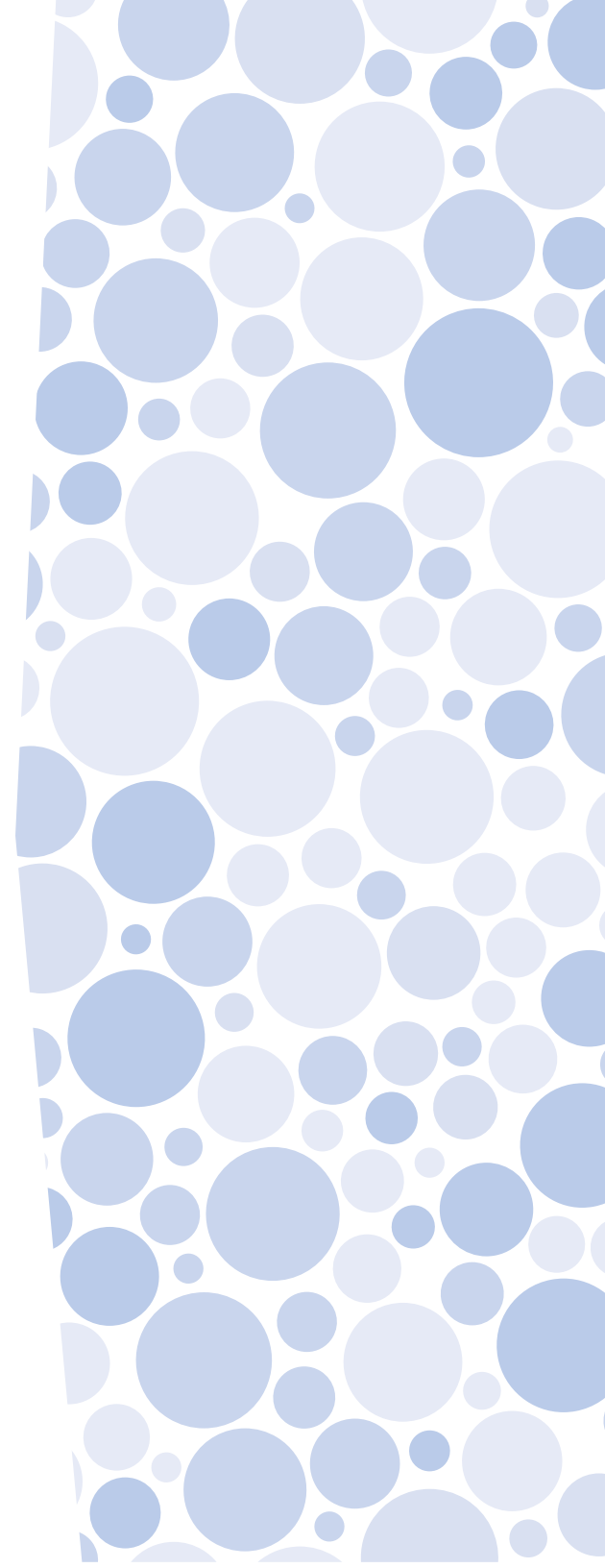
2019

RESULTS  
REPORT



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# EXECUTIVE SUMMARY

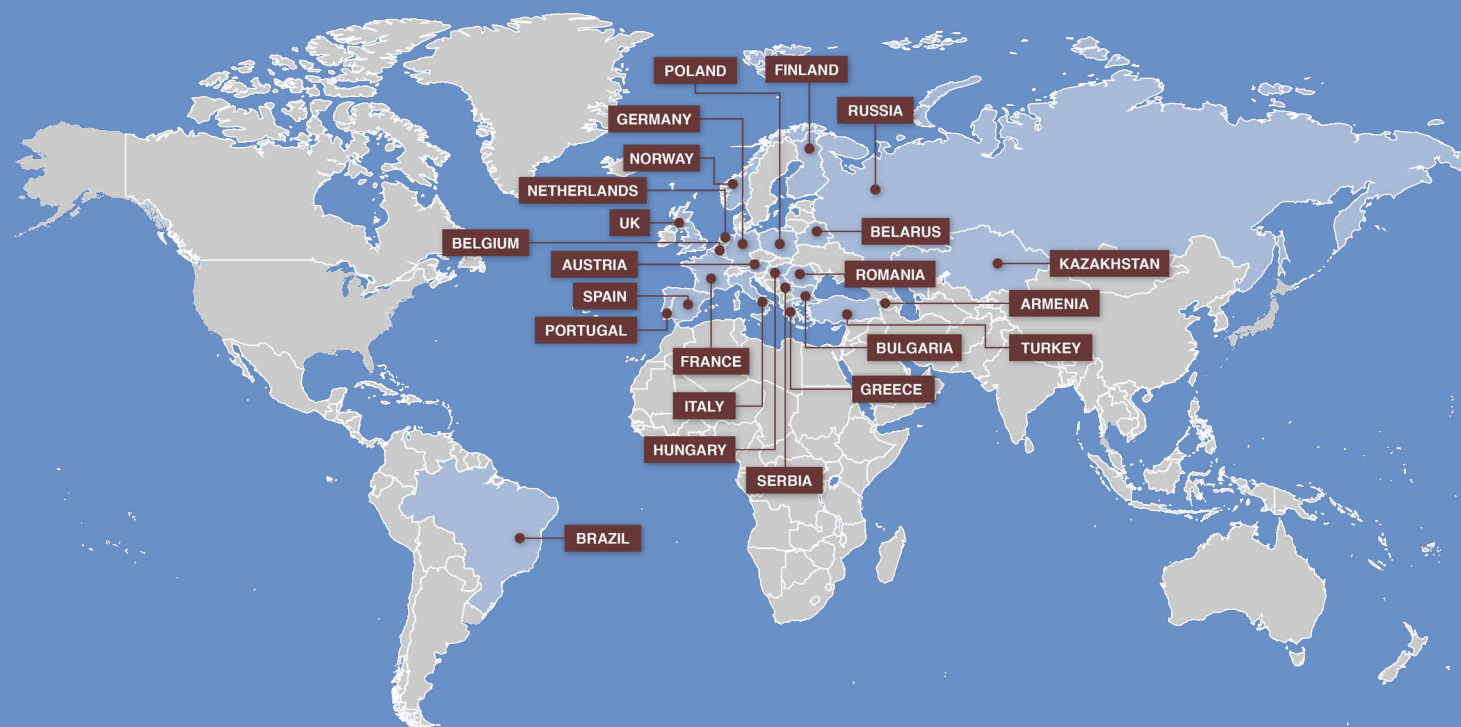
The *Make Sense* campaign's seventh year proved to be yet another resounding success with plenty to celebrate! A record-breaking 23 countries spanning from Brazil in the west to Russia in the east took part in this year's Awareness Week, including new additions to the Campaign Armenia, Belarus, Bulgaria and Serbia. Participants executed a variety of superb activities with the common goal to educate and raise awareness for head and neck cancer, improve early diagnosis and referral rates and ultimately improve patient outcomes.

Once again, Supporting Survivorship remained as the theme for the Campaign in 2019. Activities focussed on improving the lives of survivors by increasing understanding of the challenges and unmet needs they face, as well as providing support and resources to aid them in their post-treatment lives. On a global level, the FAQ Discussion Guide was launched, new survivor cookbook recipes were published, the *Unrecognisable* digital campaign was continued and

expanded after its successful debut in 2018 and another productive event was held in EU Parliament in collaboration with the European Cancer Patient Coalition (ECPC).

