



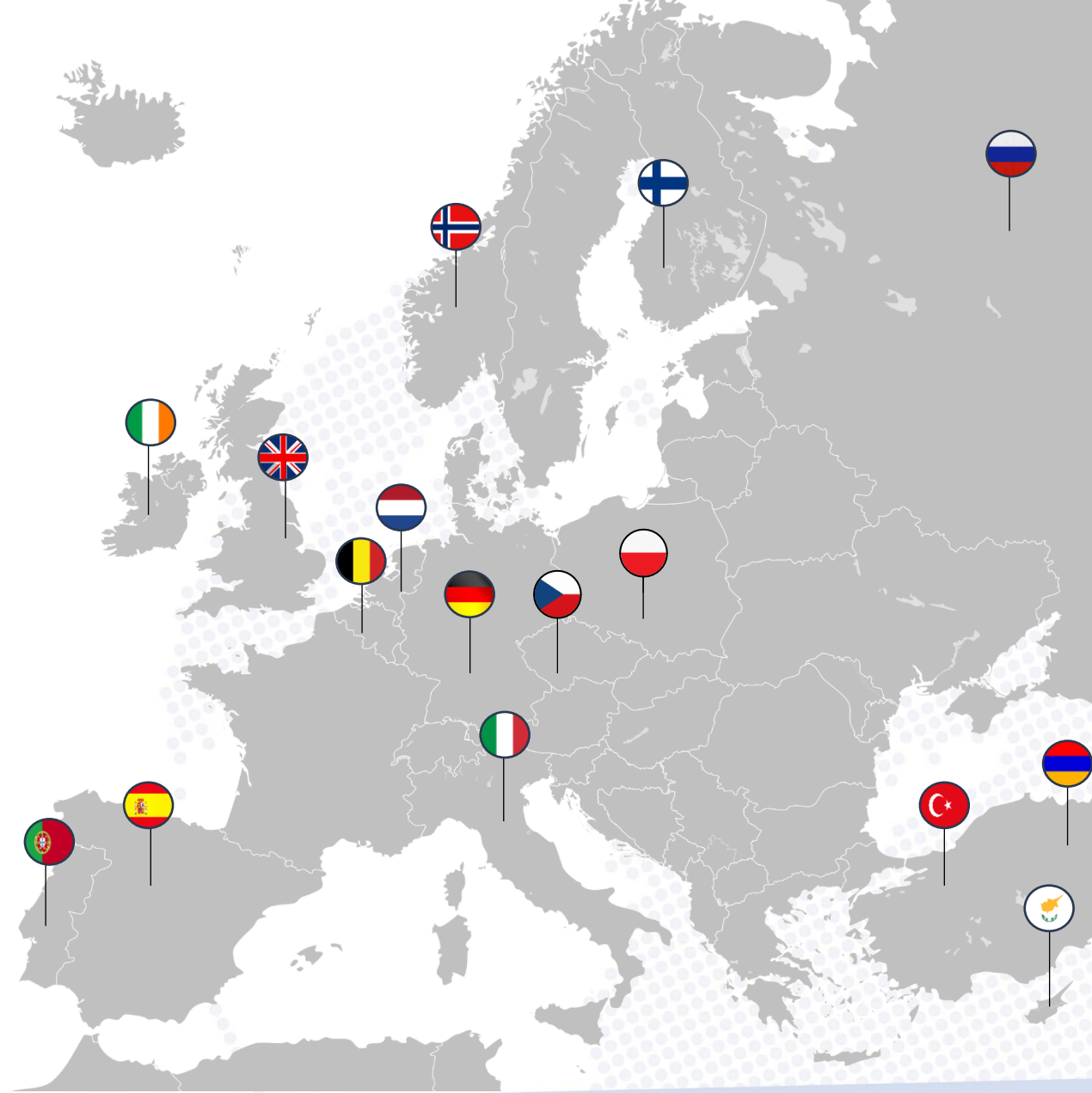
**MAKE
SENSE
CAMPAIGN**

2025 RESULTS REPORT

Our 13th *Make Sense* Awareness Week proved to be another success!

