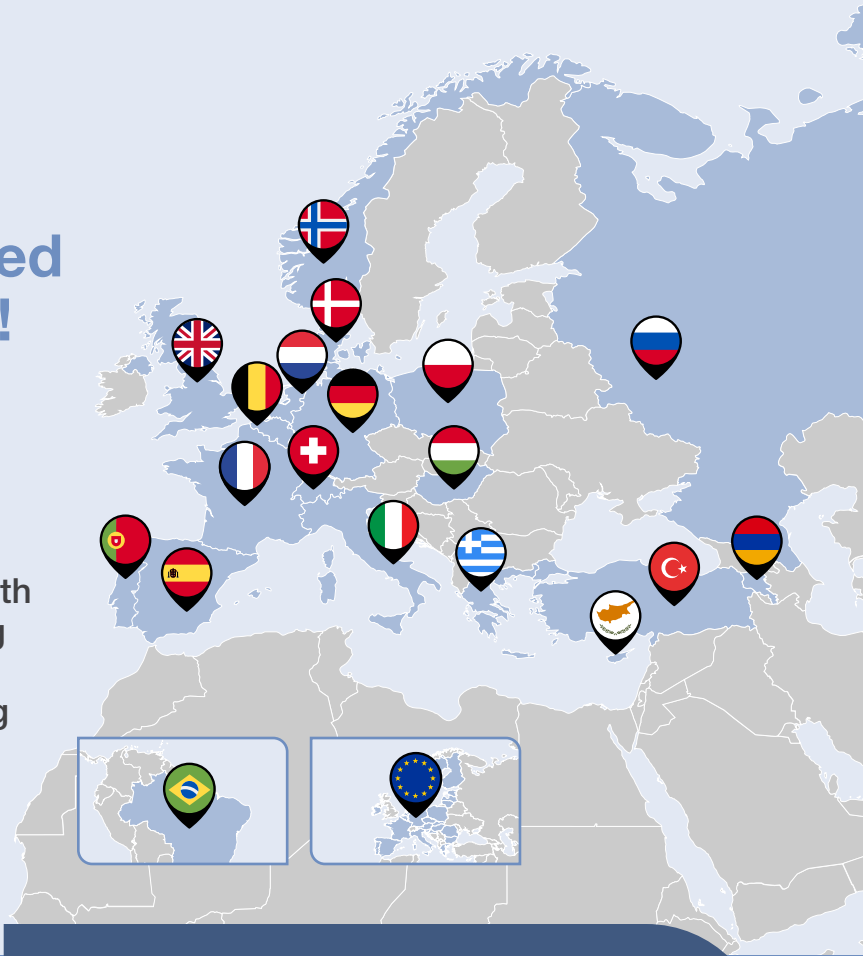


MAKESENSECAMPAIGN

2024 RESULTS REPORT

Our 12th *Make Sense* Awareness Week proved to be another success!

2024 saw yet another fantastic Awareness Week for the Campaign, with participants from all over Europe (and beyond) coming together to raise awareness of head and neck cancer, with a fantastic total of **19 countries** taking part. We have seen a broad spectrum of unique and impactful activities taking place, with one common goal in mind: improving outcomes from patients with head and neck cancer.



2024 CAMPAIGN SUMMARY

Our theme for 2024 focused on ensuring there is equal access to head and neck cancer diagnosis and care across Europe, by identifying gaps in infrastructure and quality of care for patients.

We capitalised on existing *Make Sense* campaign infrastructure and networks to inform people of our research, encourage people to pledge their support and share their care stories.

**Equal Access,
Equal Care:**
Uniting Europe
Against Head and
Neck Cancer

12TH AWARENESS WEEK 16–21 SEPTEMBER 2024



MONDAY

Launch of our 'Equal Access, Equal Care' research



TUESDAY

Supporting policy change with the *Make Sense* Campaign



WEDNESDAY

Early diagnosis day clinics held across Europe



THURSDAY

Educational events on risk factors and prevention including smoking, alcohol and HPV



FRIDAY

HCP education focused on spotlighting head and neck cancer care



SATURDAY

Make Sense Run event held across Europe



“Once again, it’s inspiring to witness the incredible dedication and effort that has gone into this year’s Make Sense Campaign. On behalf of the EHNS Make Sense Steering Committee, I extend my heartfelt thanks to everyone who participated in the Campaign for making the 2024 awareness week a resounding success. Your unwavering support is crucial in our mission to raise awareness of head and neck cancer and enhance patient outcomes. We look forward to your continued participation next year!”

– Professor René Leemans, Make Sense Steering Committee Chair

FEEDBACK FROM THE EHNS ON THE PROPOSAL FOR A COUNCIL RECOMMENDATION ON VACCINE-PREVENTABLE CANCERS

In March, the *Make Sense* Campaign (on behalf of the EHNS) [reached out to the European Commission](#) to provide suggestions to the proposal for a Council Recommendation on vaccine-preventable cancers, to bolster efforts to reduce prevalence of vaccine preventable cancers.

Our recommendations included setting a firmer target for gender neutral vaccination against HPV related cancers, specifically referring to head and neck cancers as a potential risk when encouraging uptake of HPV vaccination to communicate that HPV-related cancers are not necessarily gender specific.

European Commission Response:

We were delighted to receive a response from the European Commission in June acknowledging our letter and thanking us for our contribution to their Call for Evidence. Their Council Recommendation on vaccine preventable cancers is now adopted.



FURTHER SECRETARIAT ACTIVITIES IN 2024

In addition to our Awareness Week, input to the European Commission’s Council Recommendation on vaccine-preventable cancers, and launch of our ‘Equal Access, Equal Care’ research, the Secretariat delivered a range of activities throughout the year, engaging with stakeholders, HCPs and more.

JUNE

Presentation on the *Make Sense* Campaign by our Steering Committee members as part of a roundtable discussion at the 7th Congress of European ORL-HNS in Dublin.

SEPTEMBER

An article published in ‘*Vaccines Today*’ highlighting the need for gender neutral vaccination against HPV associated cancers and raising awareness of signs and symptoms of head and neck cancer.

EQUAL ACCESS, EQUAL CARE RESEARCH

To ascertain the **landscape of head and neck cancer care** and where progress is needed, there must be data and insights available that map the gaps in the diagnosis and treatment of this disease.

As part of our 2024 campaign, *Make Sense* **conducted a research project** to understand the standard of head and neck cancer care in four Eastern European countries. The findings were **benchmarked** against the Netherlands and used to **generate data** on the current landscape in Eastern Europe to determine if there are disparities in the diagnosis and treatment of head and neck cancer. This study provides valuable insight to inform change and suggest actionable solutions to overcome disparities and improve head and neck cancer care.

We are pleased to share that we have completed the initial meta-analysis of our research. We look forward to sharing our findings in 2025 and *Make Sense* has been invited to share our findings at [ECHNO 2025!](#)



KEY RESULTS

19 countries participated

225 screening centers and clinics

33,501 patients screened

4,214 attended educational events across Europe

841 patients referred

SOCIAL MEDIA



5,069,564

social media reach across all platforms*



4,192,224

reach on Facebook*



558,190

views on Instagram*



319,150

views on LinkedIn*

TRADITIONAL MEDIA



3,236,736

estimated media coverage reach*



546

pieces of original media coverage

*Figures based on submitted results from country teams. Includes organic and promoted content shared by both the *Make Sense* campaign and local country teams.