As ever, the success of the *Make Sense* campaign would not be possible without our ongoing partnerships with committed stakeholders, both on national and European levels. We were also pleased to welcome MSD as a new Campaign supporter in 2019, and look forward to continuing the momentum and success of the Campaign in this new collaboration alongside our existing sponsors Bristol-Myers Squibb (BMS), Merck and Pfizer.

We would like to thank everyone who participated in this year's Campaign for their tireless efforts in planning and executing activities to ensure yet another incredibly impactful year! We are excited to collaborate again next year as we continue to work towards an improved future for head and neck cancer patients and survivors.



# KEY HIGHLIGHTS



**23**  
COUNTRIES  
**participated**



**4**  
**FIRST-TIME**  
**participants**



**255**  
**screening**  
**clinics**



**>25,700**  
**PATIENTS**  
**screened**



**>1,100**  
**PATIENTS**  
**referred**



**>6,509,000**  
**PEOPLE REACHED**  
**on local social**  
**media platforms**



**>645,000**  
**impressions**  
**on Twitter\***



**>1,502,000**  
**PEOPLE REACHED**  
**on Facebook\***



**>250,000**  
**UNIQUE**  
**website users**



**>68,000**  
**MAKE SENSE**  
**materials distributed**



**>1,200**  
**PIECES OF**  
**original coverage**

\* These figures include organic and promoted social content shared by both the *Make Sense* campaign and local country teams.