2025 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 **16 countries** taking part.

We have seen a broad spectrum of unique and impactful activities taking place, with one common goal in mind: improving outcomes for patients with head and neck cancer.



2025 CAMPAIGN SUMMARY

The 2025 Make Sense Campaign Awareness Week centred around the theme “**Uniting Europe Against Head and Neck Cancer**”, highlighting the importance of ensuring equal access to head and neck cancer care across Europe.

Throughout the 2025 Awareness Week, the Campaign built on its established network and research insights to raise awareness of existing disparities in care and to mobilise action at the local level.

These 2025 activities reinforced the Campaign’s ongoing commitment to drive change across Europe, not only by identifying care gaps, but by actively supporting national stakeholders in addressing them through communication, advocacy, and education initiatives.

13TH AWARENESS WEEK
15–20 SEPTEMBER 2025



MONDAY

Awareness Week Launch



TUESDAY

Focus on Policy: *Uniting Europe to advocate for policy change*



WEDNESDAY

Signs & Symptoms: 1for3 Focus (Early diagnosis day clinics held across Europe)



THURSDAY

Educational Events: on risk factors and prevention including smoking, alcohol and HPV vaccination



FRIDAY

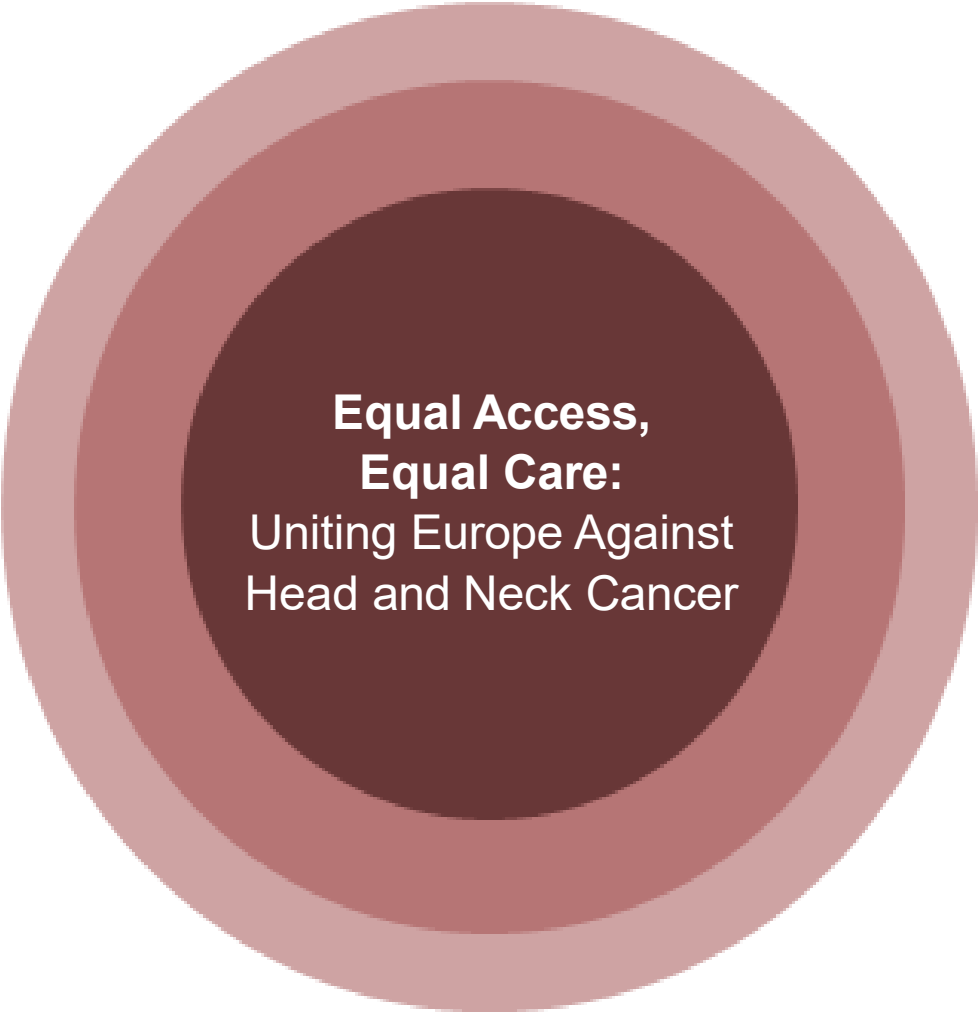
HCP Education: focused on spotlighting head and neck cancer care