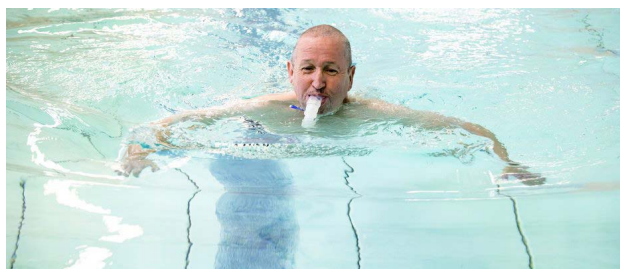
# ONGOING PARTNERSHIPS

Once again, the success of the Campaign this year is thanks to the contribution of a huge variety of individuals and organisations. From healthcare professionals, to patients, professional bodies and industry sponsors, this year saw a record level of engagement with the Campaign throughout Europe. We are pleased to have welcomed and forged a number of new relationships to the Campaign, such as with HPV Action, an initiative to achieve gender-neutral HPV vaccination across Europe. Equally, seeing the continued commitment of those who have been involved with the Campaign from the beginning is extremely heartening.

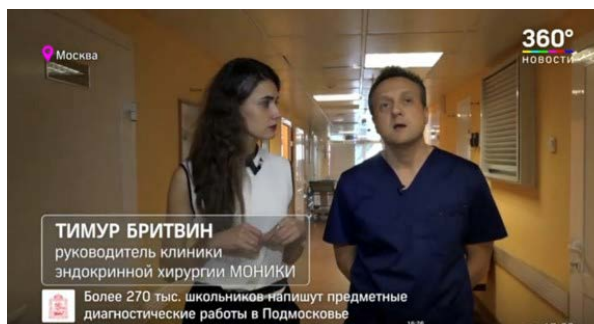
We are very grateful to all those who have dedicated their time to making an impact for this important cause, and we look forward to your continued support into the future.



## PATIENTS AND PATIENT ORGANISATIONS



## HEALTHCARE PROFESSIONALS (HCPs)



## OUR PARTNERS

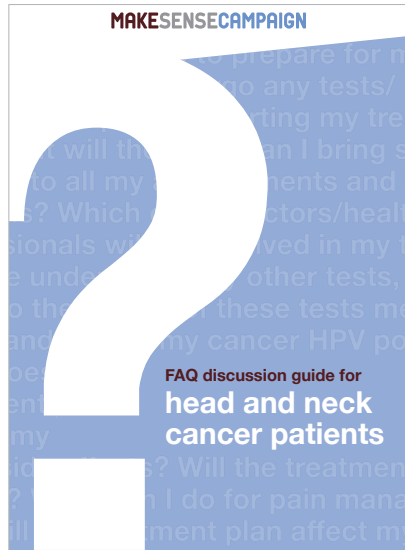


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## INDUSTRY SPONSORS



# EUROPEAN HIGHLIGHTS



## FAQ DISCUSSION GUIDE

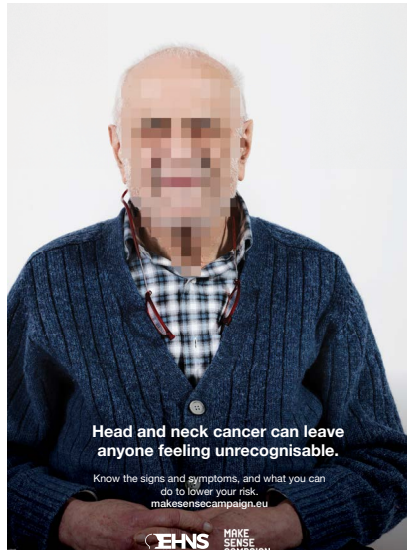
In May, the *Make Sense* campaign launched its FAQ Discussion Guide, created specifically to support head and neck cancer patients following their diagnosis. Developed in collaboration with previous patients, survivors and caregivers, the guide features a comprehensive range of questions to ask the doctors and specialists, as well as notes sections to record answers and important information.



## ELIMINATING HPV IN EUROPE

On July 10, the *Make Sense* campaign attended a roundtable hosted by ECCO and HPV Action UK in Brussels, which brought together principal stakeholders relating to HPV, including healthcare professionals, patient groups, national cancer societies and experts, with the Campaign providing perspectives of head and neck cancer physicians and patients. The project's goal is to facilitate cooperation between stakeholders to achieve a shared goal of eliminating HPV across Europe, and the Campaign is pleased to be involved with this important initiative moving forward.

# EUROPEAN HIGHLIGHTS



## SOCIAL MEDIA AWARENESS CAMPAIGN

The Campaign built up a wide-reaching social presence for the Awareness Week, which focused on sharing its *Unrecognisable* visual campaign. Content specifically highlighting the signs and symptoms, the role of HPV and survivorship was posted across the Campaign's official social channels. Sponsored content formed a component of the digital campaign to reach the widest audience possible, with high engagement levels seen. In addition, many teams adopted *Unrecognisable* for their own country-specific activities, further boosting the visibility of the campaign.



## EU PARLIAMENT EVENT

On November 5, the *Make Sense* campaign and ECPC co-hosted an event in European Parliament entitled "Transforming the face of head and neck cancer care in Europe: it is time to take action!". Aimed at Members of the European Parliament (MEPs), the meeting objective was to raise awareness of the challenges faced by patients and highlight the urgent need for better quality of care across all member states. Speakers at the meeting included a supporting MEP, oncologists, an epidemiologist, an ECPC representative and a head and neck cancer survivor, all of whom sparked engaging conversation and debate amongst the 50+ attendees.

# COUNTRY ACTIVITIES

## ARMENIA

Participating in the Campaign for the very first time, the Armenian team organised outdoor public awareness campaigns in the capital city, Yerevan, and the town of Vanadzor. Free patient examination and consultation days were also held in three locations across Armenia during the Awareness Week, with 138 people screened and nine referred. The team also distributed 100 copies of the new FAQ Discussion Guide to aid patients in their head and neck cancer treatment journey.



## AUSTRIA

On World Head and Neck Cancer Day (July 27), the Austrian team provided an update on the current state of head and neck cancer for patients at a free event in Vienna called 'Tumore des Kopf-Halsbereichs – was gibt es Neues?' (Tumors of the Head and Neck - What's New?). The patient session was followed by another symposium featuring a series of talks on the same topic, aimed at physicians.



# COUNTRY ACTIVITIES



As another first-time participant in 2019, Belarus had an incredibly busy and impressive Awareness Week with early diagnosis comprising the main theme. Screening clinics formed a major part of activities, with eight centres across the country participating to screen 1,103 members of the public. In addition to the free clinics, a hotline was also created, offering general information and screening appointments. The hotline was advertised on 15 billboards in six cities and received 1,339 calls, leading to over 350 screening appointments. Extensive online and social media coverage was also achieved to advertise the clinics. The Belorussian Awareness Week wrapped up with a two-day conference to highlight and discuss the successes and unmet needs in diagnosing and treating head and neck cancer patients in different healthcare systems. The conference was a great accomplishment, with over 200 national and international attendees including HCPs, academic institution staff and government representatives.



Activities took place across many collaborating sites in Belgium, primarily focussed on raising awareness for disease prevention, signs and symptoms, early diagnosis and the need for patient organisations. In the Flanders region of Belgium, activities were spearheaded by Vlaamse Werkgroep Hoofd Hals Tumoren (VWHHT). A fantastic 12 centres took part, collaborating with Foundation Against Cancer to display informational posters and disseminate buttons and brochures on topics including smoking and eating difficulties amongst staff and visitors. Alcohol-free cocktails were even offered to attendees at the UZ Gent stand! In Brussels and Wallonia regions, activities were led by the Belgian (French-speaking) Head & Neck Oncology Cooperative Group (BHNOCG) and informational stands were set up in the entrances of many hospitals. There, hospital staff distributed awareness-raising flyers and provided information on screening clinics to patients and members of the public.



# COUNTRY ACTIVITIES

## BULGARIA

Bulgarian activities centred around raising awareness of the need for disease prevention and understanding the risk factors with regard to head and neck cancer. On a national level, leaflets outlining risk factors and the importance of early diagnosis were translated and disseminated online and amongst staff, patients and visitors in 10 specialised hospitals across Bulgaria throughout the Awareness Week. Local activities included two presentations on the key topics of prophylaxis and risk factors; the first at a meeting organised by the Medical University in Plovdiv and the second at the ninth National Conference of GPs, organised by the National Association of GPs in Bulgaria.



Рискът от **РАК** на **ГЛАВАТА** и **ШИЯТА** е **15** пъти по-голям при **ПУШАЧИ**

**АЛКОХОЛ** и **ТЮТЮНОПУШЕНЕ** **УВЕЛИЧАВА** риска от рак на главата и шията

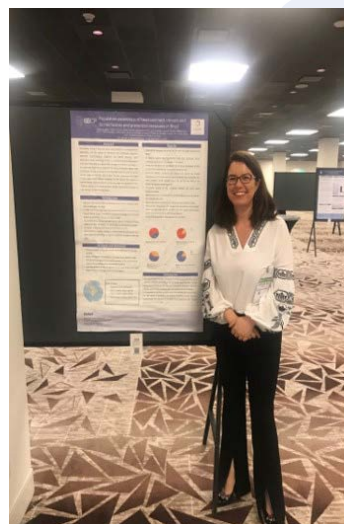
**85%** от случаите на **РАК НА ГЛАВАТА** и **ШИЯТА** са свързани с **ТЮТЮНОПУШЕНЕ**