SATURDAY

Make Sense Run event held across Europe

EQUAL ACCESS, EQUAL CARE RESEARCH



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

In 2024, Make Sense conducted a research project to assess the state of head and neck cancer care in four Eastern European countries, benchmarking results against the Netherlands to identify gaps in diagnosis and treatment.

These findings took centre stage in 2025, shared at **ECHNO 2025** to highlight key care disparities and spark dialogue on achieving equal access to high-quality treatment across Europe. The insights directly shaped this year's Awareness Week activities, reinforcing our commitment to using data to drive change.





SOCIAL MEDIA

3,104,162

social media reach across all platforms*



2,930,174

reach on Facebook*



97,399

views on Instagram*



26,378

views on LinkedIn*

TRADITIONAL MEDIA



5,836,794

estimated media
coverage reach*



937

pieces of total
media coverage

KEY RESULTS

16

countries
participated



330

screening
centers and
clinics



13,146

patients
screened



3,528

attended educational
events across Europe



1,209

patients
referred



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

COUNTRY ACTIVITY HIGHLIGHTS

As always, we were delighted by the outstanding level of engagement from **local country stakeholders** during this year's Campaign.

Your unwavering dedication and support remain vital to our shared mission of improving outcomes for patients and survivors.

We would also like to extend our sincere thanks to our **European and local sponsors** and **partner organisations**. Your continued backing is deeply appreciated.

The 2025 Campaign showcased an inspiring mix of creative and meaningful initiatives, including in-person early diagnosis clinics, the Make Sense Run, educational lectures and social media campaigns.



Make Sense 2025. ՌԻԿ մասնագետները՝ զխիթ բացկնելի դեմ պայքարի միջազգային շարժման...



MAKE SENSE CAMPAIGN 2025: UN SUCCESSO CHE DURA TUTTO L'ANNO

Il successo della campagna Make Sense Campaign 2025 è un traguardo che dura tutto l'anno. La campagna, che si è svolta in tutta Italia, ha avuto un grande successo, con molte persone che hanno partecipato alle attività e si sono informate sulle malattie oncologiche. La campagna è stata organizzata da un team di esperti e volontari, che hanno lavorato sodo per realizzare questo importante progetto. Il successo della campagna è un risultato che dura tutto l'anno, perché ha permesso di sensibilizzare il pubblico sulle malattie oncologiche e di promuovere la prevenzione. La campagna è stata un grande successo, con molte persone che hanno partecipato alle attività e si sono informate sulle malattie oncologiche. La campagna è stata organizzata da un team di esperti e volontari, che hanno lavorato sodo per realizzare questo importante progetto. Il successo della campagna è un risultato che dura tutto l'anno, perché ha permesso di sensibilizzare il pubblico sulle malattie oncologiche e di promuovere la prevenzione.



MUDr. et MUDr. Petr Pošta Ph.D.
lékař Stomatologické kliniky FN Plzeň

"Taková léčba vyžaduje spolupráci odborníků nejenom v rámci naší kliniky, ale i s ostatními klinikami."

OUR PARTNERS



The *Make Sense* Campaign is run by:



European support for the *Make Sense* Campaign is provided by:



CONTACT US



makesensecampaign.eu



secretariat@makesensecampaign.eu



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