**РАК НА ГЛАВАТА И ШИЯТА: НАУЧЕТЕ ПОВЕЧЕ ЗА РИСКА**

АВТОРСКИ ПРИБАВ: **MAKE SENSE CAMPAIGN**  
www.makesensecampaign.eu

## BRAZIL

Participating in the Campaign for the third time, the Brazilian team carried out a range of activities that extended beyond the Awareness Week. Their efforts focussed on four key areas; research, community, patient support and HCP education. In May, a poster was presented at the American Head and Neck Society Congress in Austin on the Brazilian population's awareness of the disease. Further highlights included the public awareness campaign for 'Green July' entitled 'You don't need to be a genius to show your mouth!', development of a book on patient rights in Brazil for patients and carers, and the creation of webinar and podcast content on the topic of head and neck cancer for HCPs.



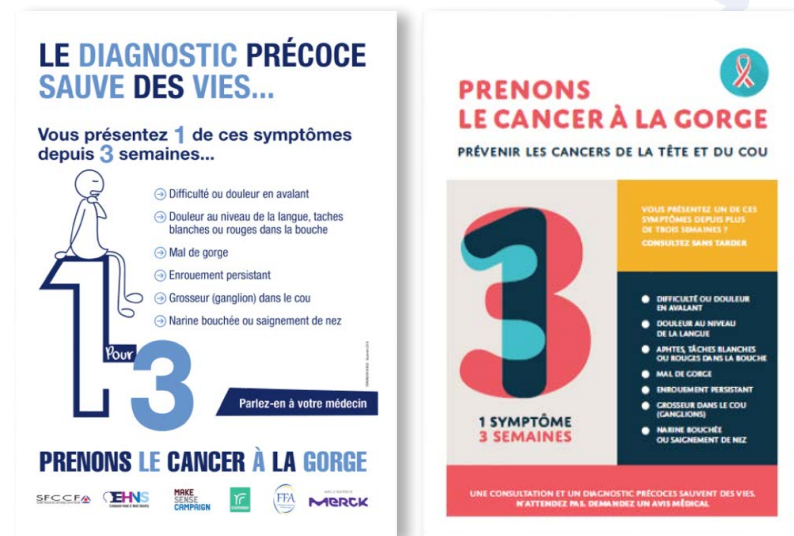
# COUNTRY ACTIVITIES



The *Make Sense* campaign was featured in an article published in a cancer newsleaflet, which was distributed with one of the national evening newsletters, *Ilta Sanomat*. Alongside the promotion of the Campaign, the article on head and neck cancer featured a doctor describing the disease from a medical standpoint, alongside a patient advocacy group member who shared insights into the life of a patient. In addition, the *Make Sense* website was also translated into Finnish for the first time this year!



Once again, the French Campaign saw an outstanding level of participation with 120 centres involved in 2019. The Campaign, again entitled 'Prenons le cancer à la gorge' (Let's take cancer by the throat), garnered extensive media and online coverage, with nearly 50 original pieces of coverage and a series of social media posts which reached an audience of 4.6 million! Materials distributed at the participating sites included a new brochure and poster outlining the '1for3' rule, while a series of short videos featuring actors, dancers and other celebrities were published on YouTube to raise awareness for head and neck cancer. Following the Awareness Week, the team reflected that widespread collaboration and quality content was key to making their Campaign a strong success.





# COUNTRY ACTIVITIES



Germany's seventh Awareness Week was certainly action-packed, with activities led by the Interdisziplinäre Arbeitsgruppe Kopf-Hals-Tumore (IAG-KHT) and further activities executed by other stakeholders. A total of 30 early diagnosis days were held across the week, with over 7,800 Campaign materials distributed and some clinics offering the service of free home visits and online consultations. The German *Making Meals Make Sense* cookbook was launched online and promoted in HCP newsletters and press releases, while HCP and general public press releases, newsletters and editorials promoting the Campaign and awareness for head and neck cancer were also released. German activities garnered 36 pieces of original media coverage, including a TV spot highlighting the link between HPV and head and neck cancer.



In Greece, Campaign activities were carried out by the Hellenic Cancer Federation (ELLOK), the Hellenic Society of Head and Neck Cancer (HeSHNCA) and the Hellenic Society of Oral Oncology (HSOO). Three events were held in Athens and Katerini to launch the Greek Campaign activities with representatives from all three organisations, as well as 260 physicians and 140 dentists, in attendance to inform participants about the disease, prevention and early diagnosis. The Campaign cookbook, featuring new Greek recipes, and the FAQ Discussion Guide were both translated into Greek, launched at the HeSHNCA and HSOO events and promoted on social media and the ELLOK website. Other Campaign materials disseminated included a six-step guide to oral cancer screening and a flyer for the general public. ELLOK also ran their own *Unrecognisable* digital campaign, reaching an audience of 40,000 across Facebook and Twitter. In November, HeSHNCA board member Professor Ourania Nicolatou-Galitis gave a radio interview covering the topics of early diagnosis, prevention, smoking cessation and HPV vaccination, which generated widespread media coverage.



# COUNTRY ACTIVITIES

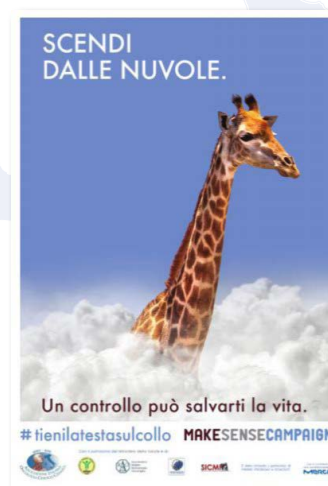
## HUNGARY

Activities in Hungary focused on early diagnosis and screening, with two clinics open to the public during the Awareness Week. Of the 30 attendees screened, one individual was referred. The Hungarian team also achieved media coverage as part of their Campaign with an original article published online.



## ITALY

#tienilatestasulcollo (Keep your head on your neck) remained the message of the Italian Campaign this year, executed once again by the team from Associazione Italiana di Oncologia Cervico-Cefalica (AIOCC). Public engagement was the main focus of the Campaign in 2019, with 31 centres across the country participating to promote the Campaign, distribute awareness materials and hold a total of 64 early diagnosis day clinics across the Awareness Week. Staff screened a total of 1,151 patients, leading to 64 referrals. An institutional roundtable was also held at the Senate of the Republic in Rome on September 17 in which patient association representatives, AIOCC representatives, guest speakers and journalists attended to discuss the Campaign and head and neck cancer. The Italian Campaign also garnered an impressive 415 pieces of original media coverage across TV, radio, online and print articles, reaching a total audience of 77 million.





# COUNTRY ACTIVITIES

## KAZAKHSTAN

Participating for the fifth year running, the team kicked off a busy 2019 with a promotional press conference for the Campaign in May. In addition to early diagnosis clinics held throughout the Awareness Week, a pilot programme was launched making free screening available at oncology centres across Kazakhstan for the rest of the year. The Kazakh educational taskforce focussed on the treatment of squamous cell carcinomas of the head and neck, with plans to launch a series of 'train the trainer' courses. Led by international multidisciplinary team (MDT) specialists, these courses are designed for Kazakh oncologists to expand their knowledge of treatment of this type of cancer. The team also distributed an impressive 7,500 printed materials, including 500 translated copies of the *Making Meals Make Sense* cookbook, and launched a dedicated Facebook page to promote and continue their Campaign beyond the Awareness Week!



## NETHERLANDS

Dutch activities centred around a social media campaign entitled 'First time after treatment', which aimed to raise awareness for head and neck cancer by educating the public on what life is like after the disease and the challenges patients can face. The content, published in the form of blogs, detailed the experience of three brave patient volunteers as they went camping, swimming and to a hairdressers appointment for the first time after various forms of head and neck cancer treatment. The campaign reached a total audience of 19 million people and was featured in 14 pieces of media coverage both online and in print.



# COUNTRY ACTIVITIES

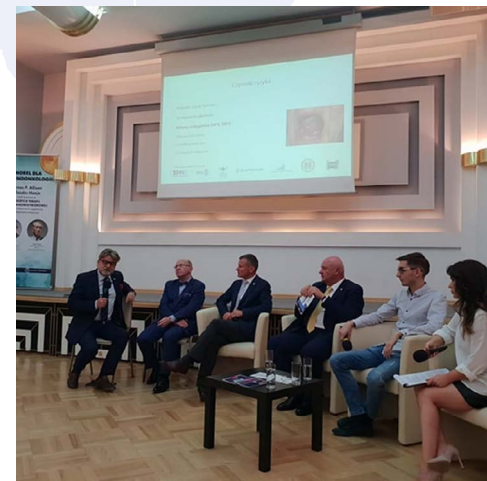
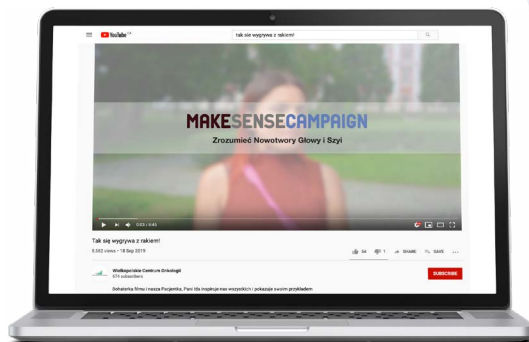
## NORWAY

Oslo played host to a free head and neck cancer day event with the aim to raise awareness for the disease and discuss how earlier diagnosis, better treatment and improved quality of life can be achieved for patients. Featuring a series of interesting talks and lively conversations, the event was attended by healthcare professionals, patient association representatives, patients, the general public and students from the Blindern (University of Oslo) Faculty of Dentistry. The Norwegian team also launched a series of Facebook posts as part of their Campaign, reaching an audience of 160,000 people.



## POLAND

Poland launched their seventh Awareness Week with a national press conference in Warsaw, a local press conference in Poznań and the release of a Supporting Survivorship film, which has received over 20,000 views. Additionally, the team continued the National Screening Programme launched in 2018 with 12 centres holding early diagnosis days across the Awareness Week. Campaign activities generated broad media coverage, with more than 130 pieces achieved across TV, radio, online and print outlets. This included an article covering head and neck cancer and the national press conferences in Poland's best-selling weekly magazine, *Polityka*.



# COUNTRY ACTIVITIES

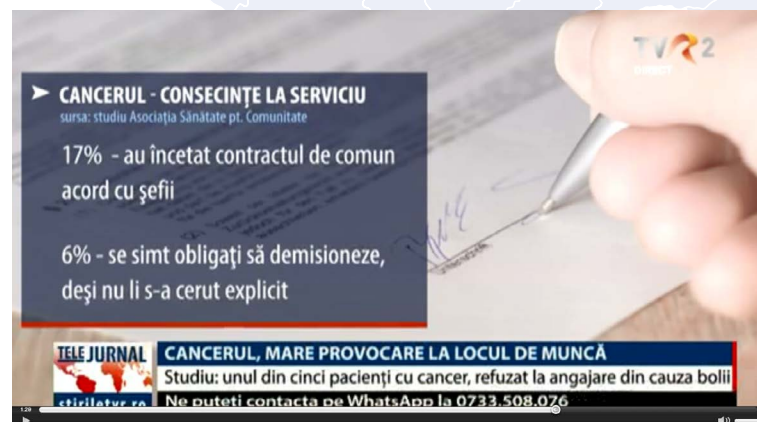
## PORTUGAL

Another busy Awareness Week in Portugal got underway with a free screening session and press event opened by the Minister for Health, Marta Temido. Later in the week, a book written by a patient and a video produced in collaboration with the Football Players Union were launched, both with the aim of promoting healthy lifestyle habits for head and neck cancer patients. The Portuguese team also ran an original social media campaign, 'It Makes No Sense', which sought to portray various every day situations which may be obstacles to patients in good humour and offered practical solutions. The team achieved an impressive 69 pieces of original media coverage to promote their activities and raise public awareness for the disease. However, activities did not stop after the Awareness Week had finished. An initiative called 'After Cancer, Employment' was also launched, and will be developed over the coming year to establish support networks to assist and enable patients to return to work.



## ROMANIA

Activities for Romania's fourth Awareness Week got underway with an anti-discrimination campaign for head and neck cancer patients, which featured on a national news television broadcast. The 'Head and Neck Cancer Awareness Kit' was also debuted, which included a range of Campaign materials such as the new FAQ Discussion Guide. Free early diagnosis clinics were also offered to the public, with Campaign materials distributed to raise awareness for the disease. The team also ran a national *Unrecognisable* social media campaign for three weeks with the aid of a blogger and head and neck cancer patient. Additionally, the Romanian 'HNC Survivor Guide', initially shared at an EU Parliament event in 2018, was translated into English so that it can be used by international survivors to help overcome common challenges they may face.





# COUNTRY ACTIVITIES

## RUSSIA

Participation in Russia was once again outstanding, with activities taking place in 104 cities in 31 regions organised by the International Patient Union and the Russian Association of Oncological Patients “ZDRAVSTVUY!”. Early diagnosis was a major focus for the seventh Russian Campaign, with a topical roundtable event for leading specialists in Moscow and 126 early diagnosis day clinics screening more than 22,500 patients across the week. On September 18, a meeting was held in collaboration with Professor Nikolay Daiches (Director of Scientific and Clinical Centre for Otorhinolaryngology) for Russian otolaryngologists to discuss and establish new strategies for screening, treatment and rehabilitation, with the attendance of guest speaker Robert Greene (ECPC Board Member). The following day, a session aimed at patients on interdisciplinary treatment approaches also took place. Press conferences and lectures were also held in Tyumen and Samara for local oncological societies. The Russian Campaign generated 330 pieces of original media, reached over 30,000 on social media and distributed a massive 26,000 materials!



## SPAIN

The Spanish team held a series of events during the Awareness Week that concentrated on providing information on head and neck cancer. Informational stands were set up to raise awareness amongst staff and visitors at both La Paz University Hospital and San Carlos Clinical Hospital in Madrid on September 16 and 17 respectively. On September 18, a discussion was held at University Hospital 12 de Octubre attended by several doctors from the multidisciplinary team of the hospital, including Dr. Gregorio Sánchez Aniceto (Oral and Maxillofacial Surgery), Dr. Lara Iglesias (Medical Oncology) and Dr. Ana Ruiz (Radiation Oncology). Following the event, a highlights video was published on the *Asociación Española de Pacientes de Cáncer de Cabeza y Cuello* (APC) YouTube channel. The Spanish Merck team also participated in the Campaign, publishing a series of tweets to raise awareness for head and neck cancer amongst the public.



# COUNTRY ACTIVITIES



Serbia participated in the *Make Sense* campaign for the first time in 2019, with activities led by the Serbian Association of Head and Neck Oncology (SHNOS). The team organised early diagnosis days for the public at two clinics in the cities of Novi Sad and Nis respectively, screening over 200 patients combined. Participating physicians including Professor Rajko Jović (SHNOS President) and Dr Igor Đan (SHNOS Secretary) gave interviews to raise awareness for head and neck cancer and promote the *Make Sense* campaign, which were broadcasted locally and nationally in three TV spots.



The Turkish team orchestrated another fantastic Awareness Week, starting with a large panel discussion and press conference in Istanbul focussing on the theme of Survivorship. The panel of key opinion leaders (KOLs) and a well-known Turkish nutritionist discussed the symptoms, diagnosis and treatment of the disease as well as the nutritional difficulties patients face and tips for improving their diets. The event also acted as the official launch of the Turkish *Making Meals Make Sense* cookbook, with media attendees participating in a workshop to recreate recipes from the book. The event was shared widely on social media and generated 88 pieces of news coverage, with a reach of over 15 million people! Further unique activities also made headlines, with 45 news pieces reporting the Bosphorus Bridge in Istanbul lighting up in stunning display of support of the Campaign. In addition, a new public awareness video promoting the '1for3' rule and #donothidefromlife campaign was launched online, attaining over 5,000 views, while another featuring the #unrecognised campaign was also reintroduced and promoted on Instagram, attaining over 10,000 views.





# COUNTRY ACTIVITIES

## UNITED KINGDOM

Activities took place in a variety of locations across the UK, led by the national patient group Head and Neck Cancers UK (HANCUK) and the British Association of Head and Neck Oncologists (BAHNO). The first meeting of a pilot peer support scheme launched in collaboration with Queen Elizabeth University Hospital, Birmingham (QEHB) saw a volunteer from HANCUK and QEHB staff meeting with patients and carers to share their experiences with head and neck cancer and offer support. The hope is that the scheme can be launched at further hospitals in the UK following in the future. Elsewhere, activities included early diagnosis days in six clinics in Yorkshire, presentations to nearly 5,000 pupils at 14 schools about HPV and its role in cancers, and the release of a press statement focussing on the need for HPV vaccination for boys. Informational stands were also used to raise awareness for head and neck cancer at Leeds Teaching Hospitals and the Queen Elizabeth University Hospital, Glasgow. Following the Awareness Week, HANCUK also facilitated a survivors seminar in Edinburgh, bringing together survivors from Edinburgh and Glasgow to discuss treatment, aftercare and ongoing issues which head and neck cancer survivors face.



# THANK YOU

Once again, we'd like to extend a huge thank you to everyone that has contributed to the Campaign this year. The variety and creativity in your activities has been inspiring, and we are very proud of the impact we have made together in raising awareness of head and neck cancer. Your efforts are and will always be integral to the success of the Campaign, and we want to share our appreciation to everyone involved. We look forward to working with you all next year to continue this important work!

The *Make Sense* campaign is run by:



European Support for the *Make Sense* campaign is provided by:



Bristol-Myers Squibb



**MERCK**



**MSD**



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Make Sense Campaign



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